



NEXT ™

NEXT Trend Guidebook 2020

Discover brands innovating
against the industry's hottest trends



Welcome to the Natural Products Expo Guidebook 2020!

The purpose of this guidebook is to share with you the forces inspiring innovation and the brands exemplifying trends shaping the industry. Nearly 3,000 finished goods exhibitors in Food & Beverage, Supplements, and Natural Living were unable to showcase their products at our live events. They have stories worth sharing, and we vow to amplify them. Using our framework of 57 trends that are driving growth in the industry, we have carefully curated companies for their products, ingredients, and innovative practices that are of significance to the industry.

This guidebook details the key macro forces with their corresponding trends and a focused list of companies exemplifying each trend. This guide will help you see this year's innovation within the context of cultural forces, thereby giving you a better understanding of the why behind these innovations. We encourage you to use this guidebook to identify companies innovating within the trends most relevant to you, and we encourage you to connect with them. One way we're encouraging that is through Natural Products Expo Connect:

Natural Products Expo Connect is the official exhibitor list and product database for Expo East and Expo West. Explore companies by keyword, location, pavilion, and business categories. Search and filter products by in-store position/product category, marketing claims, certifications, and ingredients. View product packaging and attributes for submitted products and check out company press releases and show specials. Meet the newest members of the Expo exhibitor family by filtering for first-time exhibitors. Add products or companies to your personal favorite list or use the Request Information button to contact brands directly. Check out thousands of products that planned to showcase at Expo West; products from Expo East exhibitors will continue to be collected over the next months.



To learn more about NEXT Data & Insights, visit WhatsNextinNatural.com or contact your sales representative.

NEXT is the Data & Insights division of New Hope Network, the producers of Natural Products Expos West and East. NEXT helps Health, Wellness and Natural Product innovators maximize their return on innovation by using proprietary data, intelligence, and insights into what's next in natural.

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Cultural Force: Holistic Health & Wellbeing

Macro Force – Ancient Wisdom

Consumers have grown restless with over-processed empty-calorie foods and are turning to the recesses of society where healthy answers surface from history. Food history unravels before us with traditional practices and ancient remedies unadulterated by our industrialized food system. We look to these histories for guidance and knowledge. Thus, the wisdom of ancient cultures is resurrected in modern systems to produce nutrient-dense foods.

Trends

- **Time Honored Processing** | Brands that are challenging conventional modern-day food systems and supply chains often do so by reviving old-world processing techniques and philosophies in collaboration with modern tools.
- **Time Honored Heritage Ingredients** | Too much of our food comes from seeds and crops bred for durability and shelf stability, but consumers and smart brands are bringing long lost ancestral ingredients back into the lexicon of nutrition. Ingredients can be rich in culture and history as well as nutrients.

Time Honored Heritage Ingredients		Category
Buddha Teas	**	Beverages
Chiques Creek Hemp Tea	***	Beverages
Conifer Foods	*	Shelf Stable: Meals, Soups, Apps & Sides
Crystal Star	**	Herbs & Botanicals; Condition Specific
Dalla Costa Alimentare SRL	*	Shelf Stable: Meals, Soups, Apps & Sides
Deep Indian Kitchen	***	Frig or Frzn: Meals, Soups, Apps & Sides
Don Bugito	***	Condiments, Sauces & Spices; Desserts, Confections & Snacks
Dr. Woods	**	Hygiene
Eco Lips, Inc.	*	Makeup; Skin Care
Euro-USA Trading Co., Inc.	**	Beverages
evanhealy	*	Skin Care
FARAFENA	***	Shelf Stable: Meals, Soups, Apps & Sides
Fulfill Food & Beverages	*	Beverages
Gaia Herbs, Inc.	**	Herbs & Botanicals
Genexa, Inc.	*	Specialty Supplements
Genki USA, Inc.	*	Shelf Stable: Meals, Soups, Apps & Sides
Ginger Shots, LLC	**	Beverages
Good Groceries Company	*	Desserts, Confections & Snacks
Good Roots Lotus Chips	**	Desserts, Confections & Snacks
Green Girl Bakeshop	*	Desserts, Confections & Snacks
Greens Plus, LLC	*	Specialty Supplements; Sport Nutrition & Weight Management
The Healthy Crunch Company	**	Desserts, Confections & Snacks
Helthe Brands	**	Beverages
Helthe Brands, Inc.	*	Beverages
Herb Pharm	**	Herbs & Botanicals
Himalaya Herbal Healthcare	**	Specialty Supplements; Herbs & Botanicals; Condition Specific
Honey Mama's	**	Desserts, Confections & Snacks
Hopapops	***	Desserts, Confections & Snacks

INNOVATION SCALE: Innovative ←→ Most Innovative
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