

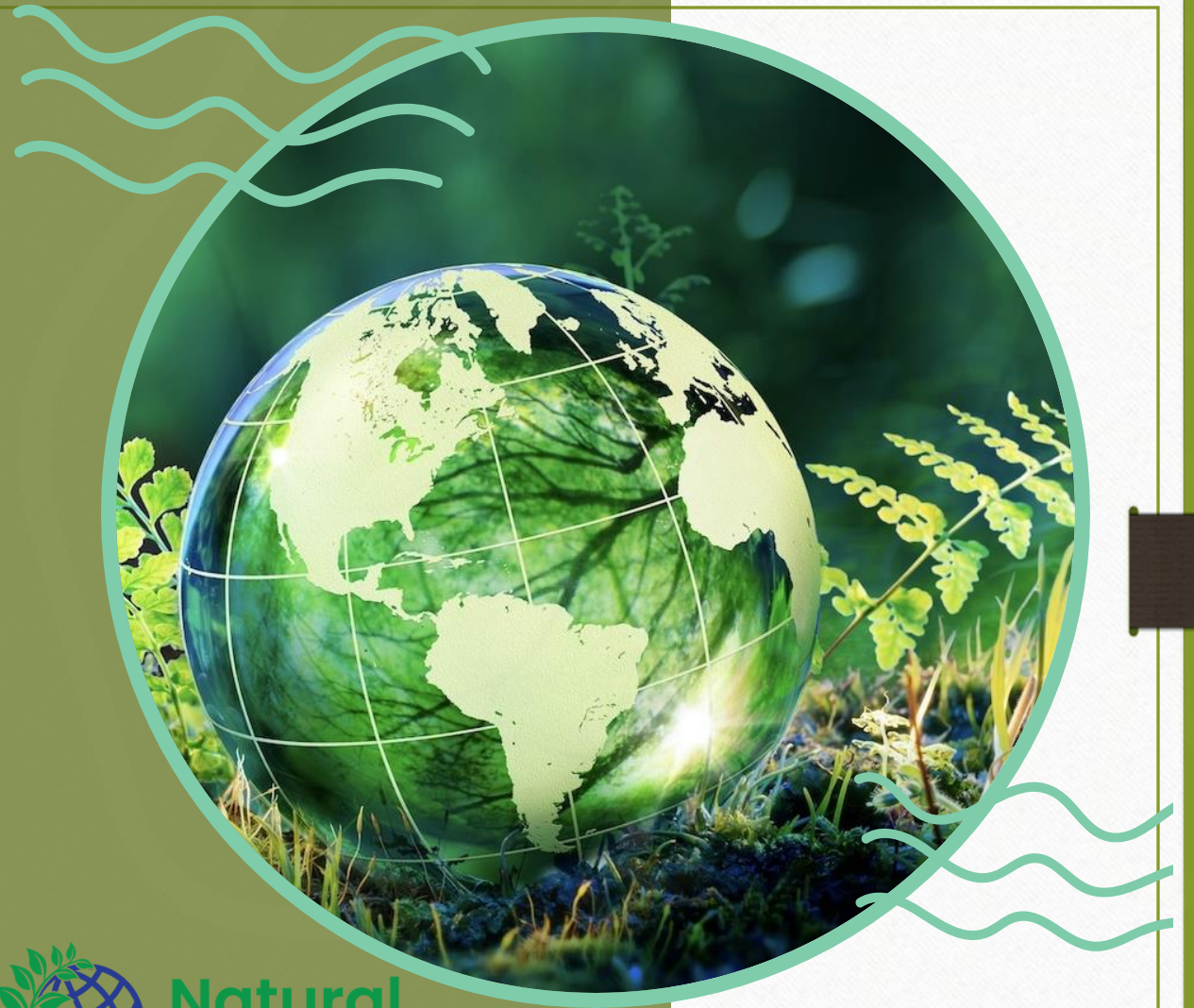
10 Trends To Watch In 2025

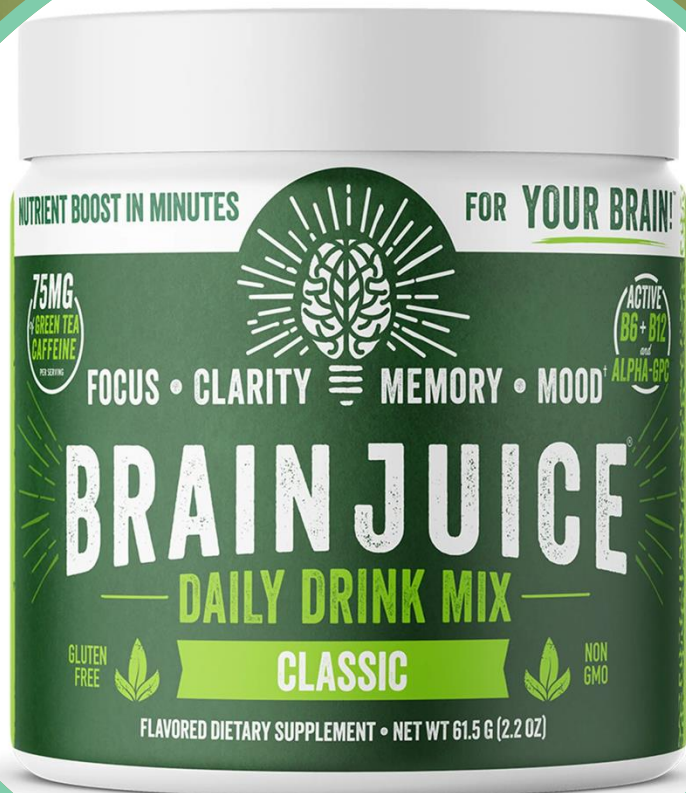
PRESENTED BY MARY ALLEN

OCTOBER 2024



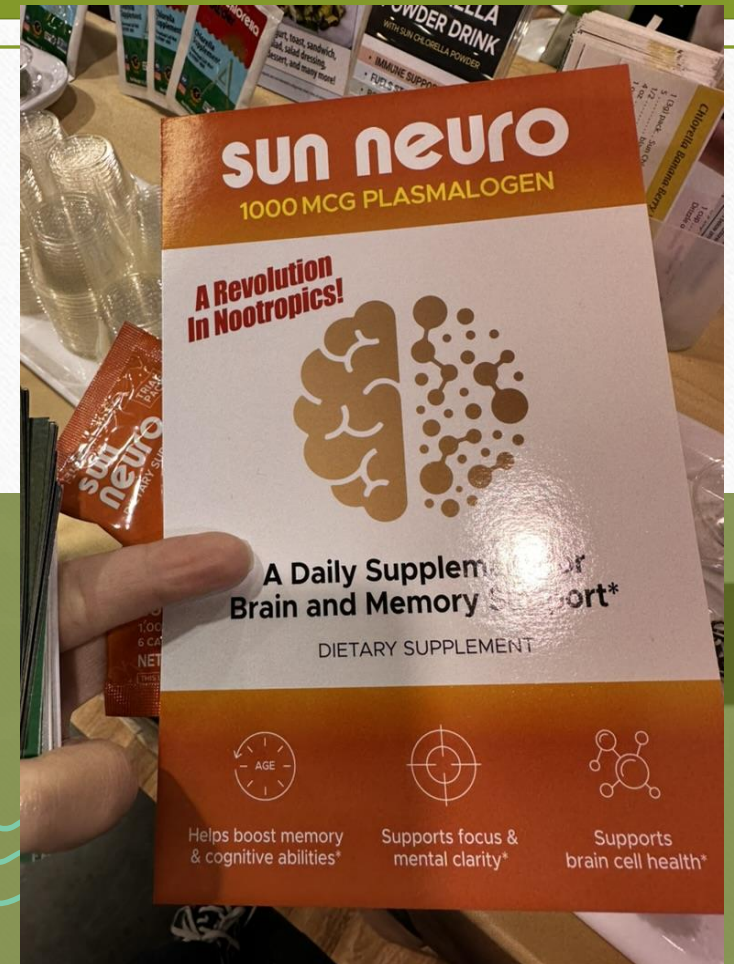
Natural
Brand Works





1. Mind, Body, Spirit

- ❖ Brain support is a key trend with more introductions focused on feeding the mind.
- ❖ Adaptogen herbs like ashwagandha and ginseng are prevalent and gaining popularity for their ability to help the body manage stress and may positively impact brain function.
- ❖ Creatine supplements are often used for building muscle and improving athletic performance, but recent research suggests creatine may also help improve brain function.
- ❖ Omega-3 fatty acids, EPA, and DHA in fish oil and even more introductions from algae.
- ❖ Nootropic herbs such as ginkgo biloba and lion's mane mushrooms are being researched for their potential to enhance memory and focus.







2. Mushroom Power

- ❖ **Reishi, Chaga, Cordyceps, and Lion's Mane** are trending for their potential health benefits, including cognitive and immune support, and energy boosts. Lion's Mane is a brain health superfood that may help support memory, focus, nerve health, creativity, and mood.
- ❖ **Functional Mushroom Beverages:** The trend in functional mushrooms, like reishi, chaga, cordyceps, and lion's mane, into coffees, teas, and ready-to-drink beverages is gaining momentum.
- ❖ **Mushroom Supplements:** Products ranging from capsules, gummies and powders to tinctures. These supplements target wellness goals, such as stress relief, immune support, and overall vitality, leveraging the adaptogenic properties of mushrooms.



NEW

1500 MG MUSHROOMS & ADAPTOGENS

INSTANT

FOUR SIGMATIC[®]

Focus
organic coffee supplement

WITH ASHWAGANDHA, CHAGA & LION'S MANE MUSHROOMS

Mental Clarity + Energy[†]

ENHANCED MENTAL FOCUS

ENERGY WITH HALF THE CAFFEINE

LONG-TERM POSITIVE MOOD

NET WT. 4.23 OZ. (120 G) | DIETARY SUPPLEMENT





NEW Improved Flavor!

PlantFusion

ORGANIC

MUSHROOMS + PROTEIN

Supports Energy, Clarity, Strength and Recovery!

10 MUSHROOM SPECIES

VEGAN | DAIRY FREE | GLUTEN FREE | NON-GMO

18g PLANT PROTEIN	10 MUSHROOM SPECIES	2000mg MUSHROOM POWDER	5 BOTANICAL ADAPTOGENS
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CREAMY VANILLA BEAN
NATURALLY FLAVORED

NET WT. 15 oz (428 g)

DIETARY
SUPPLEMENT





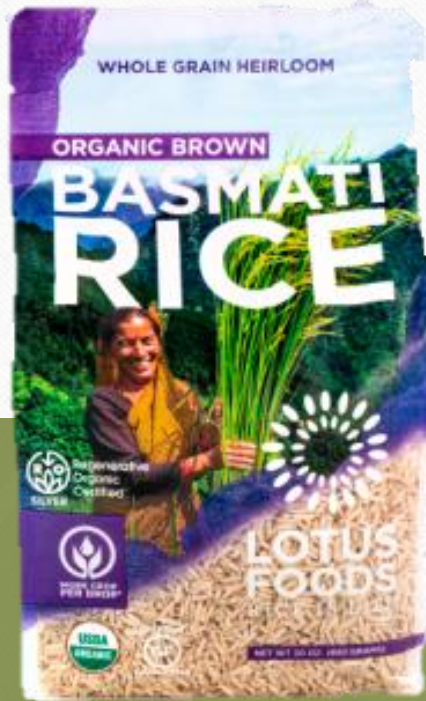
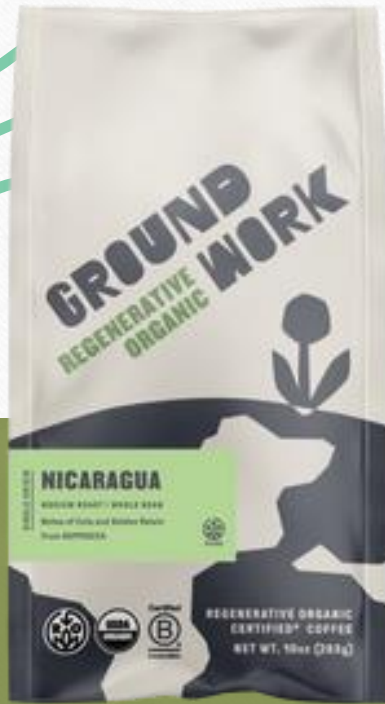





3. Regenerative Organic Certified

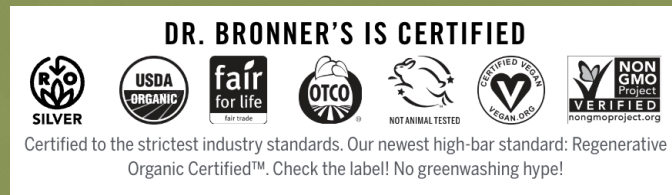
- ❖ The top priorities in regenerative organic products are soil health and biodiversity, contributing to sustainable agricultural practices.
- ❖ ROC products often result in more nutrient-rich produce due to the healthy soil.
- ❖ The social impact of ROC products supports fair labor practices and benefits local communities where sourced.
- ❖ Top Regenerative Organic Certified brands include Patagonia Provisions, Dr. Bronner's, Nature's Path, and Maple Hill Creamery.
- ❖ Transparency of farm to production.





alter
eco
SIMPLi

patagonia®





4. Magnesium

- ❖ Magnesium is associated with numerous health benefits, including improved blood pressure, sleep, mood, blood sugar management, heart health, and migraine relief. (WebMD)
- ❖ “According to data from SPINS, the 52 weeks ending Dec. 3, 2023, magnesium was among the top 25 best-selling ingredients in both the mainstream supplement and natural channels, seeing double-digit sales growth of 48% and 33%, respectively, to earn \$226 million and \$63 million.” (Nutritional Outlook)
- ❖ Common types of Magnesium - L Threonate, Malate, and Glycinate (May enhance focus, mental clarity, sleep, soreness, and hydration).







5. Eat Your Greens From Land & Sea

- ❖ Ingredients from the sea continue sales growth as more consumers learn the health benefits.
- ❖ Seaweed and Kelp-based products grow quickly and are nutritious and versatile, found in noodles, chips, fish-free sauces, supplements, and more.
- ❖ Seaweed has many of the minerals we need in our daily diets, including iodine, sodium, magnesium, potassium, phosphorus, iron, zinc, copper, and selenium.
- ❖ Super Green Powders with leafy greens, algae, barley grass, vitamins, and probiotics are available in single-shot and large format containers.





6. Protein Power

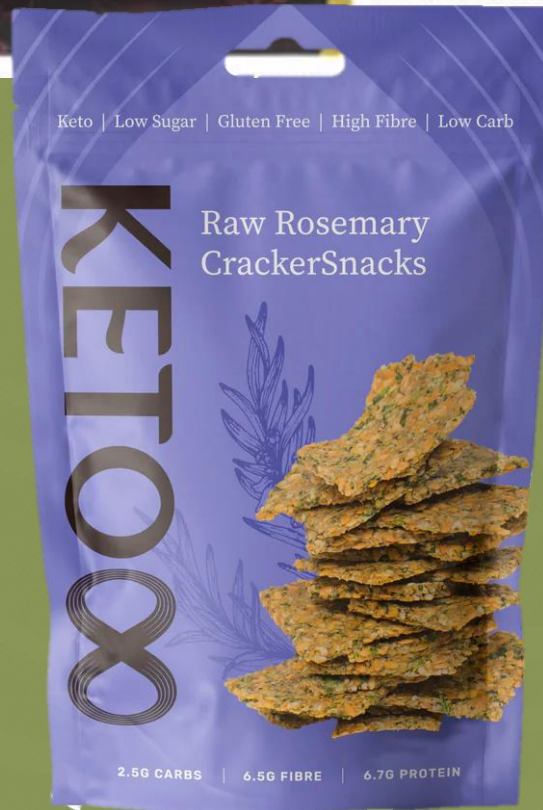
- ❖ Top growth reasons for protein include meal replacement, muscle growth, dietary supplements, and weight loss.
- ❖ Standard protein supplements and additions: Chia, granola, hemp, rolled oats, nuts, peanut butter, Greek-style yogurt, and snack cheeses.
- ❖ Clear & clean labeling with the key nutritional values is a selling benefit for brands.
- ❖ Collagen protein continues to gain popularity for its benefits to skin, joint, and bone health. Bovine and Marine!
- ❖ Specialized protein products to fit individual dietary needs like vegan, keto-friendly, low carb, low or zero sugar and all with high protein formulations.
- ❖ Top brands Orgain plant-based protein powder and Garden of Life with their grass-fed whey protein are owned by Nestle Health Science.
- ❖ I have watched the Ancient Nutrition and RX Bar business explode in the protein, collagen and bar categories.





7. Less and Zero Sugar

- ❖ Continued shift to natural sweeteners like stevia, monk fruit, dates, exotic fruits, and allulose.
- ❖ There are new sugar reduction technologies that reduce sugar content without compromising taste.
- ❖ 'Clean Label' products with fewer ingredients. We appreciate the brands that are more transparent with their ingredients and sourcing.
- ❖ More functional ingredients that add health benefits beyond sugar like protein, probiotics, and fiber.
- ❖ There is an ever-bigger trend to watch blood sugar levels throughout the day.
- ❖ Keto, low-carb, grain-free
- ❖ **Macalot** uses mushroom mycelium flavors to create its sweet dark chocolate.
- ❖ Less and no cane sugar



8. Non-Alcoholic is Booming

- ❖ Increased innovation, 15 times more start-ups this past year. Inova Market Insights
- ❖ According to Nielsen, the growth of ready-to-drink cocktails (RTD) canned cocktails grew 126%. Innova & NielsenIQ
- ❖ Dry January started as a UK initiative in 2012 and has gained international popularity, especially in the U.S.
- ❖ There continues to be an increased focus on health, wellness, and mindful drinking among Millennials and Gen Z.





Adult Non-Alcoholic
Beverage Association

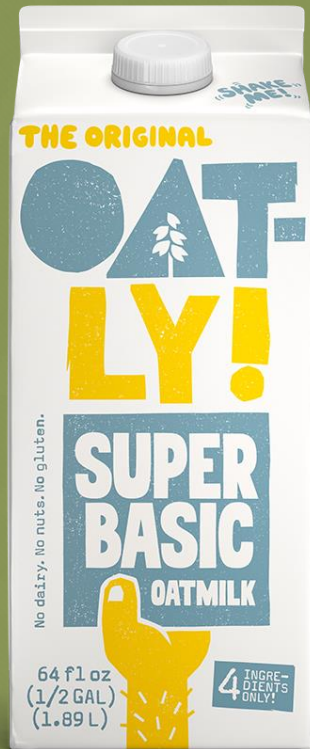




9. Love Super Foods – Chocolate, Coffee & Matcha

- ❖ The continued growth in these categories was seen on almost every aisle at Expo West.
- ❖ Rich in antioxidants and all may support brain health.
- ❖ Chocolate, coffee, and tea may improve metabolism, mood, and energy.
- ❖ Matcha contains a high concentration of chlorophyll, due to the way it is grown in shade, making the tea leaves a bright green.
- ❖ Chlorophyll is a natural detoxifier. A higher-quality matcha may have a more intense green.





10. Alternative Dairy

- ❖ The plant-based, non-dairy category continues with innovations in ingredients that are better tasting and the opportunity for consumers to feel healthier and improve digestion.
- ❖ Less Sugar, fewer ingredients, clean labels, and more shelf-stable products.
- ❖ Brands are continuing to catch up to dairy products' protein amounts by fortifying alternative beverages.
- ❖ The dairy alternatives market, estimated at \$27 billion in 2023, is projected to reach \$43.6 billion by 2028, demonstrating an annual growth rate (CAGR) of 10.1% from 2023 to 2028, according to a report by MarketsandMarkets.





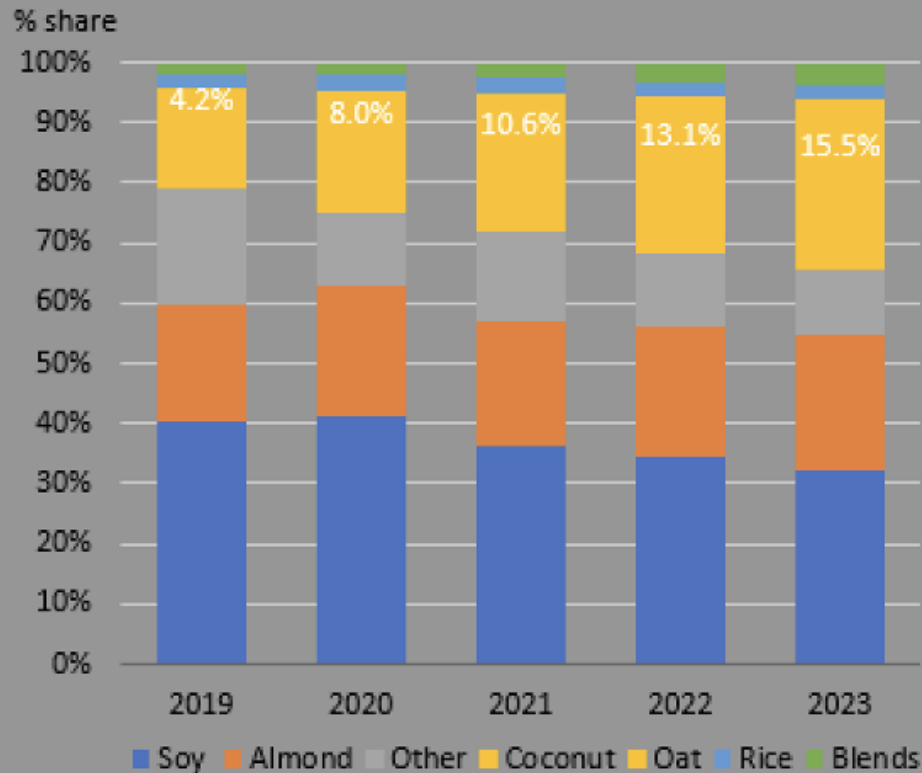
Plant-based milk
concentrates
& powders



Flat-pack Organic Oat
Milk offers a fresh,
eco-friendly option
with 94% less
packaging



Sales Value Across Key Markets 2019-2023



Note: Key markets are Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, China, India, Indonesia, Ireland, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain

Global Split of Alternative Milk

(Supplied by Euromonitor International)

- ❖ Almond, Oat, and Soy remain the largest penetration in plant-based milk.
- ❖ Coconut milk has had a rapid growth with other plant-based milk including cashew, macadamia, pea, hemp, and rice.
- ❖ The newest additions at Expo West included Corn, Hazelnut, Pecan, and Pistachio
- ❖ Oat represents 60% of the total plant milk in Germany.
- ❖ Europe accounted for 50%+ % of the total global oat milk market in 2023.
- ❖ One glass of oat milk contains about 36% of the recommended daily calcium dosage, making it an excellent source of calcium for consumers who are lactose intolerant. It is also the most sustainable option among dairy and plant-based milk. Shifting to oat milk is estimated to reduce carbon footprint by 70%. (Future Market Insights)



Honorable Mentions

Electrolytes & Hydration



- ❖ Re-usable water bottles, ready-to-drink beverages, single-dose stick packs, tablets, and mini-drinks have made it easy to stay hydrated.
- ❖ Expo West, Path Water gave away thousands of reusable aluminum bottles with Still and Sparkling water.
- ❖ The numbers of PH and Alkaline water brands continue to grow. Hydration powder and tablet shots

Weight Loss & Weight Loss Support



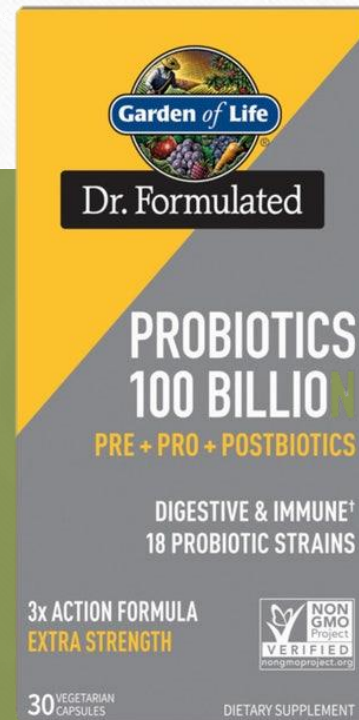
GLP-1 = Glucagon-like peptide-1 agonists



- Supports Glucose and Lipid Levels Already Within the Normal Range*
 - Combined with MCT Oil for Optimal Berberine Absorption
- Berberine is a natural constituent of herbs such as goldenseal, Oregon grape, and barberry. Clinical studies have demonstrated that berberine helps to support already normal glucose and lipid metabolism.*

Probiotics, Prebiotics, Postbiotics

Digestive Health including Fermentation





Thank you

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