



**Natural**  
Brand Works

# 10 Key Trends of Tomorrow



Mary Allen - November 2025

# Future of Natural & Organic



## Transparency and Clean Labels

Consumers want clear product information, pushing brands to offer transparency and simple, clean labels on natural and organic goods. Certified B Corp Certification continues to grow by double digits in the US and Europe.



## Cognitive & Gut Health

In 2026, gut and brain health unite as consumers seek products that support digestion, mood, and mental clarity through probiotics, prebiotics, and natural brain-boosting ingredients.



## Emerging Product Innovations

Increasing awareness of mental and physical health, as well as environmental concerns, has boosted the popularity of natural and organic products among consumers.

(The Organic Trade Association (OTA) released its 2025 Organic Market Report, which found U.S. sales of certified organic products reached \$71.6 billion in 2024, a 5.2% growth rate—more than double the overall grocery market growth of 2.5%)

# 1. Functional Beverages with Targeted Benefits

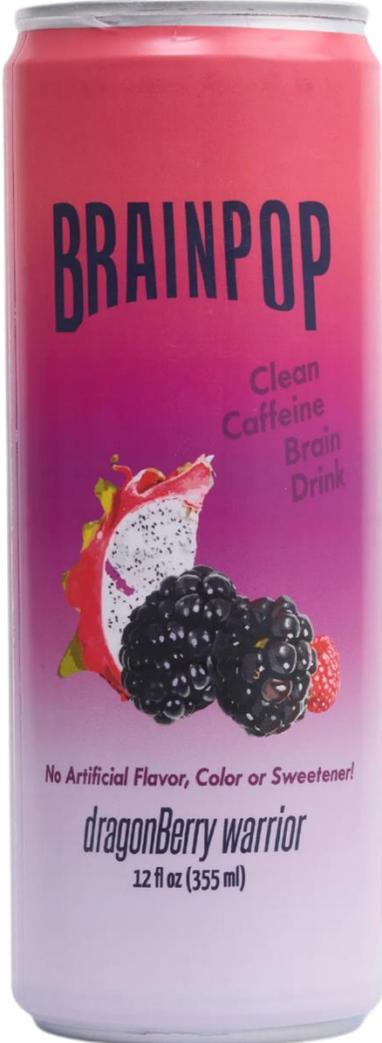
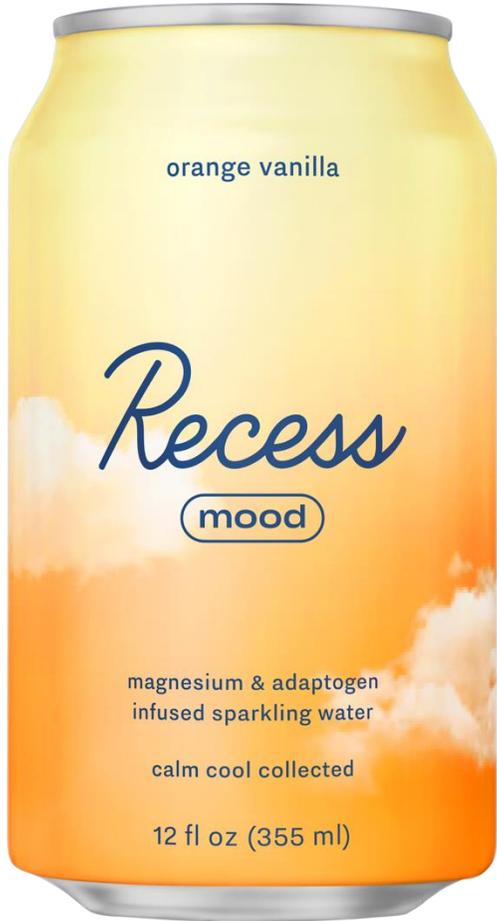


- ❖ **Personalized Wellness Focus:** The functional beverage category is seeing rapid expansion, with products formulated for targeted health benefits—ranging from gut health (prebiotics/probiotics) and hydration (electrolytes) to energy, cognitive support (nootropics), stress relief (adaptogens, CBD), mental performance, and beauty from within (collagen).
- ❖ **Brand Innovation & Mainstream Investment:** Leading CPG brands and emerging startups are driving momentum with advanced ingredients like adaptogenic mushrooms, collagen, and other bioactives. Notably, PepsiCo's \$1.95B acquisition of Poppi signals sustained mainstream interest and serious investment in this sector.
- ❖ **Shifting Consumer Expectations:** Modern consumers demand more than basic refreshment; they are seeking beverages that align with wellness, mental clarity, and holistic lifestyle values.
- ❖ **2026 Outlook:** Functional drinks will continue to gain ground in 2026, led by highly targeted formulations, transparent labeling, and credible health claims, as consumers increasingly prioritize health and convenience.

# Functional Ingredients for Adaptogens or Nootropics

Classification	Functional Focus	Key Ingredients	Source Type	Typical Effect
Adaptogens	Stress adaptation, balance	Ashwagandha, Rhodiola, Ginseng, Reishi, Holy basil	Natural plants/mushrooms	Calm, stress-resilience, mood balance, reduced cortisol
Nootropics	Cognitive enhancement, focus	Caffeine, L-Theanine, Bacopa, Ginkgo, B vitamins, Creatine	Natural and synthetic	Improved focus, memory, alertness, mental clarity

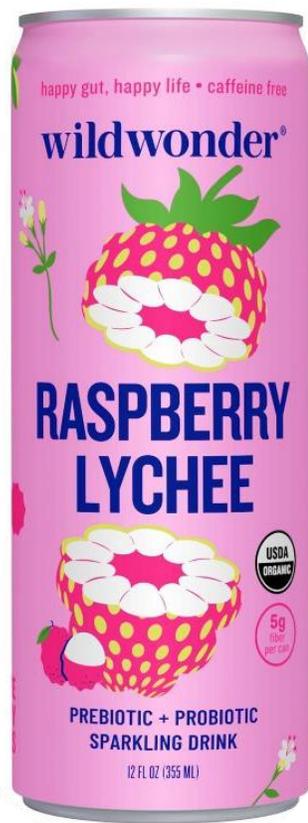
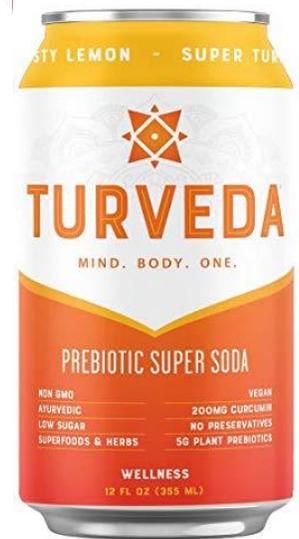
# Functional Beverages with Targeted Benefits



- ✓ BEAUTY
- ✓ CALM
- ✓ ENERGY
- ✓ FOCUS



# Functional Beverages with Targeted Benefits



## ADAPTOGENS FOR ATHLETIC FOCUS.

DRINK YOUR WEEDS

- 300 MG** KSM-66 ASHWAGANDHA **FOCUS + CHILL**
- 100 MG** LION'S MANE EXTRACT 8:1 **BRAIN BOOST**
- 100 MG** L-THEANINE **HOLD THE JITTERS**
- 200 MG** CAFFEINE (FROM GREEN TEA) **CLEAN FUEL**



- ✓ FOCUS
- ✓ GUTSY
- ✓ PROTEIN
- ✓ PREBIOTIC



# Functional Beverages with Targeted Benefits



## 2. Powered by Protein



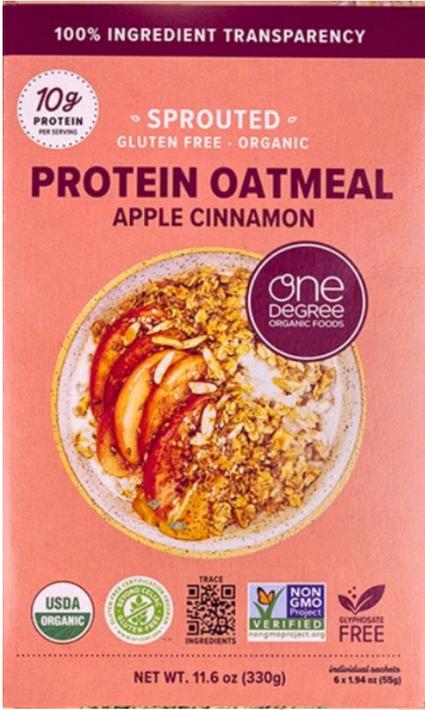
Protein is in everything, animal and plant-based.

- ❖ Whey protein leads the way, joined by options like pea protein, chia, hemp, nut butters, Greek-style yogurt, kefir, and protein-enriched granolas, snacks, beverages, and cheeses.
- ❖ Clear & clean labeling with the key nutritional values is a selling benefit for brands with limited ingredients.
- ❖ Collagen protein continues to gain popularity for its benefits to skin, joint, and bone health. Bovine and Marine!
- ❖ High protein products to fit individual dietary needs, like vegan, keto-friendly, GLP-1, low-carb, low or zero sugar.
- ❖ Jerky and other dried meat snacks continue to expand as part of the protein movement, offering consumers greater convenience for boosting their protein intake.

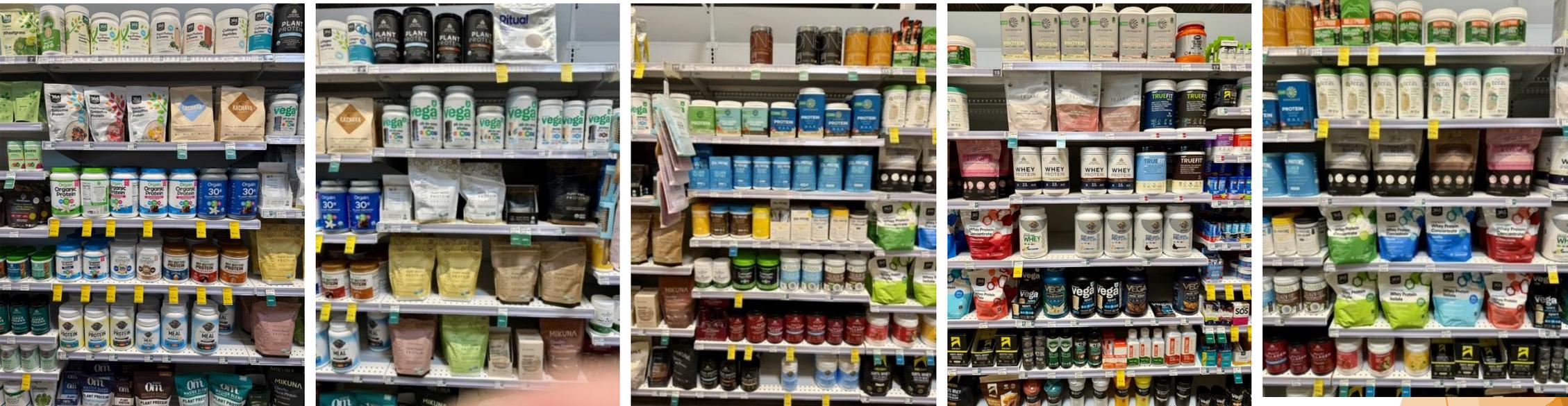
# Powered by Protein



- ✓ WHEY
- ✓ PEA
- ✓ OATS
- ✓ COLLAGEN
- ✓ HEMP
- ✓ RICE
- ✓ SOY
- ✓ NUTS



# Powered by Protein



✓ One wall of protein powder in my local Whole Foods!



# Powered by Protein



# Powered by Protein



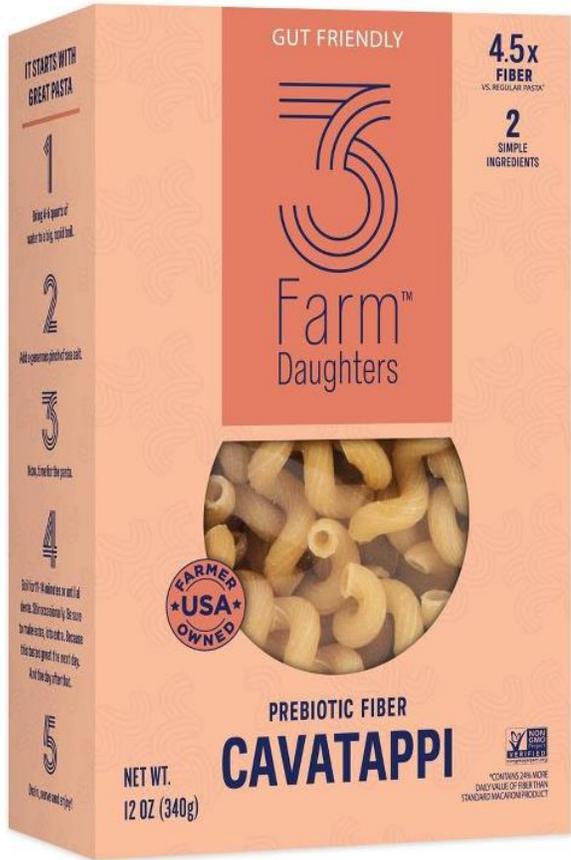
# 3. Eat Your Fiber



Fiber product innovation trend for 2026, highlighting dietary fiber’s role in digestive health and metabolic wellness. Industry reports and retail forecasts are focusing on these core priorities:

- ❖ Dietary fiber is positioned as an essential nutrient, not just an additive, for supporting the gut microbiome and overall well-being.
- ❖ Formulators are creating new fiber-rich foods (oat-based products, legumes, ancient grains) to meet consumer demand for digestive and immune benefits.
- ❖ There’s rapid growth in the use of prebiotic fibers, such as inulin, chicory root, and resistant starches, added to beverages and snacks.
- ❖ Brands are showcasing fiber content on packaging to focus on health benefits such as satiety, blood sugar regulation, and weight management.
- ❖ Breakfast is a leading meal occasion for fiber innovation, with more focus on oats, seeds, pulses, fruit peels, and prebiotic roots—offering consumers gut health support and fuller, more satisfying meals.
- ❖ Education campaigns highlight fiber’s preventive role in heart health and metabolic balance, and its promotion of "slow energy" rather than quick carb spikes.

# Eat Your Fiber



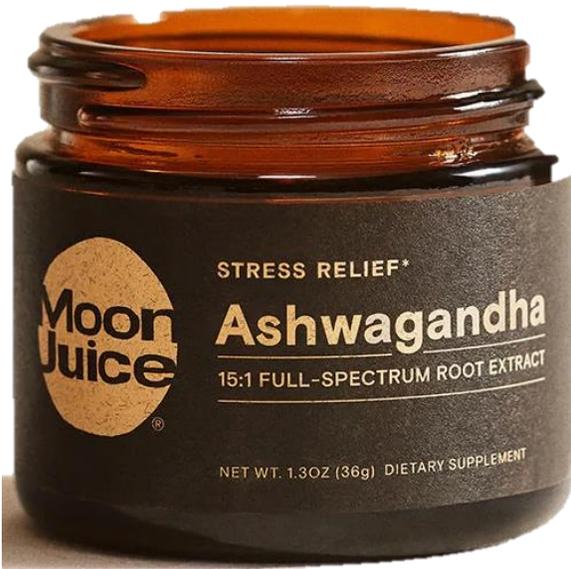
# Eat Your Fiber



# 4. Adaptogens: Ancient Roots to Modern Shelves

## The Most Popular Adaptogens:

- **Ashwagandha:** Used for stress relief, immune support, and cognitive health. Ashwagandha holds the largest market share among adaptogens, about 26% of the market in 2025. (Future Market Insight)
- **Ginseng:** Known to boost energy, enhance immune function, and improve endurance.
- **Rhodiola rosea:** Popular for its ability to reduce fatigue and help the body adapt to physical and mental stress.
- **Holy Basil (Tulsi):** Used to support immune function and act as an antioxidant, especially in Ayurvedic medicine.
- **Adaptogenic Mushrooms:** Including reishi, chaga, cordyceps, maitake, shiitake, and lion's mane. Found in supplements, beverages, and functional foods for their immune-boosting and stress-relieving properties.
- **Astragalus root:** Known for its immune-boosting and anti-fatigue effects.
- **Emerging: Shilajit** is a natural, mineral-rich substance that forms over centuries from the decomposition of plant material and minerals, primarily in the rocks of the Himalayan mountains. It has been used for thousands of years in traditional Ayurvedic medicine.



Adaptogens are natural substances, typically found in certain herbs, roots, and mushrooms, that are believed to help the body adapt to various forms of stress -- physical, emotional, or environmental -- and restore balance.

# Adaptogens: Ancient Roots to Modern Shelves

## Key Growth:

- ❖ Demand for stress relief and overall wellness.
- ❖ Companies are developing adaptogenic blends, often combined with vitamins, minerals, and other botanicals, to target specific needs such as stress, energy, immunity, and cognitive support.



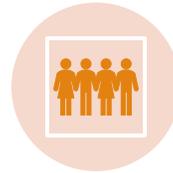
# 5. Regenerative Organic Certified



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 THANKS TO THE HEALTHY SOIL.



THE SOCIAL IMPACT OF ROC PRODUCTS SUPPORTS FAIR LABOR PRACTICES AND BENEFITS LOCAL COMMUNITIES WHERE THEY ARE SOURCED.



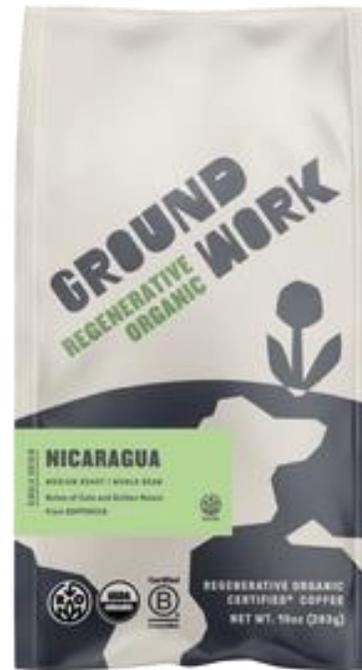
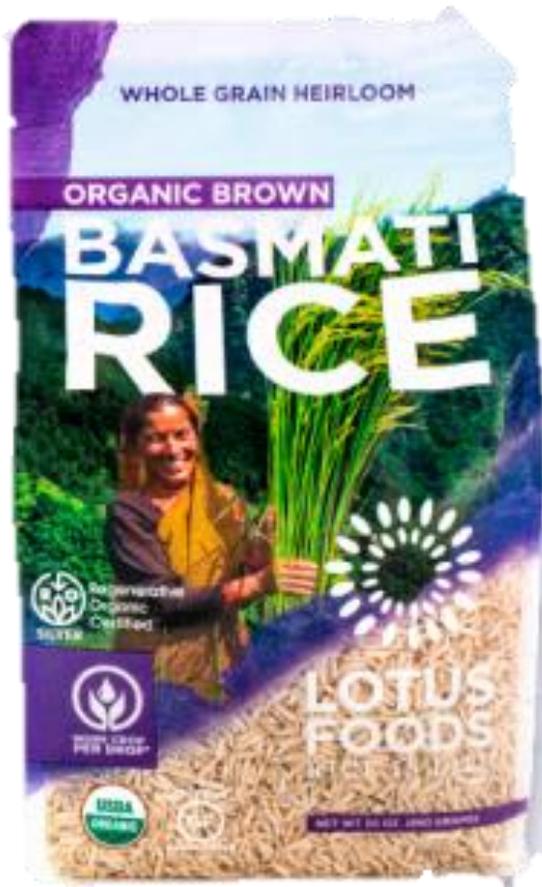
TOP REGENERATIVE ORGANIC CERTIFIED BRANDS INCLUDE PATAGONIA PROVISIONS, DR. BRONNER'S, NATURE'S PATH, AND MAPLE HILL CREAMERY.



THERE IS TRANSPARENCY FROM FARM TO PRODUCTION.



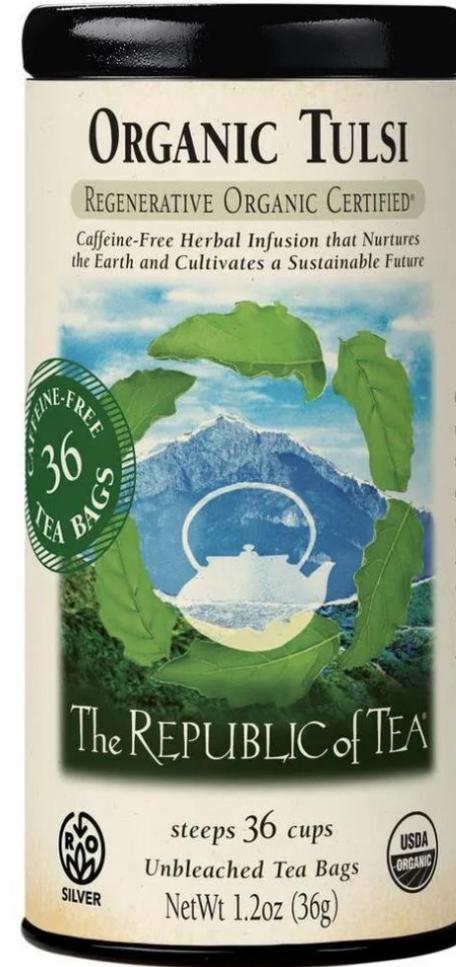
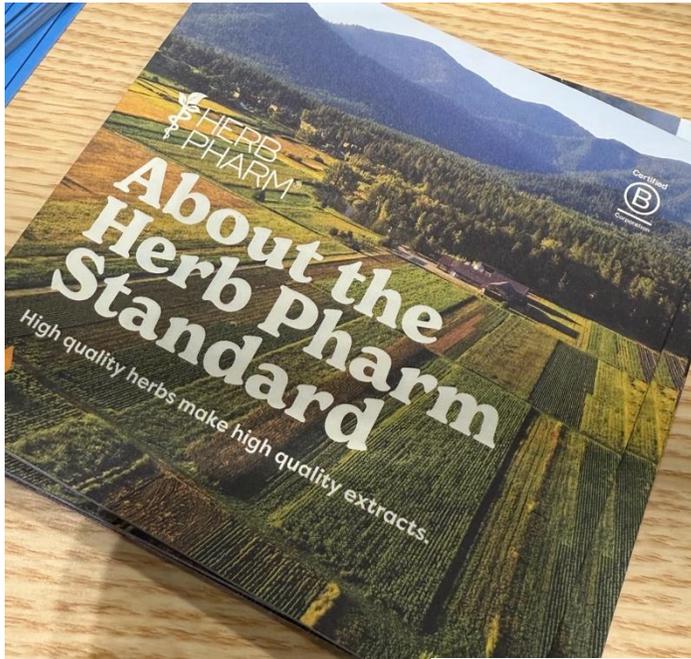
**SIMPLi**  
**patagonia**



**alter  
eco**



# Regenerative Organic Certified



# 6. Mushrooms are Everywhere

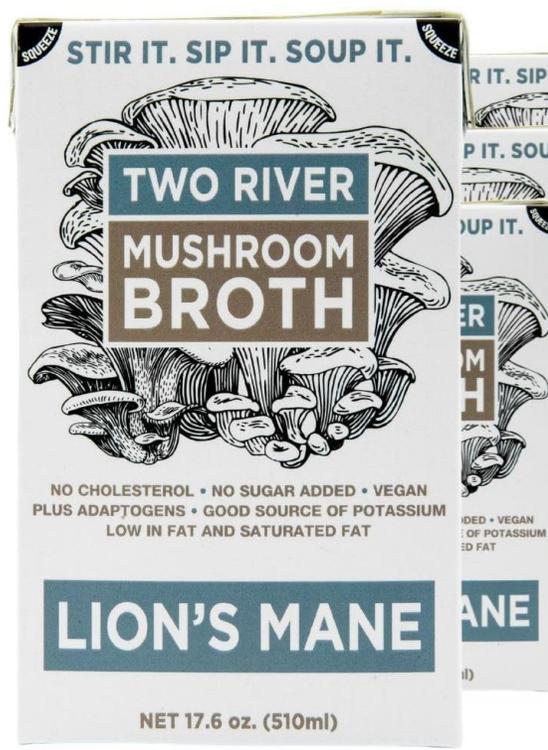
Reishi, chaga, cordyceps, and Lion's Mane are trending for their potential health benefits, including cognitive and immune support and energy boosts. Lion's Mane is a brain health superfood that may help support memory, focus, nerve health, creativity, and mood.

**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.

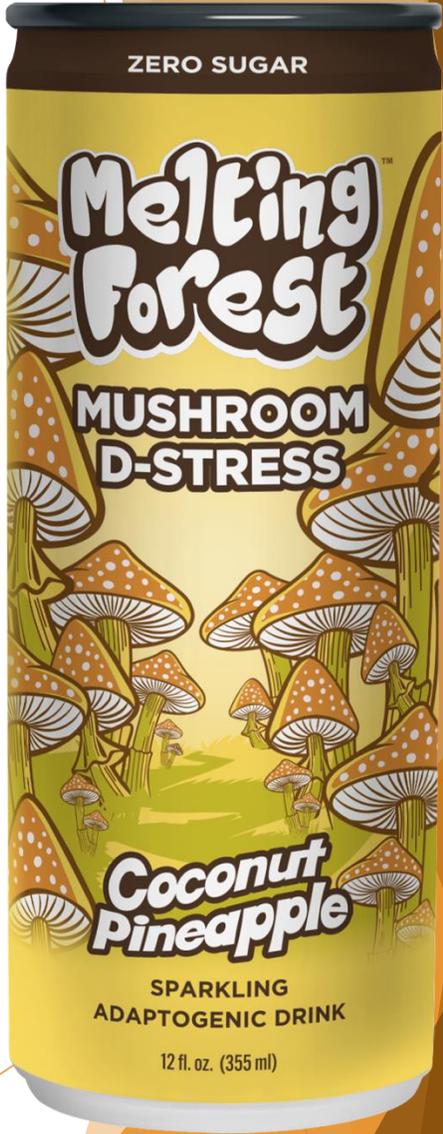
**Mushroom Supplements:** These include products such as capsules, gummies, powders, and tinctures. These supplements target wellness goals like stress relief, immune support, and overall vitality, leveraging mushrooms' adaptogenic properties.



# Mushrooms are Everywhere



# Mushrooms are Everywhere



# 7. Nutrient Rich Superfoods



**Fermented Foods** (yogurt, kimchi, kombucha, pickles): Rich in probiotics, which support gut health and immunity.

**Greens** (kale, spinach, collard greens, Swiss chard): Packed with vitamins A, C, K, fiber, calcium, and antioxidants.

**Fruits** offer vitamins, minerals, antioxidants, and immune support.

**Sea Moss**, also known as Irish moss (*Chondrus crispus*), is a type of red algae that has become a global superfood trend.

**Spirulina** in green and blue is trending for its antioxidant benefits.

**Nuts and Seeds** (almonds, walnuts, chia, hemp, pecans): Provide healthy fats, protein, fiber, and micronutrients.

**Tiger nuts** are small tubers (not actual nuts) known for their sustainability and impressive nutritional profile.

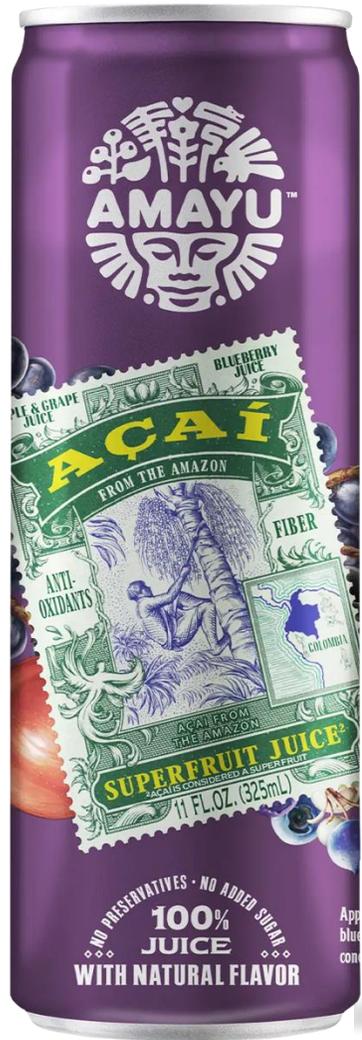
**Ancient Grains** (quinoa, amaranth, fonio): Gluten-free, high in protein and fiber, and rich in essential minerals.

**Fatty Fish** (salmon, sardines, mackerel, tuna): Excellent source of omega-3 fatty acids, which support heart and brain health

**Matcha** contains a high chlorophyll concentration due to its shade-grown growth, making the tea leaves bright green.

**Chocolate, coffee, and tea** may improve metabolism, mood, and energy.

# Superfoods



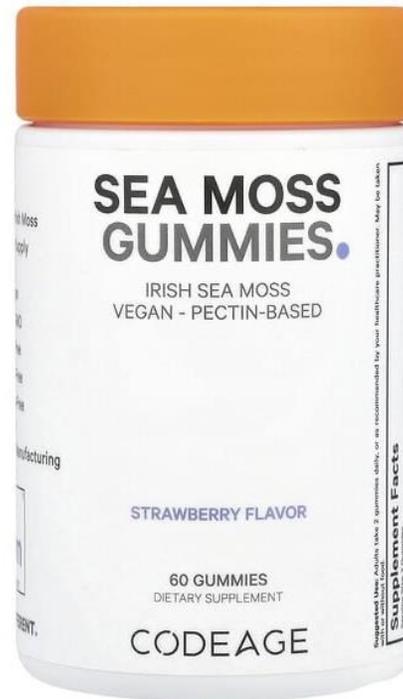
- ✓ ACAI
- ✓ TART CHERRY
- ✓ GREENS
- ✓ ARONIA BERRY



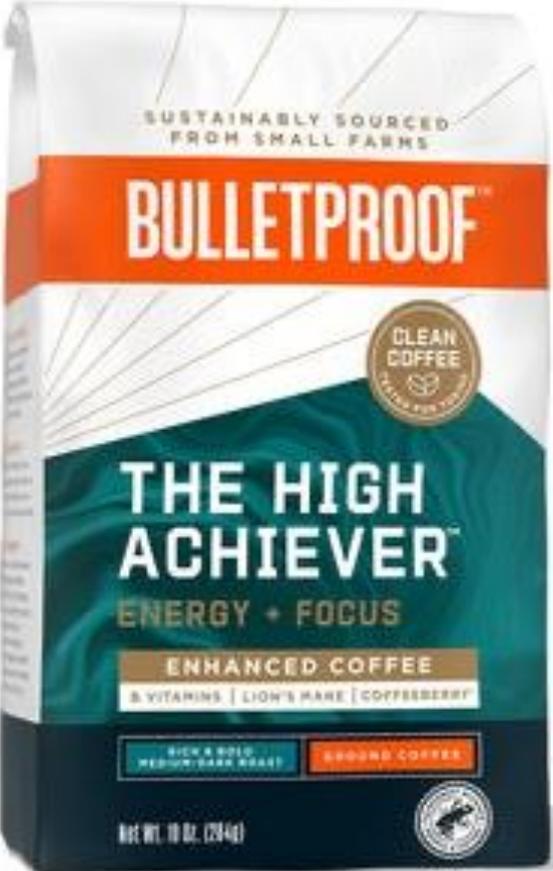
# Superfoods

SEA MOSS IS VALUED FOR:

- ✓ MINERALS
- ✓ IODINE
- ✓ PREBIOTIC FIBERS



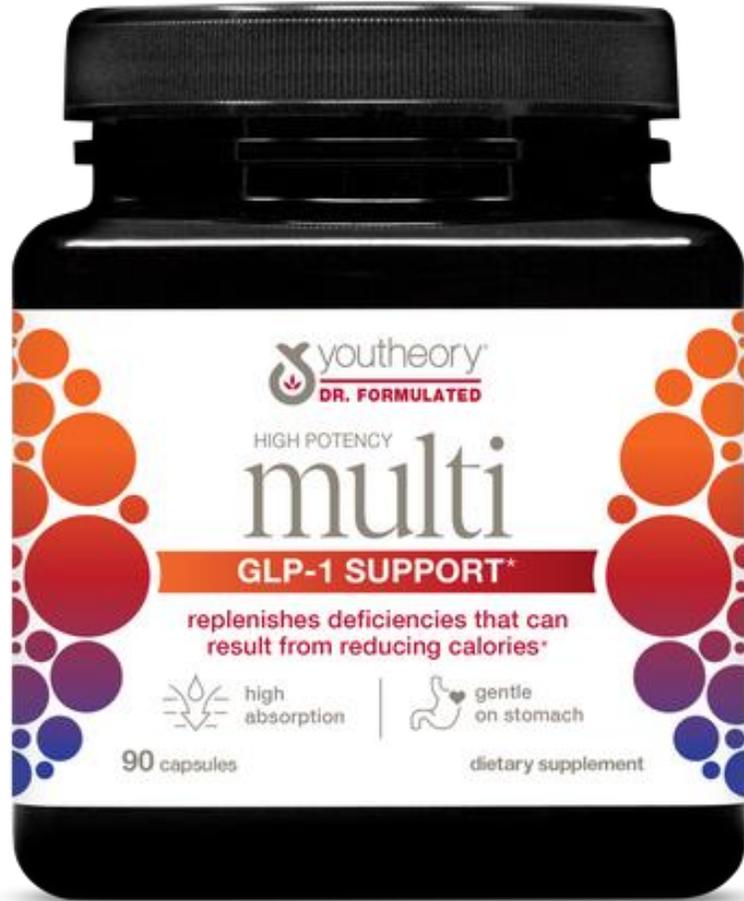
# Superfoods



- ✓ COFFEE
- ✓ MATCHA
- ✓ SPIRULINA
- ✓ CHOCOLATE
- ✓ UBE(Purple Yam)



# 8. GLP-1 Support Products



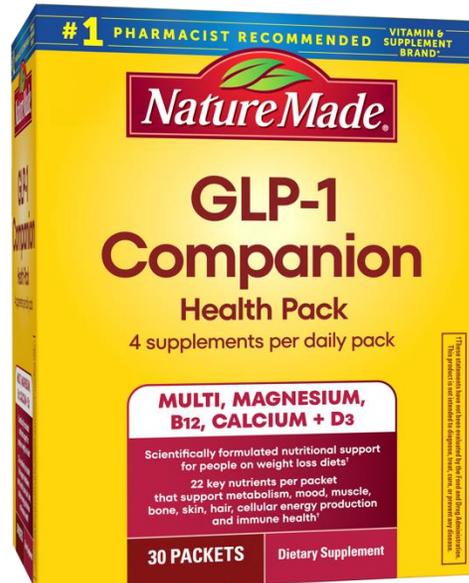
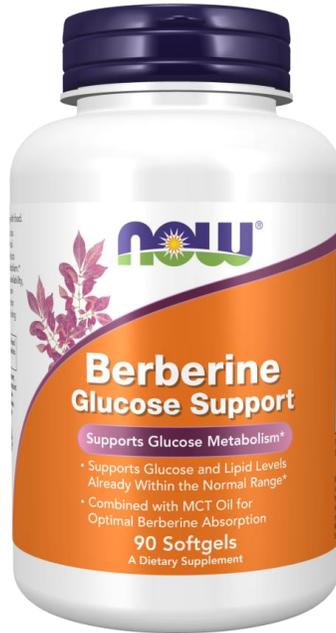
GLP-1 support products have rapidly emerged as a major trend in the wellness and supplement industry, driven by the popularity of GLP-1 medications (like Ozempic, Wegovy, and Mounjaro) for weight loss and metabolic health.

**Support product categories include:**

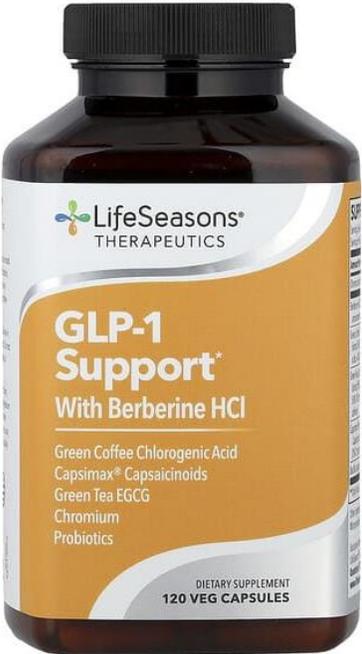
- ❖ **Supplements** designed to support the body's natural GLP-1 production and appetite regulation
- ❖ **Nutritional products** formulated to address common deficiencies and side effects experienced by GLP-1 medication users.
- ❖ The market is seeing increased demand for **protein-rich foods**, meal replacements, and products that support digestive health and the microbiome for GLP-1 users.

(GLP-1 = glucagon-like peptide-1, a hormone the body produces to regulate blood sugar and appetite)

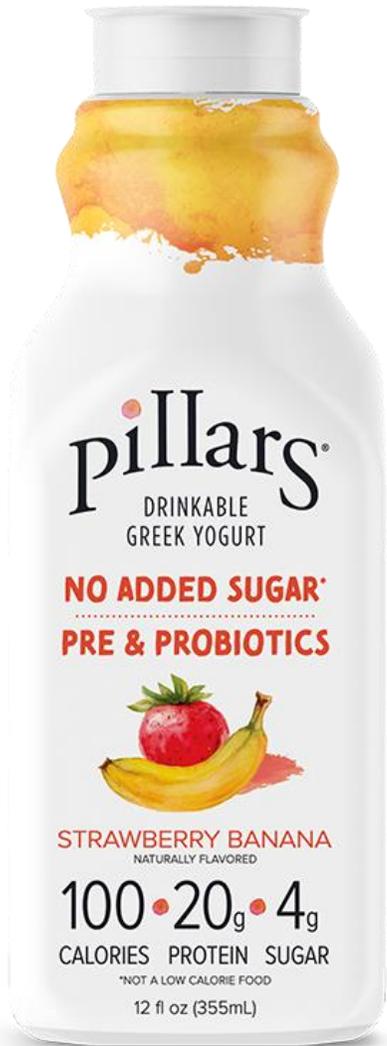
# GLP-1 Support Products



# GLP-1 Support Products

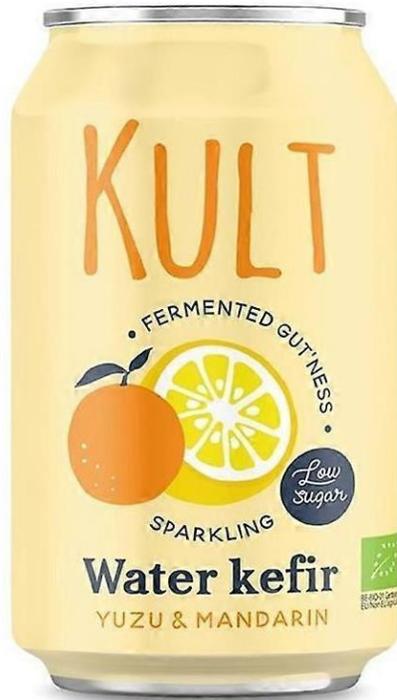


# 9. Fermented Dairy & Non-Dairy



- ❖ **Rising Consumer Demand for Gut Health** is increasing demand for fermented dairy products like kefir and yogurt, which naturally contain probiotics.
- ❖ Expansion of A2 Dairy kefir and yogurt is gaining traction due to perceived easier digestibility and reduced inflammation compared to conventional milk products.
- ❖ **Innovation in Non-Dairy Fermented Alternatives:** The market for plant-based fermented kefir and yogurts (e.g., almond, coconut, oat) is growing rapidly, catering to vegan, lactose-intolerant, and environmentally conscious consumers who want probiotic benefits without dairy.
- ❖ **Convenience:** Portable, single-serve cups, drinkable kefirs, and kefir pouches deliver probiotic-rich products in convenient formats for on-the-go consumption.
- ❖ **Clean Label, Organic, non-GMO, and minimally processed kefir and yogurt** (including A2 and non-dairy) appeal to consumers prioritizing transparency, natural sourcing, and clean ingredients.
- ❖ **Flavor Innovation** that combines fruit, botanicals, and functional ingredients (e.g., collagen, adaptogens).
- ❖ **Bigger Brands are Driving Market Expansion** in kefir and yogurt, including A2 lines.
- ❖ **Marketing narratives** increasingly emphasize probiotic benefits, immune support, digestive relief, and anti-inflammatory effects.

# Fermented Dairy & Non-Dairy



# Fermented Dairy & Non-Dairy



# 10. Magnesium



- ❖ Magnesium has 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.)



# Honorable Mentions



**Numerous categories will be more visible in 2026.**

Watch for increased launches of products:

- ▶ Non-UPF Certification - Pilot brands participating in the new program: Amy's Kitchen, Califia Farms, Caulipower, Simple Mills, and Spindrift.
- ▶ Creatine
- ▶ Trending Cooking Fats, like Beef Tallow
- ▶ Liquid Supplements
- ▶ Innovative and beneficial packaging
- ▶ Tinned Fish

# Creatine

Creatine is becoming a more mainstream health and wellness product, and beyond sports nutrition. Creatine is a target for women, older adults, and everyday consumers for possible benefits in muscle retention, cognitive performance, and "brain energy."



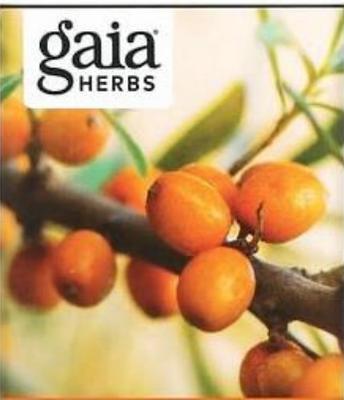
# Trending Cooking Fats : Beef Tallow, Ghee, Algae Oil, Avocado Oil



- ✓ PALEO
- ✓ KETO
- ✓ CULINARY TREND



# Liquid Supplements



**Plant Force Liquid Iron®**

Vegetarian formula supports healthy iron & energy levels\*

Made with Sea Buckthorn, Beet root, Dandelion & Gaia-grown™ Nettle leaf

Made with Honey

8.5 FL OZ (250 mL)  
HERBAL SUPPLEMENT



**Liquid Glucosamine & Chondroitin with MSM**

Joint Health\*

\* Joint Mobility and Comfort\*  
\* Great Citrus Taste

16 FL. OZ. (473 mL)  
A Dietary Supplement

WITH VITAMIN C & D3



**MARY RUTH'S®**  
**Liquid Morning MULTIVITAMIN**

VEGAN DAIRY FREE GLUTEN FREE  
SUGAR FREE FAMILY FRIENDLY

MAY SUPPORT ENERGY | BEAUTY | IMMUNITY!

**Raspberry**  
Vegan Natural Raspberry Flavored with Other Natural Flavor

Dietary Supplement  
32 fl oz (1 Quart) 946 mL



# Tinned Fish Are a Thing

- ❖ A surge in new tinned fish products hit the market in 2024 and 2025, reflecting both innovation and consumer demand for variety and quality.
- ❖ Many new products, packages, flavors, and brands



# Packaging

- ✓ Paper is replacing plastic. Food bar brands are making a shift.
- ✓ Innovative, sustainable, and on-the-go delivery format for everyday items.
- ✓ Biodegradable, Compostable, recyclable





**Natural**  
Brand Works

Thank you  
Mary Allen

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