



What's NEXT?

Product Trends & Innovations Driving Health & Wellness Growth

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NEXT Data & Insights





Reason for Hope

It is easy to see the division. It is easy to feel pessimistic.
But there is a lot that unites us. There is reason for hope.



Consumers of all types want change

They value innovation that:
Creates Social and Environmental Value, Builds Trust, Provides Healthy
Solutions, and Engages Their Sense of Adventure

Today, we will explore ...

Natural and organic innovation trends of greatest relevance to the average U.S. consumer

Using New Hope and NEXT Tools which have been designed to help:

- Prioritize opportunities and grow your portfolio
- Demonstrate the potential for your product
- Refine product positioning and messaging
- Maximize return on innovation
- Stock relevant products

Our Changing Food, CPG, and Retail Landscape



Using prediction markets to evaluate trends

NEXT Trend Concept Lab provides a multi-faceted view of the market's reaction to a new product concept.

Sample a representative population of US (1,000 interviews)

Test client concepts, plus benchmark concepts – often on shelf products

Profile consumers into New Hope Consumer segments

Assess Cultural Relevance leveraging “Wisdom of the Crowds” to make predictions of the success of concepts in market

Assess Personal Relevance by asking consumers if they themselves would buy a product (purchase intent)

For individual products, we use benchmarks to assess relative performance

Explore opportunities, test concepts, demonstrate potential, attract new customers

- \$2,500 per concept
- Discounts for 3 or more
- 20% discount for those in attendance today

Are your ideas strong enough to move forward with?

What is the next best addition to your product portfolio?

What benefits or messaging resonates most with consumers?

Which of your new product ideas has the greatest potential?

How do you demonstrate your product's potential to buyers or investors?

Five consumer segments



#YOUNG4EVER



Consumers in this segment take more aggressive action because they are young. These consumers are more racially diverse and focused on price. They're more likely to switch brands.



- 23% of population
- 50% single



LIFE TASTES GOOD



Live for today—that and taste are what motivate these consumers, who understand nutrition and health concerns but prioritize enjoying life and friends. These relaxed and relatively healthy consumers cook at home, are satisfied with current brands and eschew natural foods.



• 17%

CHIEF HEALTH OFFICERS



• 18% age 18-34



4 OUT OF 5 DOCTORS



Made up of mostly older consumers, this segment listens to doctors and actively follows traditional health and wellness advice. These shoppers are less likely to try new things because they are happy with current choices. They purchase less natural and organic because of price.



- 22% of population
- 57% female
- 52% age 55+
- 66% married
- 23% with kids -18

GUILTY AND DEFEATED



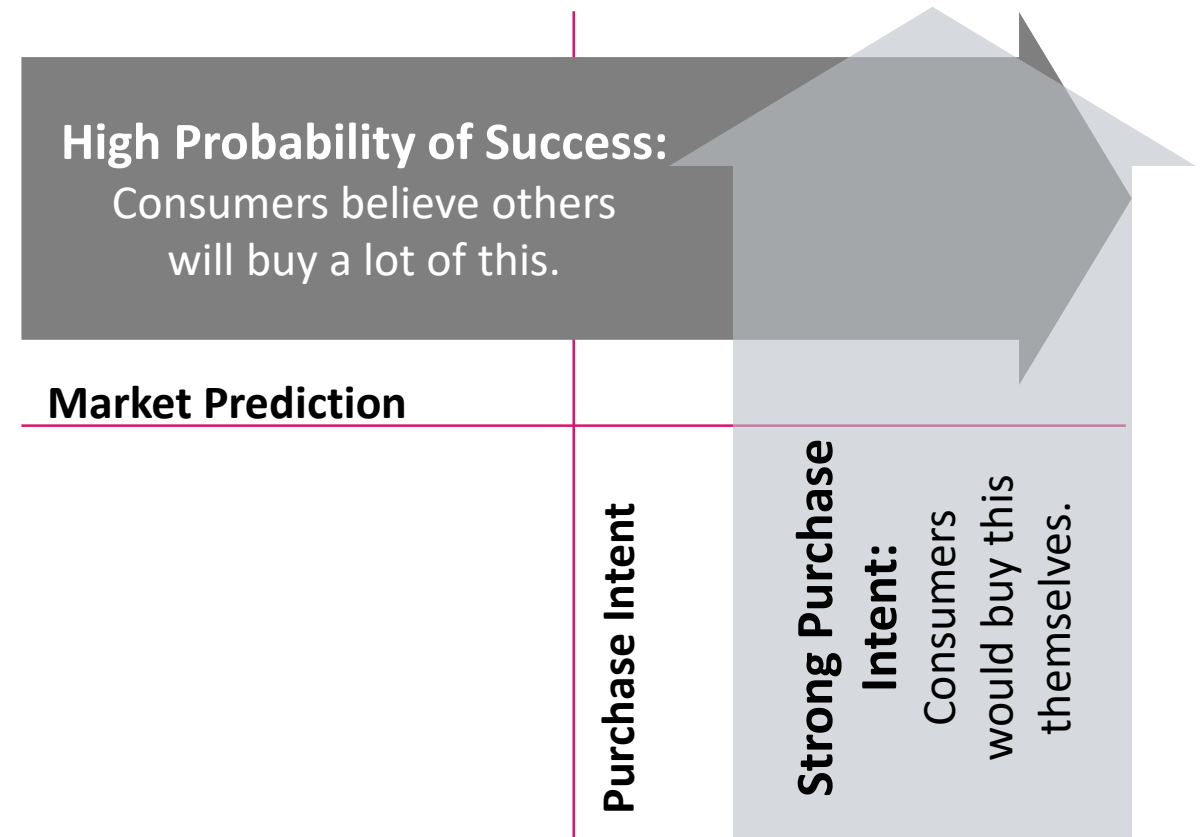
These time-strapped consumers want to be healthy but don't actively pursue health and wellness. They feel guilty about this but cannot take control of their diets. The result is low-energy, stressed out shoppers (many with young kids) who seek out convenience and focus on price.

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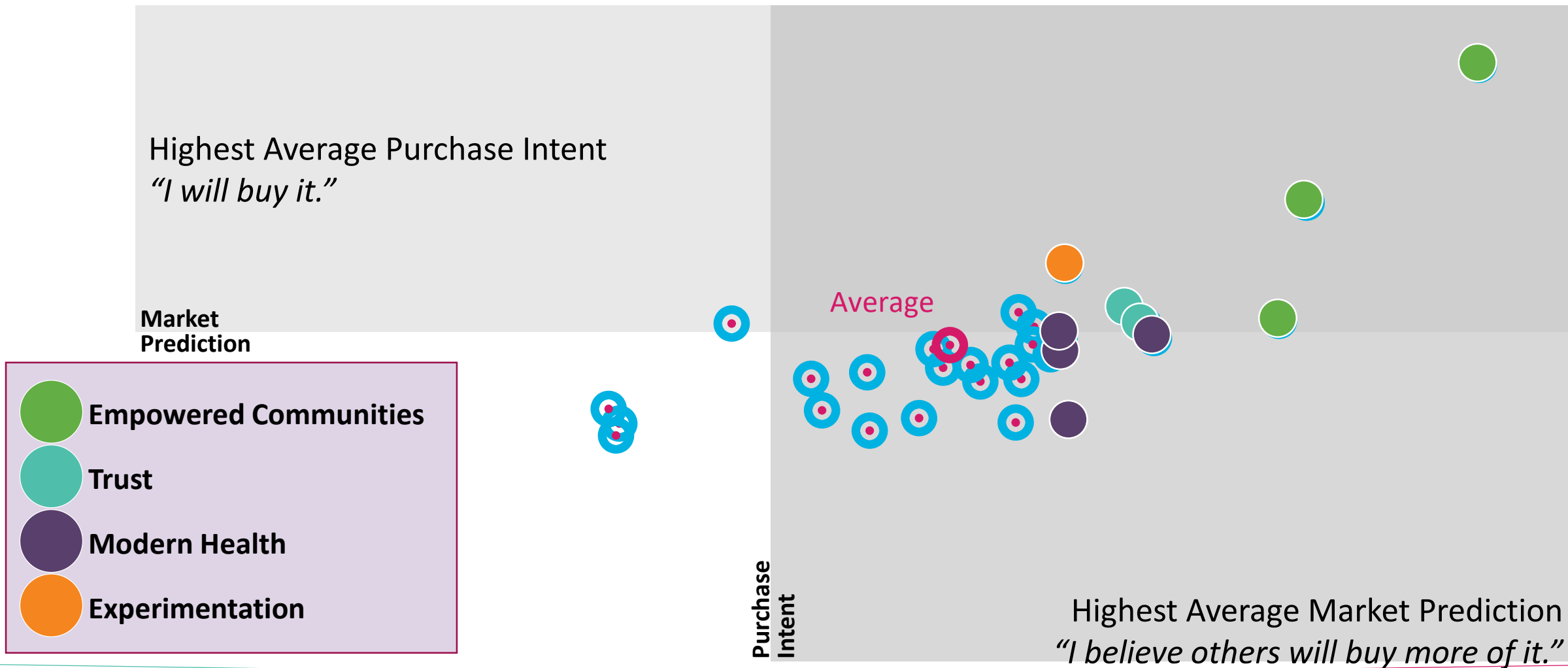
Which trends rose to the top in a conceptual marketplace?

We coded our database of ~1,700 product concepts by trend to determine which trends garnered the highest cultural relevance and purchase intent.



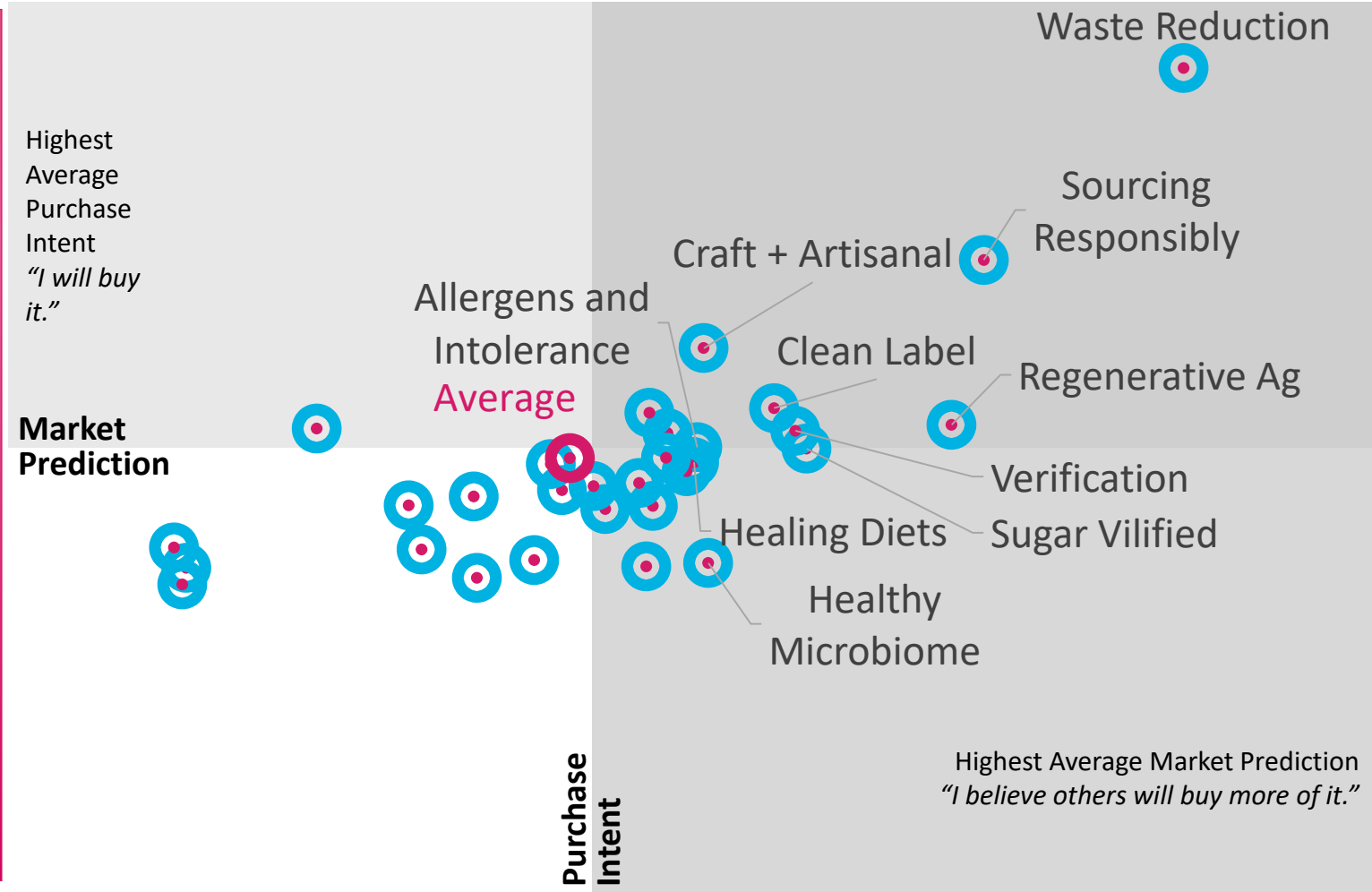
For benchmarking purposes the bottom 5% of all concepts were treated as outliers and were removed from our analysis and averages.

Consumers value innovation that drives change



The trends of greatest consumer relevance are...

1. Waste Reduction
2. Sourcing Responsibly
3. Regenerative Agriculture
4. Sugar Vilified
5. Verification
6. Clean Label
7. Healthy Microbiome
8. Craft & Artisanal
9. Allergens and Intolerance
10. Healing Diets



1. Material Optimization/Waste Reduction

Brands are adopting reduce, reuse, recycle principles to their business models resulting in crafty solutions to eke out the most value from ingredients and materials.

TAJA COCONUT WATER



Booth: 6014

*Trend: Waste Reduction
Innovation: Soil health; coconuts shells turned into compost*

WORLD CENTRIC



Booth: 8904

*Trend: Waste Reduction
Innovation: wheat straw agricultural waste turned into compostable plates*

ORIGIN ALMOND



Booth: 8523

*Trend: Waste Reduction
Innovation: using all part of the almond*

NUTIVA



Booth: 1216

*Trend: Waste Reduction
Innovation: zero waste facility*

2. Inventive Business Models/Sourcing Responsibly

In the quest to win on value it seems that our industrialized food system placed too much emphasis on cost and convenience to the detriment of “values” and respect for our sourcing partners.

TOOGGA



Booth: 2843

Trend: Sourcing Responsibly
Innovation: working with women's cooperatives in the Sahel

SHENANDOAH VALLEY ORGANIC



Booth: 1635

Trend: Sourcing Responsibly
Innovation: Supports small chicken farmers in response to factory farming abuses

POOR DEVIL PEPPER CO



Booth: 861

Trend: Sourcing Responsibly
Innovation: Local/Transparent

TRIDENT SEAFOOD



Booth: 146

Trend: Sourcing Responsibly
Innovation: Vertically integrated seafood company

3. Agricultural Commitments/Regenerative Agriculture

Enthusiasts around regenerative agriculture claim this is a solution that rebuilds, repairs, and replenishes our natural resources through ecological practices that go beyond curtailing certain behaviors and practices to prevent further loss. We need to do more and rebuild the natural environment that has been lost.

THOUSAND HILLS



Booth: 1247

*Trend: Regenerative Agriculture
Innovation: Holistic
management grazing*

SERENTIY KIDS



Booth: 846

*Trend: Regenerative Agriculture
Innovation: Savory Institute*

RE: BOTANICALS



Booth: 8922

*Trend: Regenerative Agriculture
Innovation: Organic Hemp*

GENERAL MILLS



Booth: 635

*Trend: Regenerative Agriculture
Innovation: Annie's Soil Matters*

4. The World is Fat/Sugar Vilified

The industry is fractured on how to deal with the negative turmoil surrounding sugar as the number one public health villain. Experimentation is multipronged from low glycemic food-based sweeteners, to zero calorie alternatives, to redefining sweet, or making room for savory in traditionally sweet foods.

SODA PRESS CO



Booth: 617

Trend: Sugar Vilified
Innovation: 50% less sugar

MANUVO HARVEST



Booth: 1134

Trend: Sugar Vilified
Innovation: dried fruit, no added sugar

MINNA



Booth: 653

Trend: Sugar Vilified
Innovation: botanical flavoring; no sugar

KNOW BRAINER



Booth: 6409

Trend: Sugar Vilified
Innovation: Keto creamer with collagen, MCT, 0 calorie monk fruit

5. Earning Consumer Trust/Verification

With so many options in today's marketplace, slapping on a claim isn't enough. Certification or verification from reputable 3rd parties strengthen the integrity of a brand's commitment.

BAMBO NATURE



Booth: 2721

Trend: Verification
Innovation: FSC, Asthma-Allergy
Denmark

BABO BOTANICALS



Booth: 2312

Trend: Verification
Innovation: B Corp, EWG
Verified, Made Safe

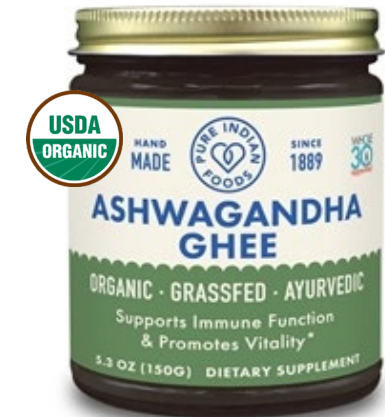
UNBUN



Booth: 223

Trend: Verification
Innovation: Keto, paleo, gluten
free

PURE INDIAN FOODS



Booth: 8410

Trend: Verification
Innovation: Organic, Whole 30
approved

6. Earning Consumer Trust/Clean Label

Additional efforts to win back consumer trust is to be transparent, forthright about your ingredients as well as a short ingredient list.

CRAZY RICHARDS WHOLLY ROLLIES



Booth: 8032

Trend: Clean Label

Innovation: Minimal and simple ingredient list

NOBULL



Booth: 8048

Trend: Clean Label

Innovation: No meat imitation here!

HUMBLE BRANDS



Booth: 8818

Trend: Clean Label

Innovation: Nothing bad

7. A Life of Vitality/Healthy Microbiome

Our understanding of the health impacts associated with the makeup of a person's microbiome are expanding far beyond traditional gut health and immunity-boosting properties. In fact, it may well turn out that almost every function in our body is modulated by gut bacteria.

RESTORE



Booth: 3014

*Trend: Microbiome
Innovation: soil derived carbon
molecules to support cellular
health*

ENZYMEDICA



Booth: 3543

*Trend: Microbiome
Innovation: fish oil for holistic
health including gut microbiome*

WEDDERSPOON



Booth: 1032

*Trend: Microbiome
Innovation: manuka honey with
probiotics*

8. Experiential Experimentation / Craft + Artisanal

Brands respond to trends in resurrecting ancient practices and DIY experimentation by creating products mirroring the art and craftsmanship instrumental to traditional methods. Innovators in this space meet the consumer's sense of pride and accomplishment when making something from scratch.

NODDER SNACKS



Booth: 6538

Trend: Craft + Artisanal
Innovation: Lavender

BAR NONE



Booth: 8925

Trend: Craft + Artisanal
Innovation: Mocktails

KISS NATURALS



Booth: 152

Trend: Craft + Artisanal
Innovation: DIY body care making kits

9. Discovering Ailment Triggers / Allergens & Intolerances

Food insensitivities have become pervasive and consumers are following diets that eliminate the primary culprit of many afflictions.

88 ACRES



Booth: 8309

Allergens & Intolerances
Innovation: Watermelon Seed
Butter

COOGGIES



Booth: 6523

Trend: Allergens & Intolerances
Innovation: Gluten & Grain Free
baking mixes

FRUSANO



Booth: 1523B

Trend: Allergens & Intolerances
Innovation: Fructose Intolerant

10. A Life of Vitality / Healing Diets

Alternative to the Optimized Diets Trend, consumers pursuing a Healing Diets Trend are motivated by health issues and finding diets that reduce triggers. This diet trend is usually positioned by brands as an antidote to reduce suffering or ailments caused by current food choices. Seek and follow these alternative diets to solve issues.

LIVIVA



Booth: 100

Trend: Healing Diet
Innovation: low calorie konjac – few calories, 0 sugar, high fiber

PURE ESSENCE LABS



Booth: 3029

Trend: Healing Diets
Innovation: enzymes for various lifestyle diets

KISS MY KETO



Booth: 8023

Trend: Healing Diets
Innovation: Keto

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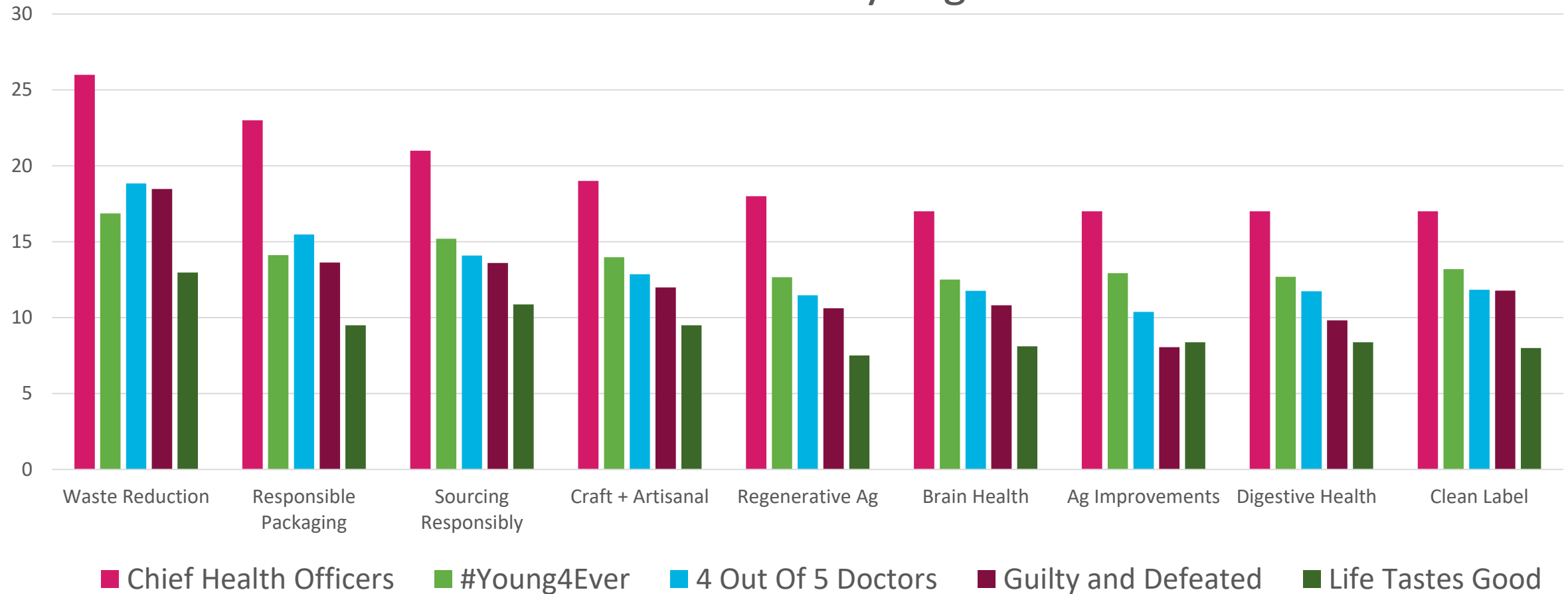
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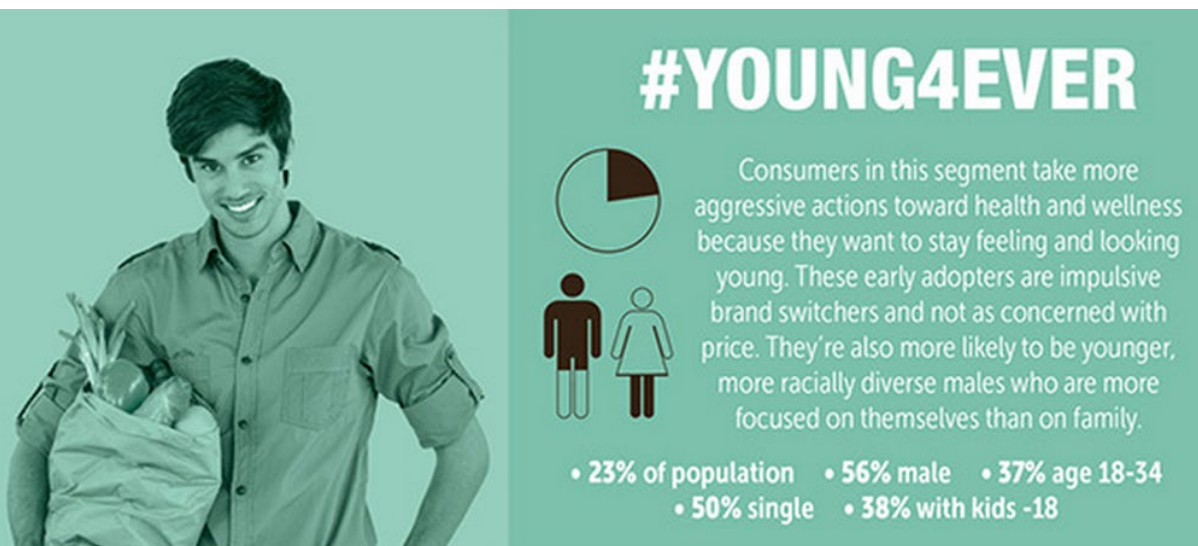
Trends Appeal to Progressive & Mainstream Shoppers

Purchase Intent By Segment



The most different consumer segments agree on most things

- Rank order
1. Waste reduction 👍
 2. Sourcing responsibly 👍
 3. Responsible meat and dairy 👍
 4. Craft and artisanal 👍
 5. Responsible packaging 🖐️



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Top trends driving innovation

- Waste Reduction
- Sourcing Responsibly
- Regenerative Agriculture
- Sugar Vilified
- Verification
- Clean Label
- Healthy Microbiome
- Craft & Artisanal
- Allergens and Intolerance
- Healing Diets

Conclusion

- Waste reduction, sourcing responsibly and regenerative agriculture are the three most important trends that emerge from Concept Lab.
- And surprisingly, these issues appear to be important to all consumer segments.
- The implication is that we are all trying to move in the same direction, even if we're moving at different speeds.
- We're looking to industry to lead the way.

A close-up, macro photograph of several raspberries. The berries are a deep red color with visible texture and small yellowish hairs. They are slightly out of focus, creating a bokeh effect in the background.

Thank you

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