Expo West Updates and Highlights

Show Floor Hours:

- Wed | 10 a.m.- 6 p.m.
- Thursday | 10 a.m.- 6 p.m.
- Friday | 10 a.m. - 2 p.m.

Buyer-Only Hours:

- Thursday | 9 a.m. -10 a.m. ACC Level 3 & North Halls
- Friday | 9 a.m.-10 a.m. ACC Halls A-E & Arena

New Pavilions!

- Conscious Beauty Pavilion
- Hall C

Wellness Beverage Pavilion

- Hall D

Download the Show App

Natural Products EXPO WEST®

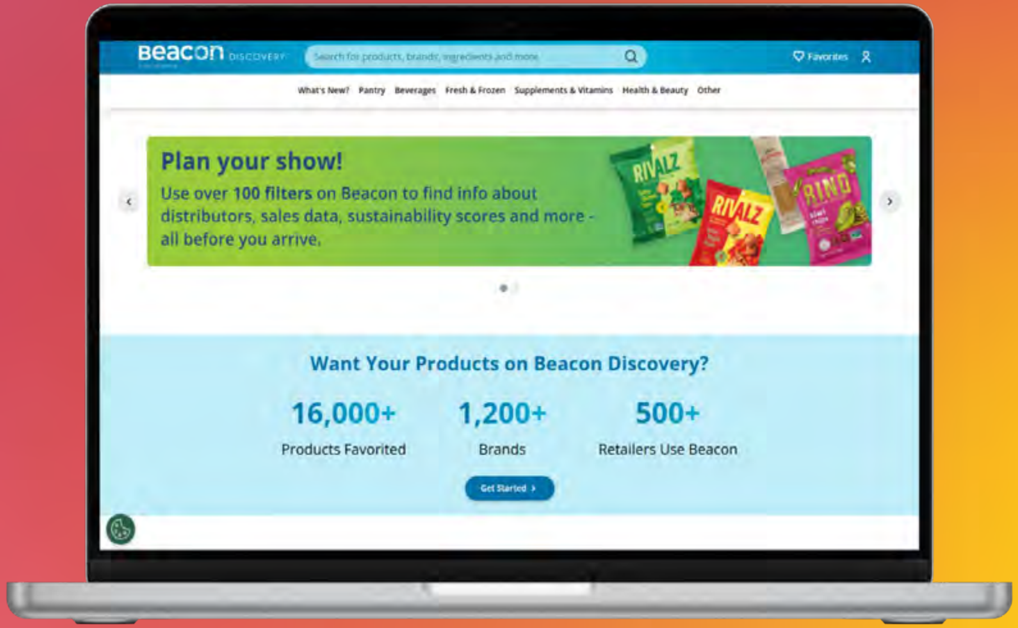
New Hope NETWORK. By Informa Markets

How many Expo Wests Have You Attended?

Beacon DISCOVERY™

BY NEW HOPE NETWORK

The anytime-anywhere **discovery** and **engagement** platform for natural products brands and retailers—essential for maximizing **connections** and **visibility** at Natural Products Expo and beyond.



Natural Products EXPO WEST

New Hope NETWORK By Informa Markets

Beacon DISCOVERY™

BY NEW HOPE NETWORK

400+
Retailers Use Beacon

22,000+
Products On Beacon

2000+
Brands On Beacon

Learn more at the Beacon Discovery space in the North Hall Level 200 Lobby

Meet Our Partners

Organic Voices

Project Potluck

One Step Closer

Climate Collaborative — Commit. Act. Impact.

Naturally Proud Network

:Included

AHPA — American Herbal Products Association

The Organic Center

Naturally Network's M/O Fellowship — Powered by NielsenIQ

Naturally Network

WIN — Women in Nutraceuticals

Organic Trade Association

J.E.D.I Collaborative — justice . equity . diversity . inclusion

NBJ Summit 2025

July 28-31st, 2025

NBJ Summit is the premier event for nutrition executives, innovators and visionaries to exchange ideas and shape the future of health and wellness. NBJ Summit's goal is to provide an immersive educational experience that empowers attendees with the knowledge and strategies needed to navigate the nutrition industry.

Newtopia Now

August 20-22nd, 2025

Scan the QR code to be entered to win a trip to Newtopia Now 2025 in Denver!

Newtopia Now is where conscious products grow. Now in its second year, this groundbreaking event is transforming the way our industry connects and does business. Featuring three distinct neighborhoods on the trade show floor, where product discovery is seamless, along with immersive community experiences and thoughtfully curated one-on-one meetings.

Join our Newtopia Now Pop-Ups at the New Hope Network Café Wednesday and Thursday at 4:30 p.m.

Thank you to our State of Natural and Organic Sponsor

acosta group

Ashley Roehm
President HQ Sales
Acosta Group

Natural Products EXPO WEST®

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope. NETWORK.

By Informa Markets

acosta

Supporting natural and organic brands from **start to scale.**

impact natural

IGNITE SALES SERVICES

Today's Presenters

Jessica Rubino
Vice President, Content & Summits
New Hope Network

Kathryn Peters
Head of Industry Relations
SPINS

Nick McCoy
Co-Founder and Managing Director
Whipstitch Capital

State of Natural and Organic Analysts

Erika Craft
Market Research Analyst
New Hope Network

Robyn Lawrence
Associate Editor
New Hope Network

Scott Dicker
Snr Director, Market Insights
SPINS

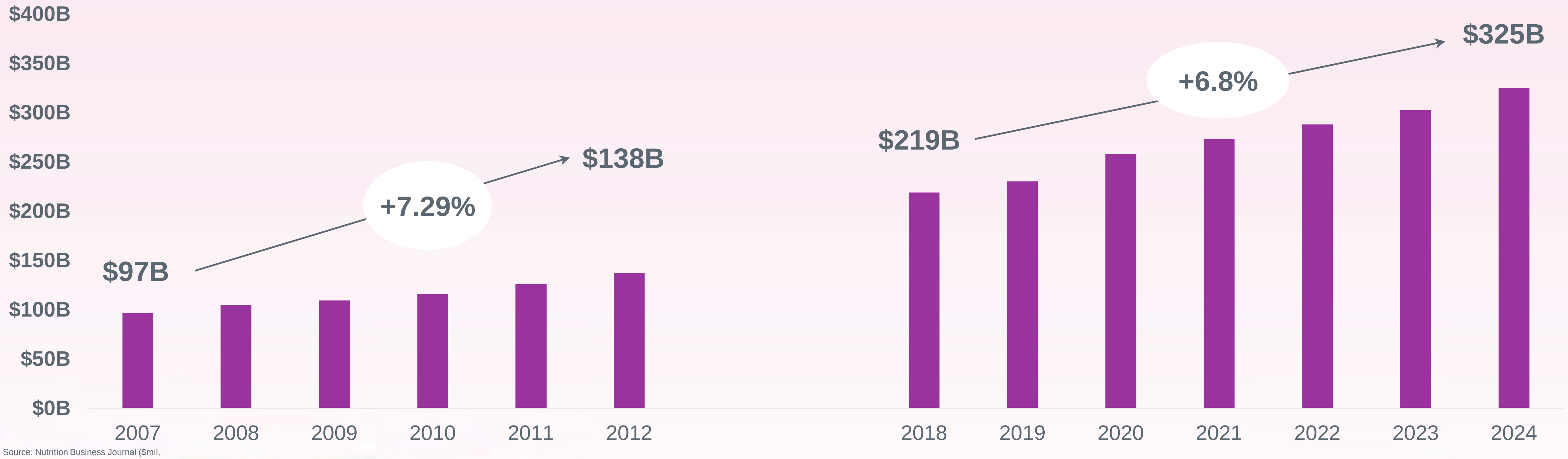
Nate Cronin
Vice President
Whipstitch Capital

Evonne Chan
Data Analyst
SPINS

Polling Q: What Is Most Impacting Your Business Today?

The U.S. natural products industry is a force

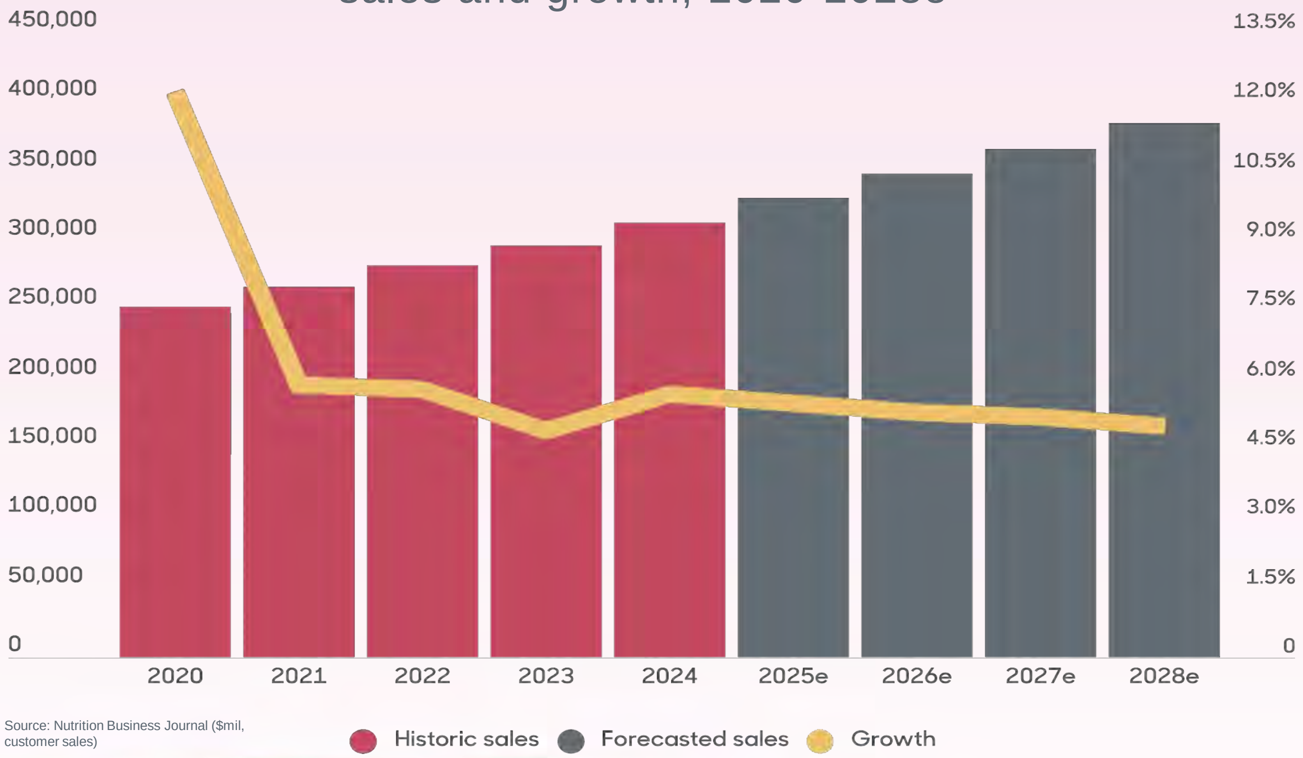
This industry has **more than tripled in size since 2007** growing from **$97B** to over $325B in 2024 with volume growth every year. Our scale is accelerating, and this momentum can amplify our voice **and impact**.



Source: Nutrition Business Journal ($mil, customer sales)

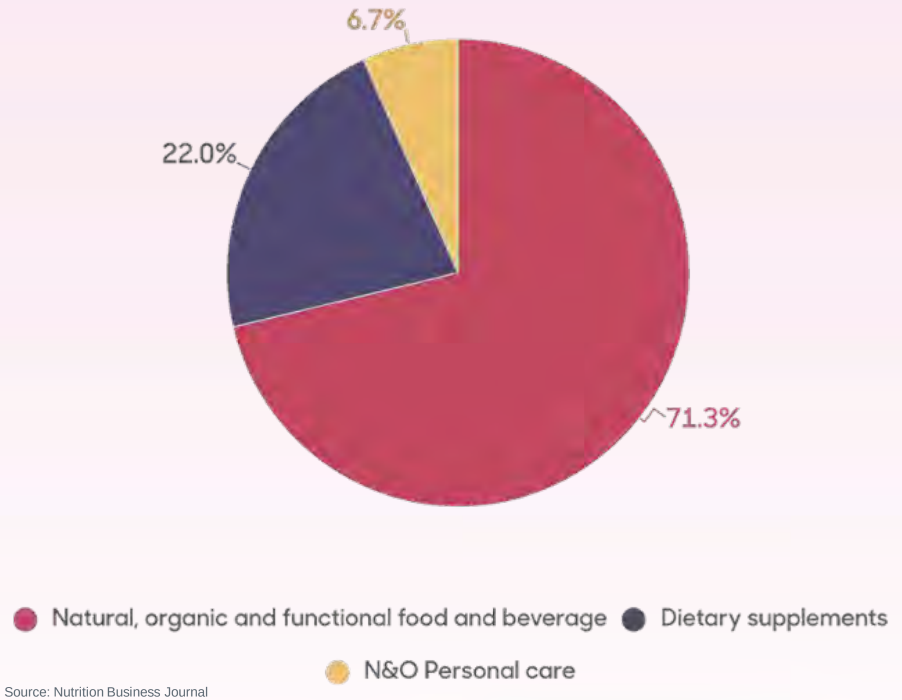
Natural & organic industry grew 5.7% in 2024, exceeding expectations

Natural and organic product industry sales and growth, 2020-2028e



Source: Nutrition Business Journal ($mil, customer sales)

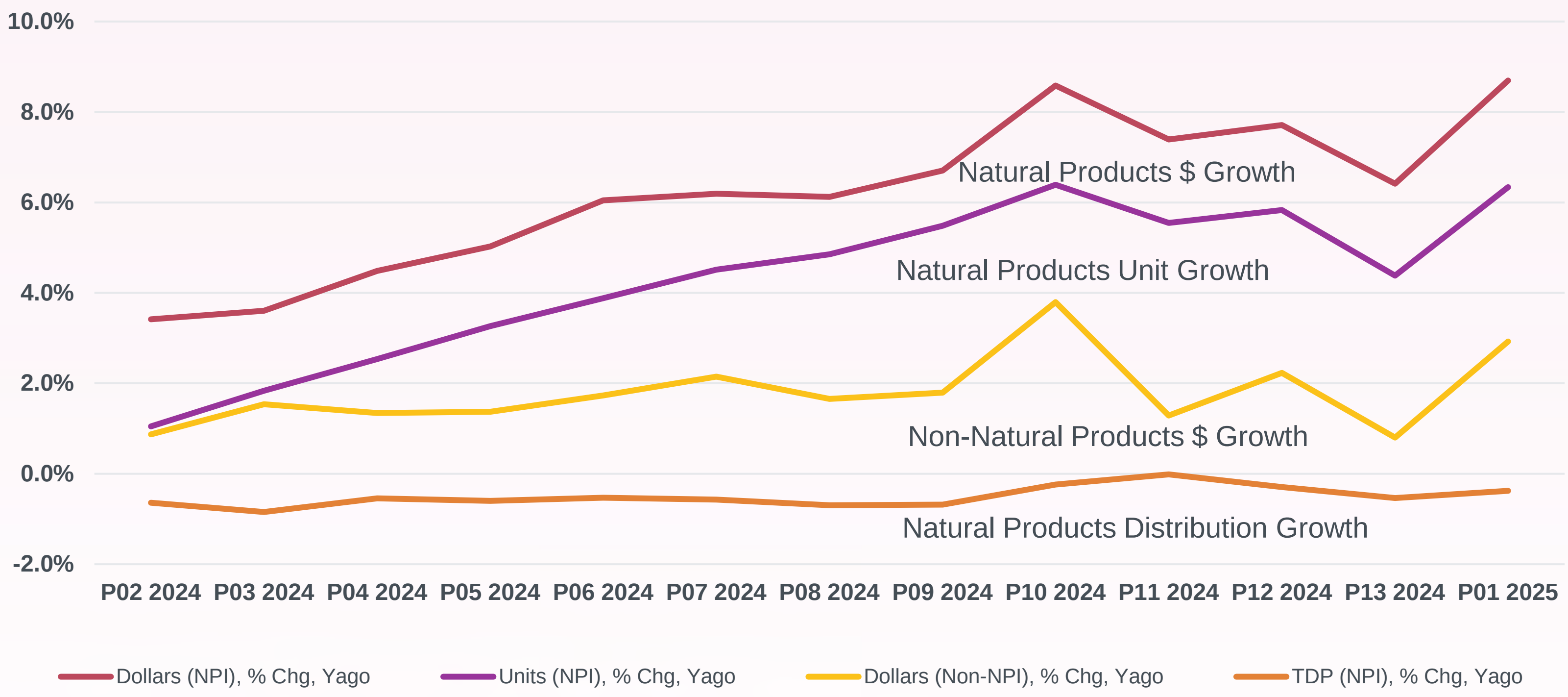
Natural and organic product industry sales by category, 2024



Source: Nutrition Business Journal

Natural products' pace of growth continues to accelerate and attract new shoppers

Year over Year growth for combined Natural Supermarkets and Mainstream Outlets



+1%
MORE NPI BUYERS

+4%
INCREASE IN TRIPS PER BUYER

95.7% of HHs buying NPI in the last 12 wks; Avg is over a trip a week

Latest 12 weeks versus year ago

Refrigerated
Grocery
Vitamins/Supplements

Top Departments bringing in new NPI buyers

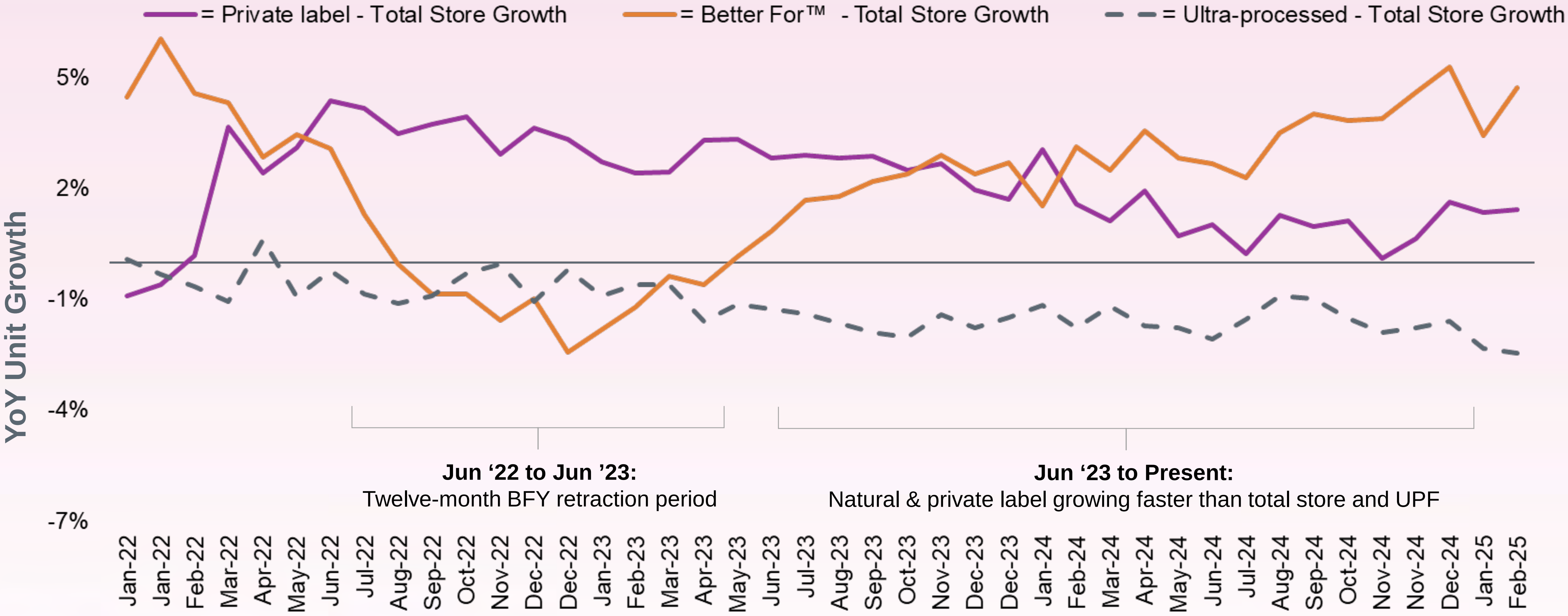
Natural Products EXPO WEST

Source: SPINS Natural Channel and MultiOutlet (powered by Circana) and TriLens Consumer Panel (powered by Circana), week ending 1/26/25

New Hope NETWORK. By Informa Markets

Information Classification: General

Natural product growth solidly on track as consumers return to BFY products



Source: NielsenIQ Product Insightt; Total US xAOC; Total Food & Beverage vs Better For™ segment versus ultra-procesessed foods; $ % Change vs year ago; 4-week trended through week ending January 25, 2025

Overall, shoppers are buying more natural products

Across all Outlets combined, shoppers are spending over 6% more on natural products and buying those products in generally the same places as last year.

Overall, where are natural consumers spending?	Share of NPI Wallet	Index to non-NPI
Supermarkets (including natural)	39%	105
Club Stores	15%	138
Walmart	13%	61
Internet (buying online)	11%	161
All Other	15%	88

- **Natural supermarkets are growing** in overall household penetration and in the number of trips/buyer
- **Club stores have the largest share of wallet for VMS** followed by Walmart and buying online. All are growing.
- **Gen Z** is gaining in purchase power and already has **considerably more Internet trips and HH penetration** than other generations

Natural products (the NPI) are leading growth

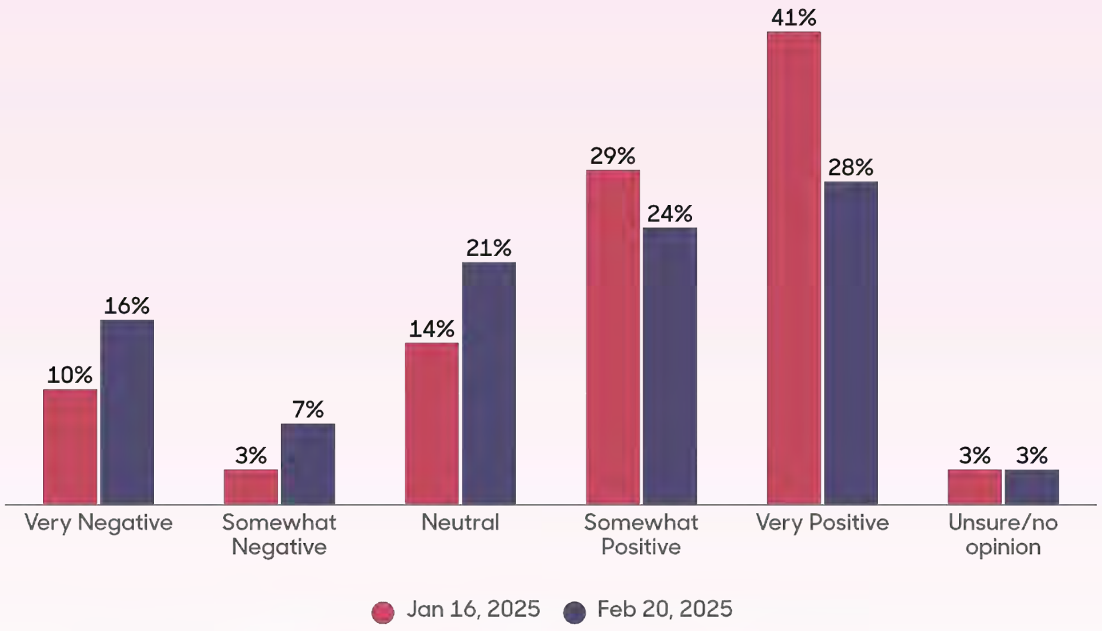
Natural products are outpacing other products across all SPINS tracked channels. The Natural Channel continues to lead growth and has throughout the past year as consumers look for new inspiration and solutions for health.

Natural Expanded Channel +4.6% Sales Growth	Regional & Independent Grocery Channel -1.2% Sales Growth	Conventional MultiOutlet +2.1% Sales Growth	Convenience Channel +0.0% Sales Growth
+7.9% NATURAL PRODUCTS	+1.9% NATURAL PRODUCTS	+5.5% NATURAL PRODUCTS	+4.9% NATURAL PRODUCTS
+2.7% SPECIALTY & WELLNESS PRODUCTS	+1.3% SPECIALTY & WELLNESS PRODUCTS	+3.1% SPECIALTY & WELLNESS PRODUCTS	+2.5% SPECIALTY & WELLNESS PRODUCTS
-0.7% CONVENTIONAL PRODUCTS	-2.3% CONVENTIONAL PRODUCTS	+1.4% CONVENTIONAL PRODUCTS	-2.2% CONVENTIONAL PRODUCTS

Source: SPINS Total store US Natural Enhanced Channel, Regional Grocery, Conventional Multioutlet + Convenience Channels (powered by Circana), 52 Weeks ending 12/29/2024

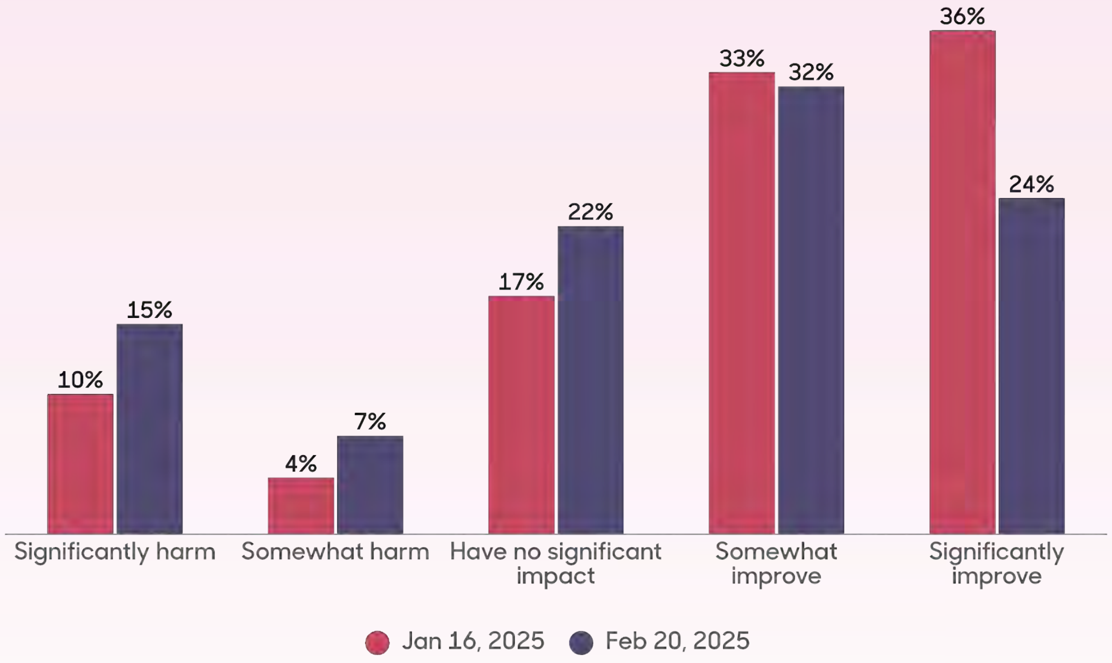
Consumer perceptions on health policy and economy under new administration are fluctuating

How U.S. consumers feel President Trump's priorities will impact the economy



Source: Nutrition Business Journal survey targeting average consumers, aged 19-75. February 2025; n=3,109; powered by the Suzy online platform. Question: "What impact do you believe the Trump administration's priorities will have on the U.S. economy?"

Consumer sentiment on RFK Jr. confirmation and impacts on health and wellness policy

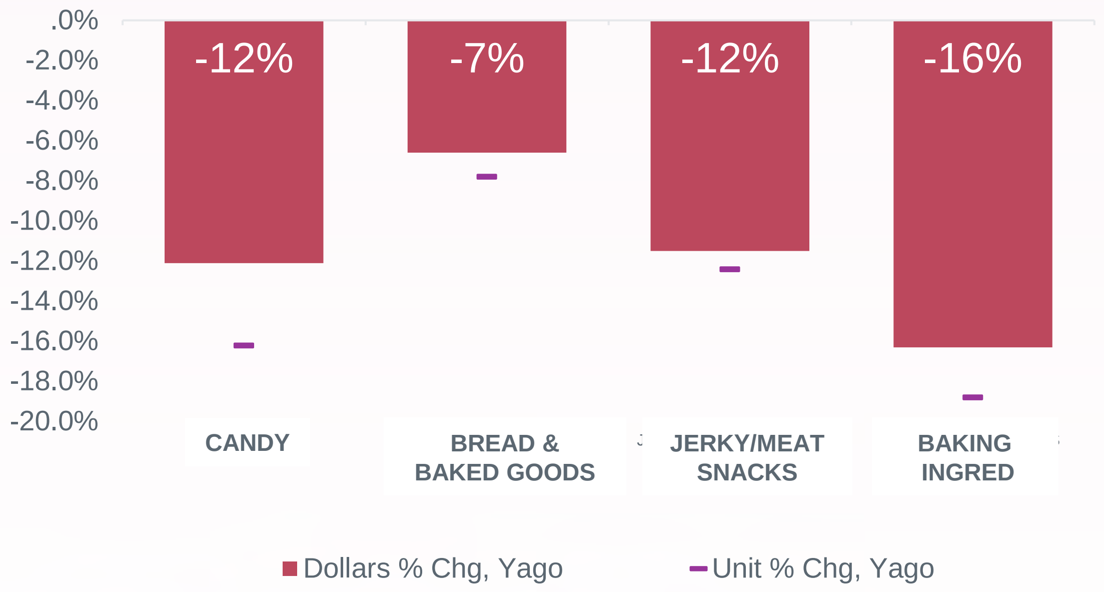


Source: Nutrition Business Journal survey targeting average consumers, aged 19-75. February 2025; n=2,785; powered by the Suzy online platform. Question: "How do you feel the confirmation of RFK Jr. as Dept. of Health and Huma Services will impact health and wellness policy in the U.S.?"

There is opportunity to make positive change

Regardless of perception, policy has the potential to make broad impact on our food supply through building awareness long before action. Red #3 example:

52-week sales change of products with Red #3



- Household penetration of products with Red #3 dropped to the lowest level in over a year immediately following the Jan 15, 2025 announcement
- Retail sales of Red #3 dropped more than Artificial Colors overall

Source: SPINS MultiOutlet and SPINS TriLens Consumer Panel (powered by Circana); 52 weeks ending 1/26/25

The Industry continues to evolve

- The retailer landscape is challenging amidst competition and external forces
- Retailers are turning to their brand partners for support. CPGs often have to cut costs to stay on shelf when they need to be investing in innovation: digital capabilities and R&D.

Retail Media $100B

In the next 2–3 years.

3x from 2021

½ of CPG Execs

“Retailer pressures significantly impacted 2023 performance”

Private Label

Growth continues

~20% $ Share | 25%+ Unit Share

Sources: Boston Consulting Group, Bain, and CoBank Knowledge Exchange 2024 Studies

The diversification of eCommerce and education platforms requires agility and creativity from brands

Omnichannel Foundation

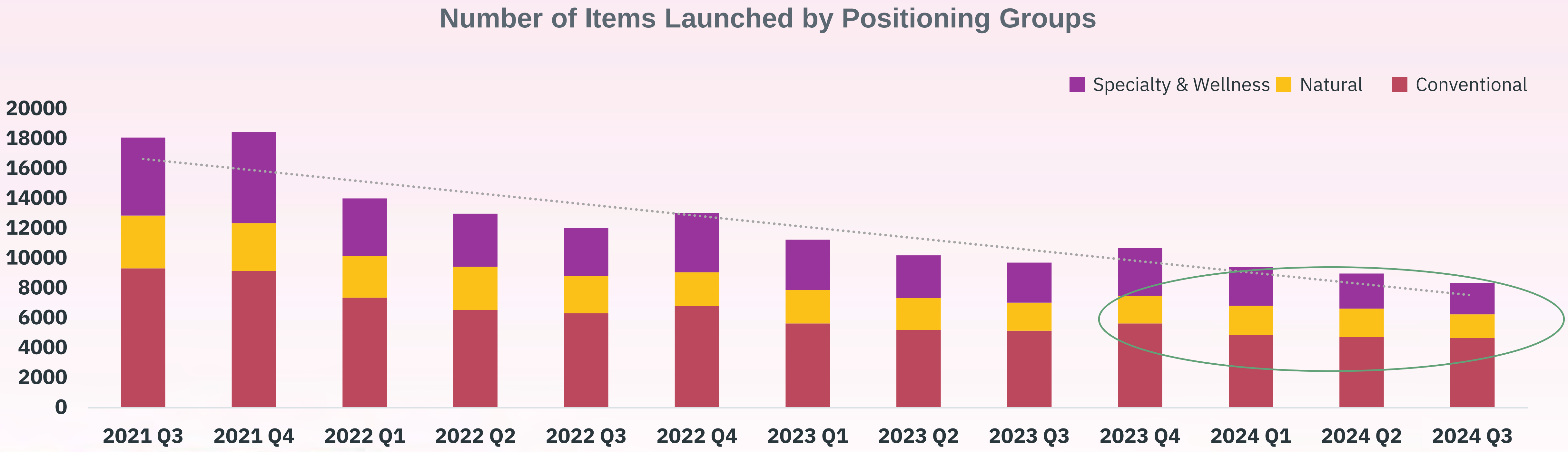
- Direct to Consumer
- Amazon
- Brick and Mortar

Omnichannel Future

- Social Commerce
- Livestream Shopping
- Mobile-First Shopping
- Voice Commerce
- Augmented and Virtual Reality
- Pop-Up Stores
- Evolving Category Review cycles

Investment in Innovation

The slowdown of new items has stabilized and is showing early indication of a return to growth. Smart new item launches focused on profitable growth continue to be critical for enterprise success.



Source: SPINS Total US Natural Enhanced Channel + Multioutlet (powered b Circana), Frozen, Grocery and Refrigerated Departments; UPC Level; First Week Selling Used to Calculate New Items Launched Per Quarter

Brands must innovate and stay ahead of consumer and retailer shifts to ensure long-term success

WHY INNOVATION MATTERS

Improve Consumer Relationships

- ✓ Fill Unmet Needs
- ✓ Expand Consumer Base

Elevate Retailer Relationships

- ✓ Category Leadership
- ✓ Support Sales Efforts

SPINS INNOVATION INDEX

Top Innovation Categories of 2024

- ✓ Energy & Sports Drinks
- ✓ Refrigerated Plant-Based Milk
- ✓ Cold Cereal
- ✓ Wellness & Snack Bars
- ✓ Frozen Breakfast Food

Source
SPINS Natural Channel and Multi-Outlet (powered by Circana) data; Categories with the largest share of new items

The Evolving CPG M&A Market Landscape: Growth Trends, Capital Flow, and the Push for Liquidity

Natural products remain highly-attractive investment targets/assets

Wellness and innovation continue to over index as **consumers flock natural/organic CPG**

Funded brands are showing robust dollar growth, indicating **positive ROI for early investors**

Dollars chase dollars: Growing companies are attractive M&A targets for strategic and financial buyers

CPG investors sitting on large pool of illiquid but attractive assets

Pool of **viable brands growing faster than investor base**

Market forces (interest rates, inflation) **hitting PE fund closings and realization of investments**

Amount of **illiquid value** locked up in these companies is **growing very rapidly**

Approaching inflection point – too much capital at stake for investors not to seek liquidity

Capital cycle poised to regain momentum as liquidity is unlocked

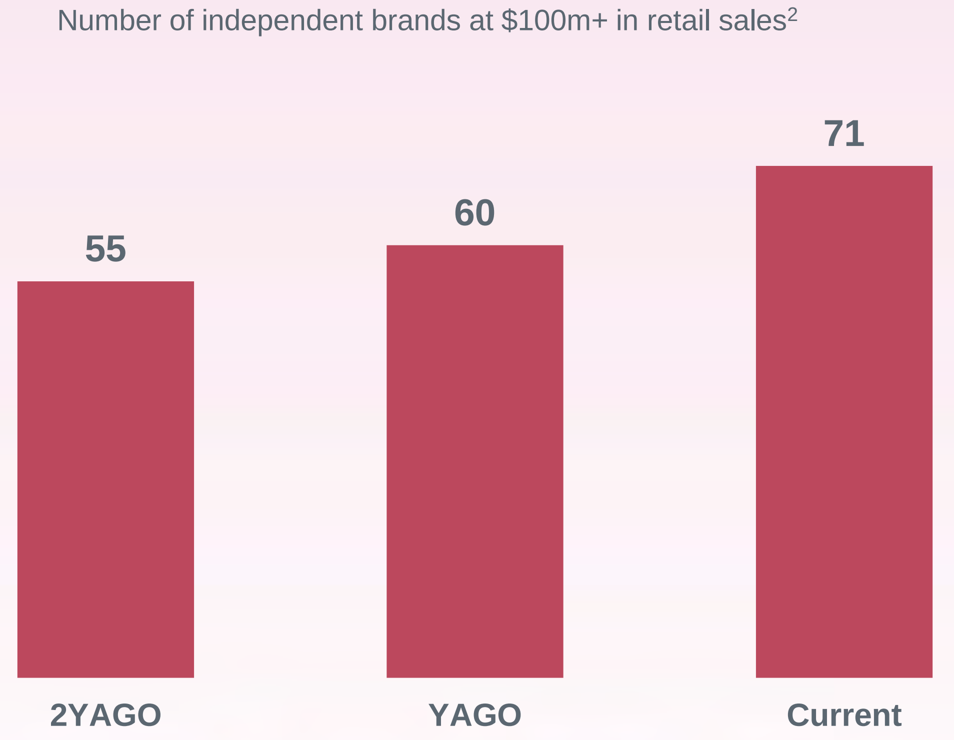
Multiple outcomes possible for growing brands including **IPO and consolidation**

As liquidity is unlocked, expect capital cycle to accelerate – **funds flow to smaller brands**

Historical precedent: Liquidity for smaller check sizes slower to recover after Great Recession, but **2010s proved fruitful for investors**

Growing number of large, independent brands indicates growing need for investor liquidity to fund emerging brands

Count of $100m independent brands growing YoY[1]



Inclusion of agricultural brands add to growing list of large independents[1]

71 *Number of independent CPG brands at $100m+ in retail sales*

27 *Number of independent agriculture products at $100m+ in retail sales (dairy, produce, oils, etc.)*

98 *Number of independent brands that have reached $100m+ in retail sales*

→ **58** independent non-agriculture brands between $100m-$500m in retail sales today

Natural Products EXPO WEST

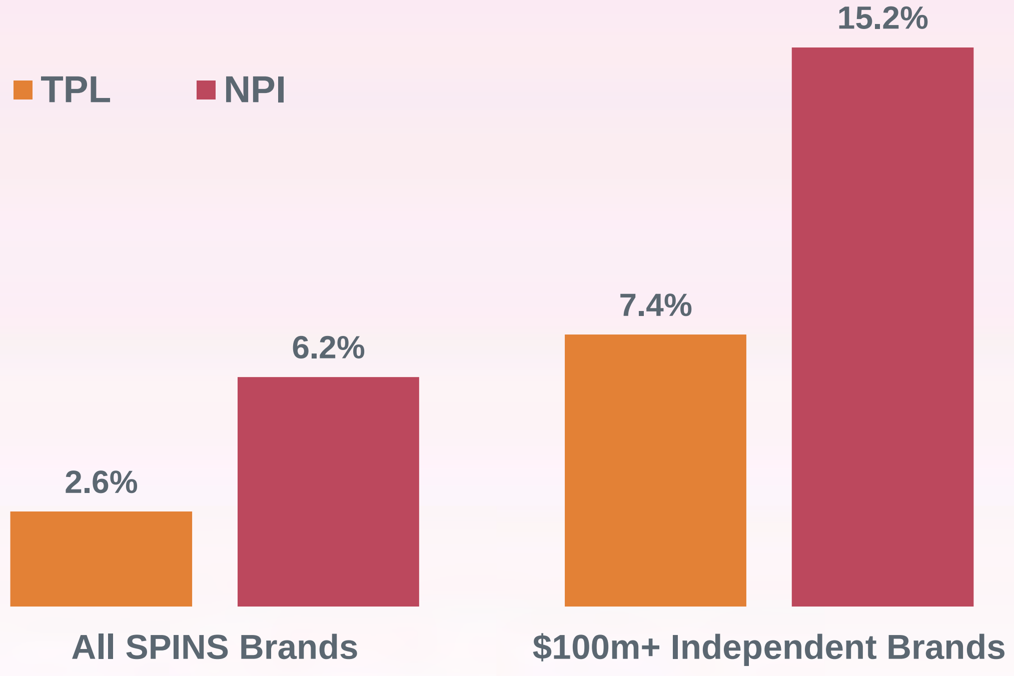
1. SPINS, L52, YAGO, 2YAGO for week ending Jan 26, 2025, MULO, Convenience, & Natural; excluding agricultural-based product brands;

New Hope Network. By Informa Markets

Independent brands outgrowing total store, natural products primed for acquisition

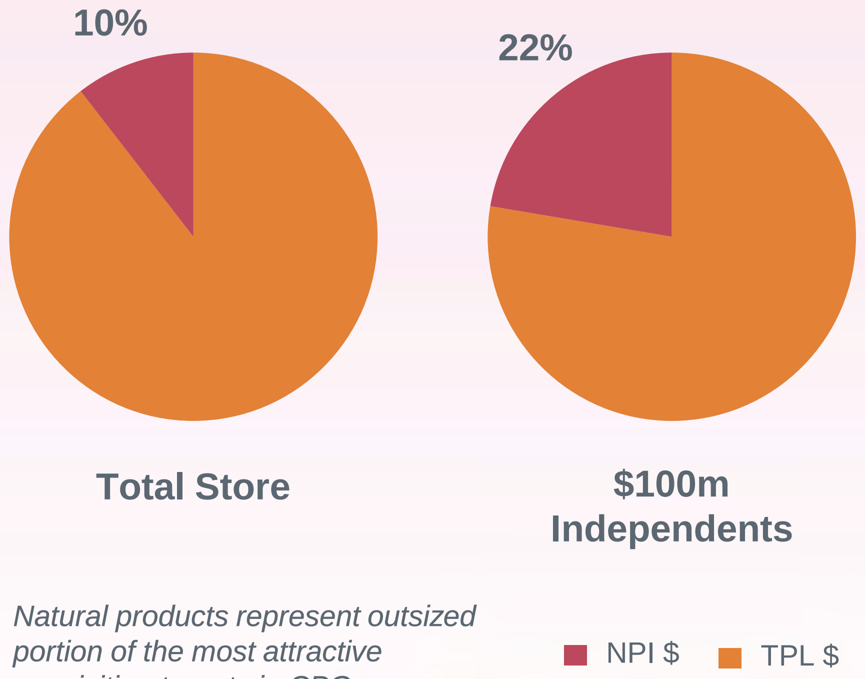
$100m+ independent brands outgrowing total store[1]

YoY $ growth by brand subset



Natural products represent greater share of $100m independents than total store[1]

% of growth by brand subset



Natural products represent outsized portion of the most attractive acquisition targets in CPG

1. SPINS, L52, YAGO, 2YAGO for week ending Jan 26, 2025, MULO, Convenience, & Natural; Independent Brands excludes agriculture-based brands

$100m-$300m independent brands represent major M&A and consolidation opportunity

47

Number of independent CPG brands at $100m-$300m in retail sales, excluding ag-based brands

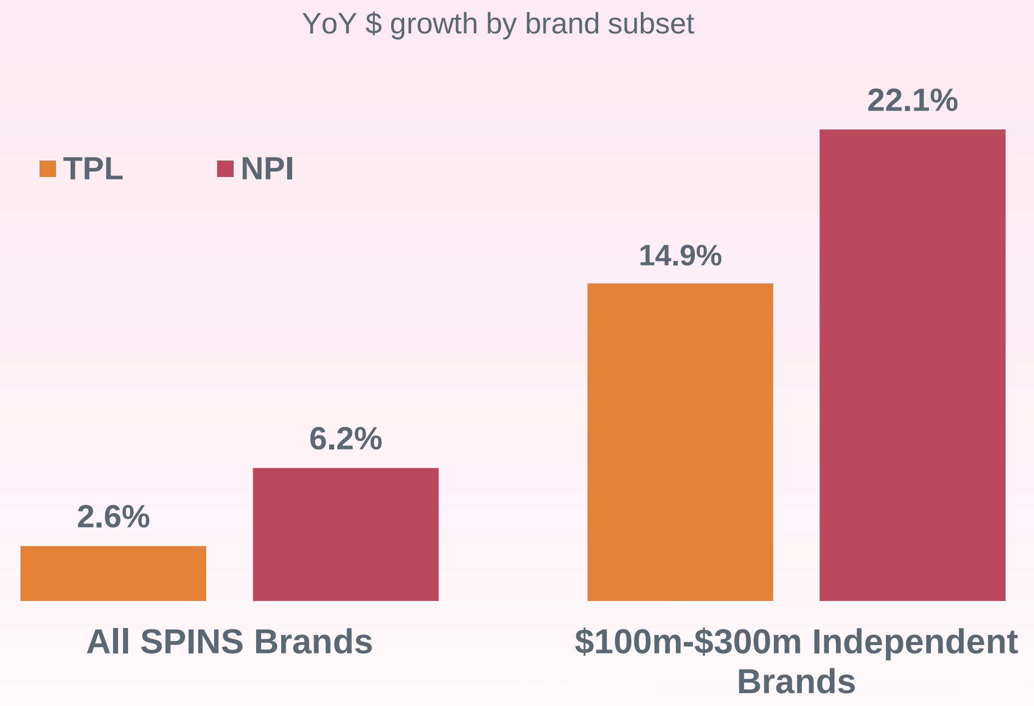
$7.5B

Retail sales of independent CPG brands at $100m-$300m, excluding ag-based brands

+15%

Two-year CAGR in retail sales for independent CPG brands at $100m-$300m, excluding ag-based brands

Natural/organic $100m-$300m independent brands among fastest-growing products in store[1]



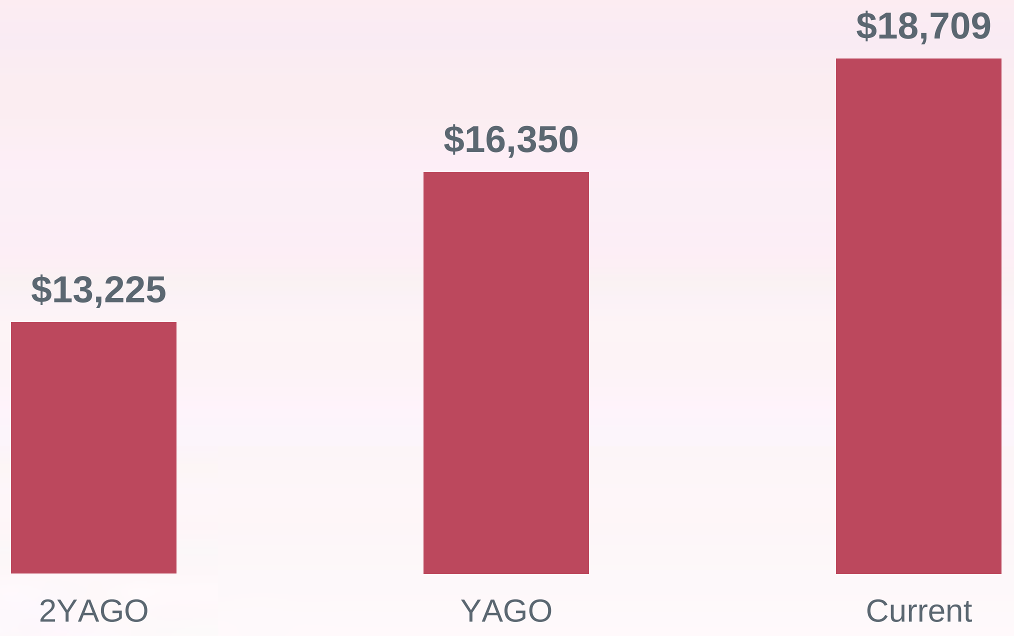
SPINS, L52, YAGO, 2YAG for week ending Jan 26, 2025, MULO, Convenience, & Natural

Future growth will be accelerated through release of capital as $100M+ brands achieve liquidity

Enormous pile of capital ready to be liquidated and reinvested in the industry

Illustrative investment dollars available to natural products industry has grown substantially during last two years

SPINS sales of $100m-$300m independent brands @ 2.5x sales multiple



31

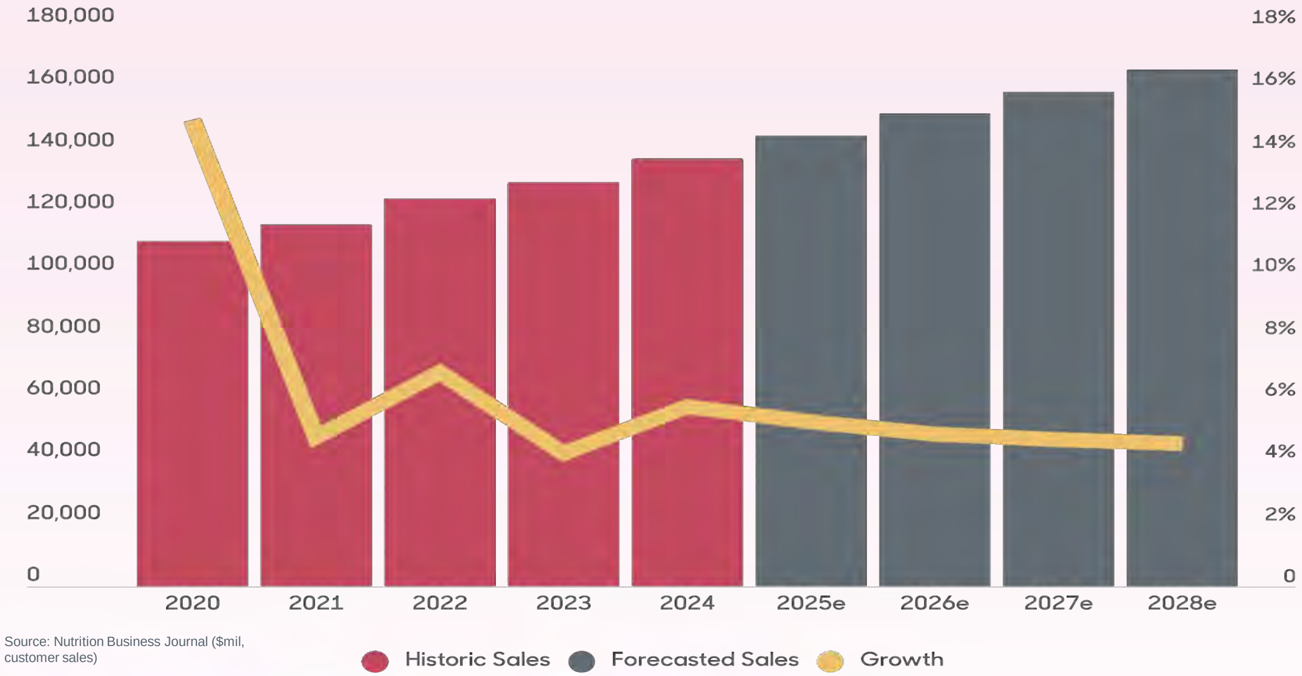
Number of independent CPG brands at $100m+ in retail sales with ***institutional investment***[1]

Most immediately-actionable transaction opportunities

1. SPINS, L52, YAGO, 2YAGO for week ending Jan 26, 2025, MULO, Convenience, & Natural; excludes agricultural brands

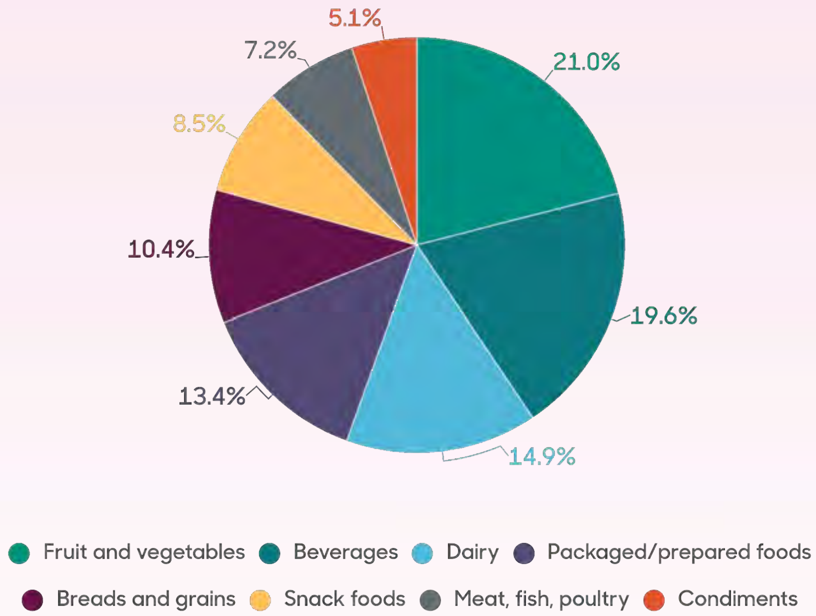
Consumer interest in meat, fish, poultry and dairy drove food & beverage growth in 2024 to $235B

Natural and organic food and beverage sales and growth, 2020-2028e



Source: Nutrition Business Journal ($mil, customer sales)

Natural and organic food and beverage sales by category, 2024



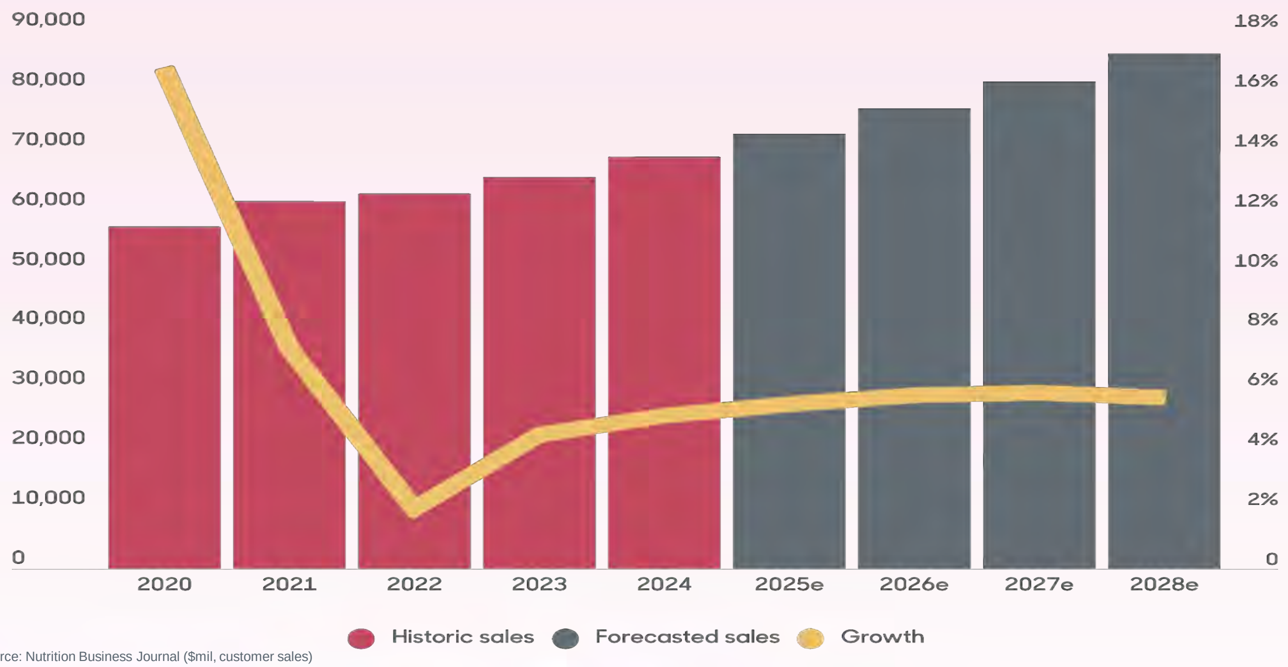
Source: Nutrition Business Journal

Natural Products EXPO WEST®

New Hope NETWORK. By Informa Markets

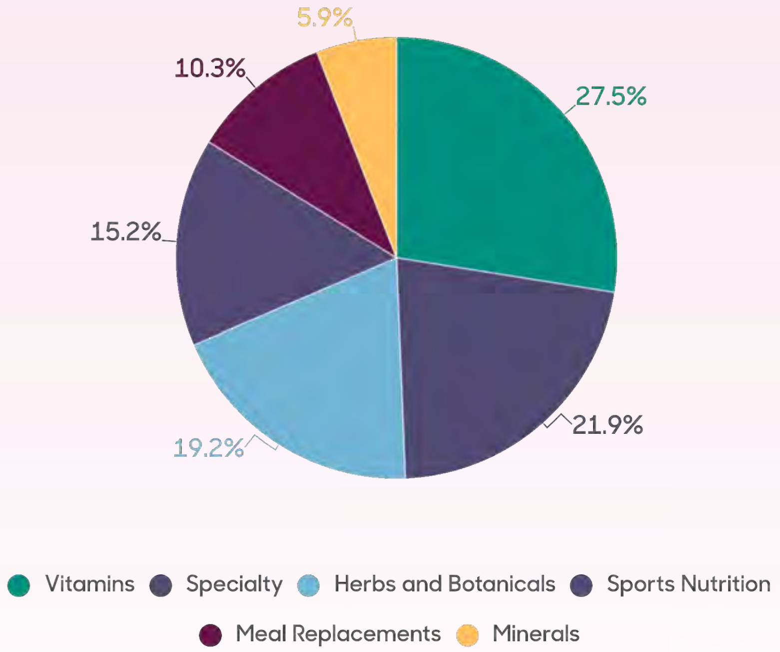
Sports nutrition still drives supplement sales growth, and herbs & botanicals set to enter top three in 2025

Supplement industry sales and growth, 2020-2028e



Source: Nutrition Business Journal ($mil, customer sales)

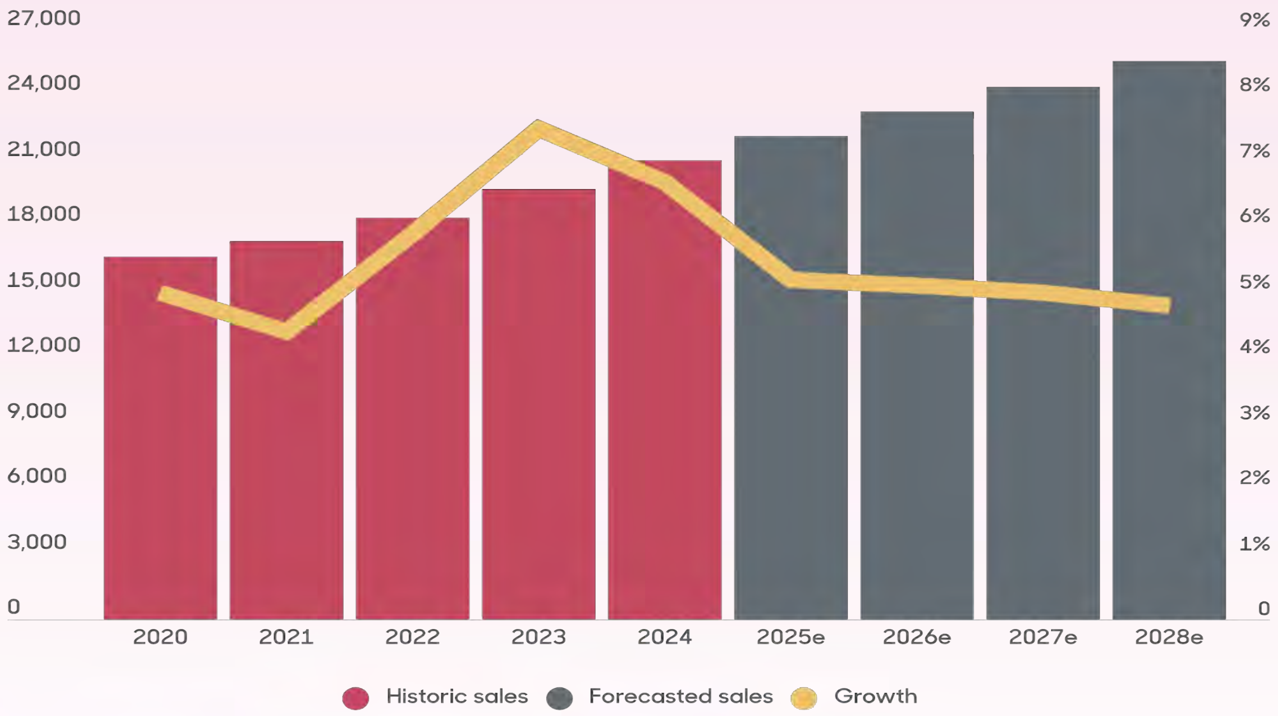
Supplement industry sales by category, 2024 $69B Total



Source: Nutrition Business Journal

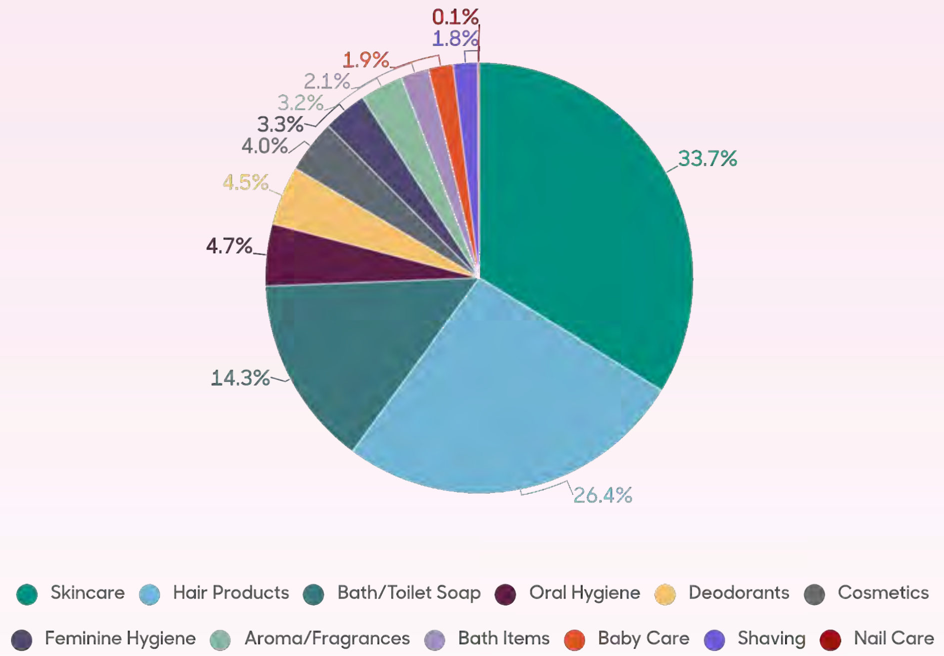
Natural and organic personal care grew 6.7% in 2024 to $21B, driven by deodorant, oral hygiene and feminine care

Natural and organic personal care sales and growth, 2020-2028e



Source: Nutrition Business Journal ($mil, customer sales)

Natural and organic personal care sales by category, 2024



Source: Nutrition Business Journal

What’s winning?

Looking at the top categories based on absolute dollar growth, it is **clear consumers are increasingly seeking products with high nutrient density, particularly protein**.

1. Yogurt & Plant-based Yogurt
2. Soda
3. Eggs
4. Fresh Meat, Poultry & Seafood
5. Frz Meat, Poultry & Seafood
6. Protein Supplements & Meal Replacements
7. Jerky & Meat Snacks
8. Dog Food
9. Deodorants & Antiperspirants
10. Creams & Creamers

9 of 10 categories are at the top for 2 years absolute growth

6 of 10 are in the top 10 for unit growth (including Eggs)

Source:SPINS Total US Natural Expanded Channel + MultiOutlet (powered by Circana), 52 Weeks Ending 1.26.2025

Strength in organic continues as consumers understand and trust the Organic seal

Across the store, **Organic sales outpaced non-Organic** in 2024 in both dollars and unit growth.

Organic Top Food & Bev **Growth Categories**

Surplus of Unit Growth of Organic over Non-Organic

Soda	**+131 pts**
Snack Bites & Energy Gels	**+49 pts**
RF Meat Poultry & Seafood Fresh	**+39 pts**
RF Pasta & Pizza Sauces	**+29 pts**
RF Plant-Based Milk	**+28 pts**
FZ Ice Cream & Novelties	**+27 pts**
Bacon & RF Breakfast Meats	**+23 pts**
Infant Formula & Toddler Nutr. Drink	**+22 pts**
Hot Dogs & Dinner Sausage	**+19 pts**
Wellness & Snack Bars	**+17 pts**

6%

Overall dollar growth of Organic products over the last year.

22%

Percentage of Total Organic $ that is Private Label. Private Label Organic dollar sales are growing at 3%.

79%

- Households buying Organic products as least 2x in the last year.
- On average, Organics are about 10% of the total basket $ when present

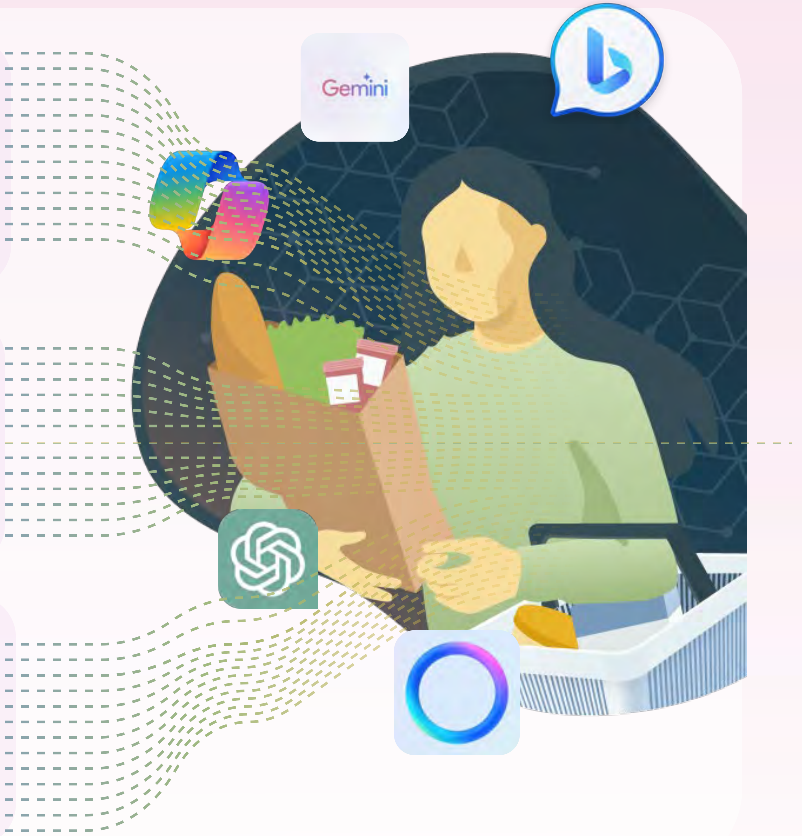
Source:SPINS Total US Natural Expanded Channel + MultiOutlet (powered by Circana), 52 Weeks Ending 1.26.2025; TriLens All Outlet Panel (powered by Circana); SPINS Organic attribute for UPC products

Quality of life and holistic wellness has become integral to our "personal brand"

Revolution of the practitioner approach

Practical prevention & proactive planning for long game living

Incorporation of incremental elements



The Evolution of the Brain Health Category

Maria Shriver
Co-Founder
Mosh

State of Supplements

Thursday, March 6

10:30 a.m. PT-12:30 p.m. PT

“We are the first generation in human history to have access to information about our bodies 24/7, 365. Before, health data was locked away, only available when you went to the doctor. Now, we have wearables, AI, and cloud computing personalizing recommendations for each of us in real time. That is a seismic change in how we understand health.”

Biological age and beyond

The logical next step to thinking about healthspan–proteomic clocks etc. can serve as a check engine light for our health

Are you as old as you think you are? Your biological age can tell a different story

Chronological Age

Age in years lived

-

ProtAge

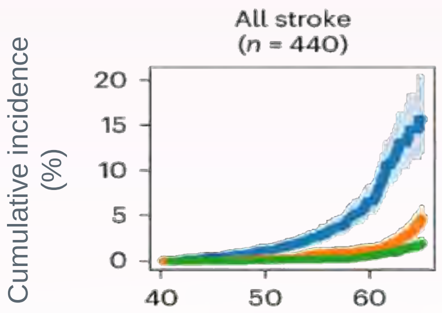
Age calculated via plasma proteins

=

ProtAgeGap

Top 5% avg = 6.3 yrs older than chronological age

Bottom 5 % = 6 yrs younger than chronological age



ProtAgeGap

- Top 10%
- Median 10%
- Bottom 10%

FINDING:
Top 10% of gap (older) had a higher incidence of strokes than bottom 10%

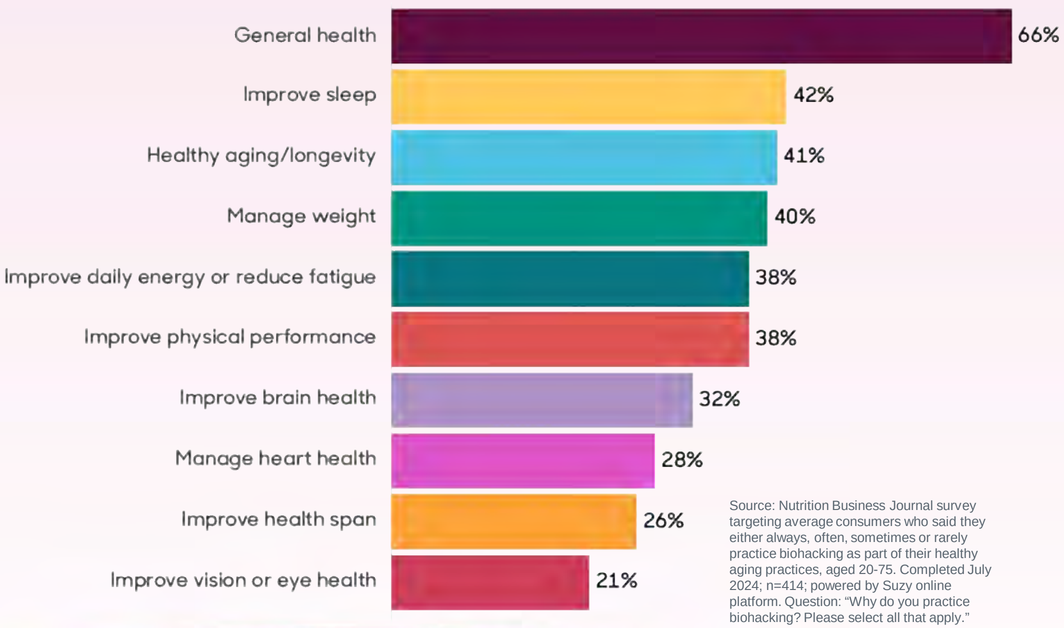
This study shows that for those that were recruited for the study at age 60, in the follow up period those in the Top 10% of ProtAgeGap (where their proteomic age was older than their chronological age) had a higher incidence of stroke vs. those in the Bottom 10%

Argentieri, M.A., Xiao, S., Bennett, D. *et al.* Proteomic aging clock predicts mortality and risk of common age-related diseases in diverse populations. *Nat Med* **30**, 2450–2460 (2024). https://doi.org/10.1038/s41591-024-03164-7

Consumers Turn To "Biohacking"

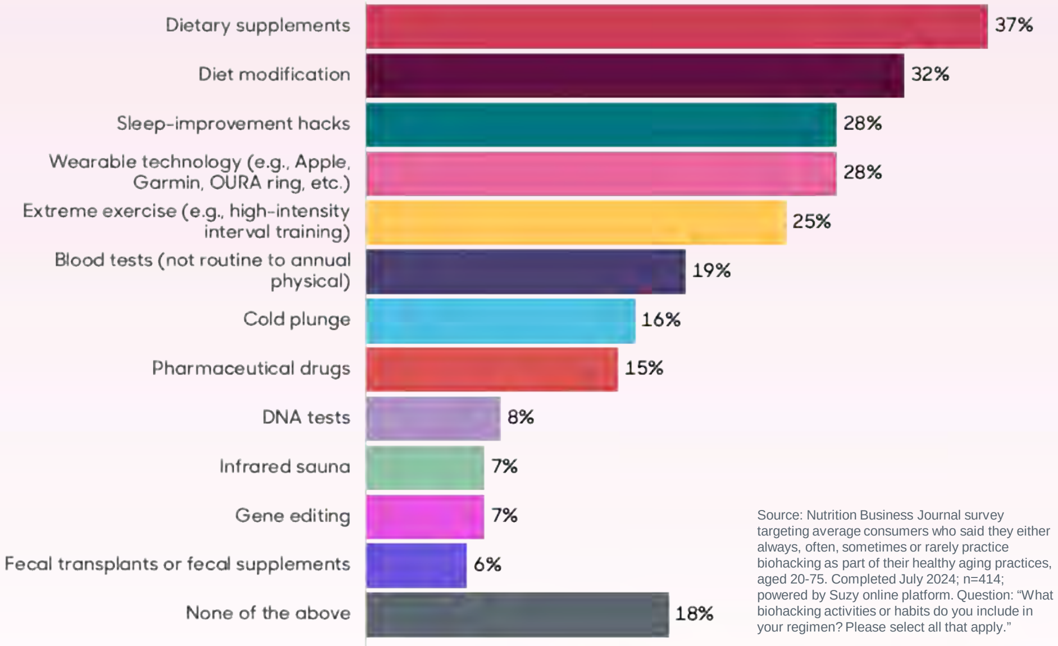
With consumers treating themselves as n=1 studies, routine adjustment happen in practically real time

Why customers practice biohacking as part of their health aging routine



Source: Nutrition Business Journal survey targeting average consumers who said they either always, often, sometimes or rarely practice biohacking as part of their healthy aging practices, aged 20-75. Completed July 2024; n=414; powered by Suzy online platform. Question: "Why do you practice biohacking? Please select all that apply."

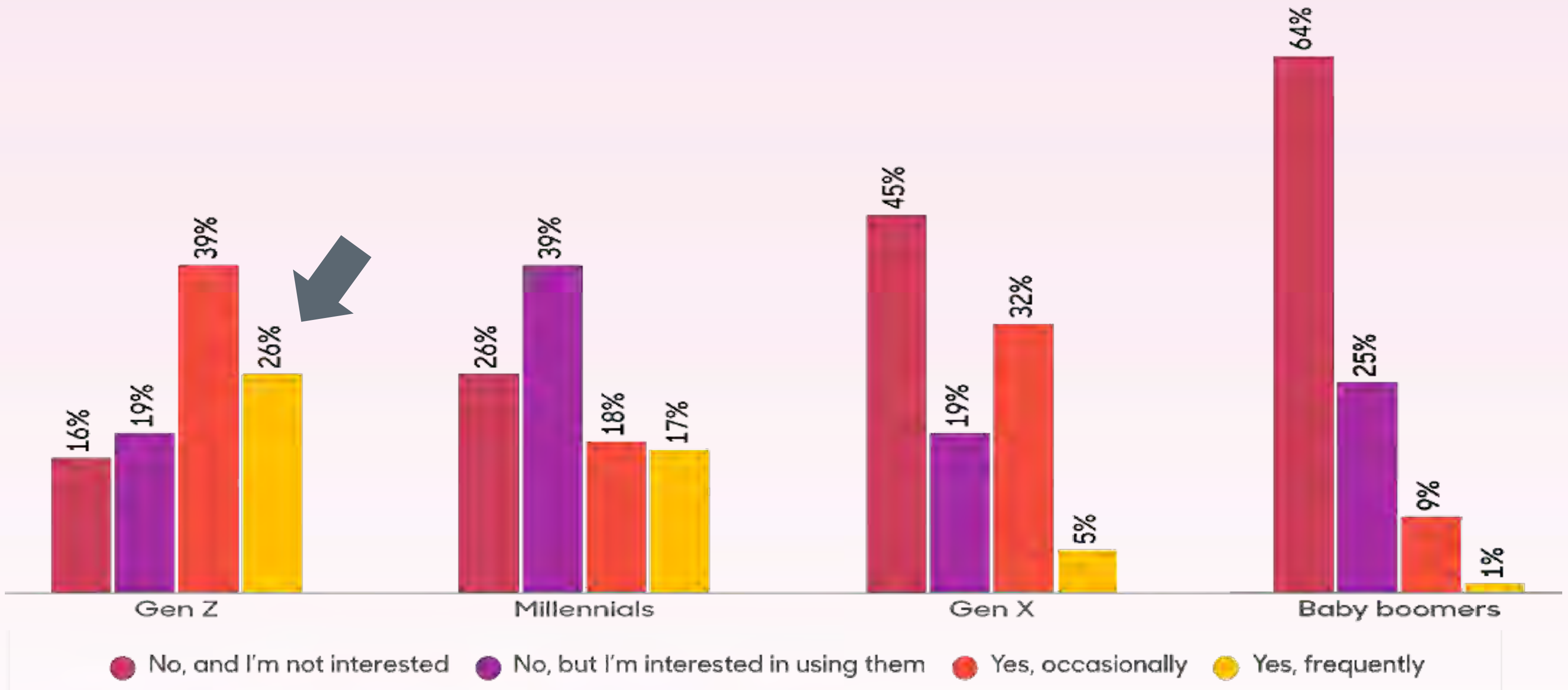
Top biohacking practices



Source: Nutrition Business Journal survey targeting average consumers who said they either always, often, sometimes or rarely practice biohacking as part of their healthy aging practices, aged 20-75. Completed July 2024; n=414; powered by Suzy online platform. Question: "What biohacking activities or habits do you include in your regimen? Please select all that apply."

How consumers get information is changing rapidly

Consumer usage of Ai when making food and beverage purchase decisions, by generation



65% of Gen Z use AI for natural and organic food and beverage purchase decisions

We see **similar behavior with supplement consumers**, where 68% of Gen Z and 41% of Millennials are using AI

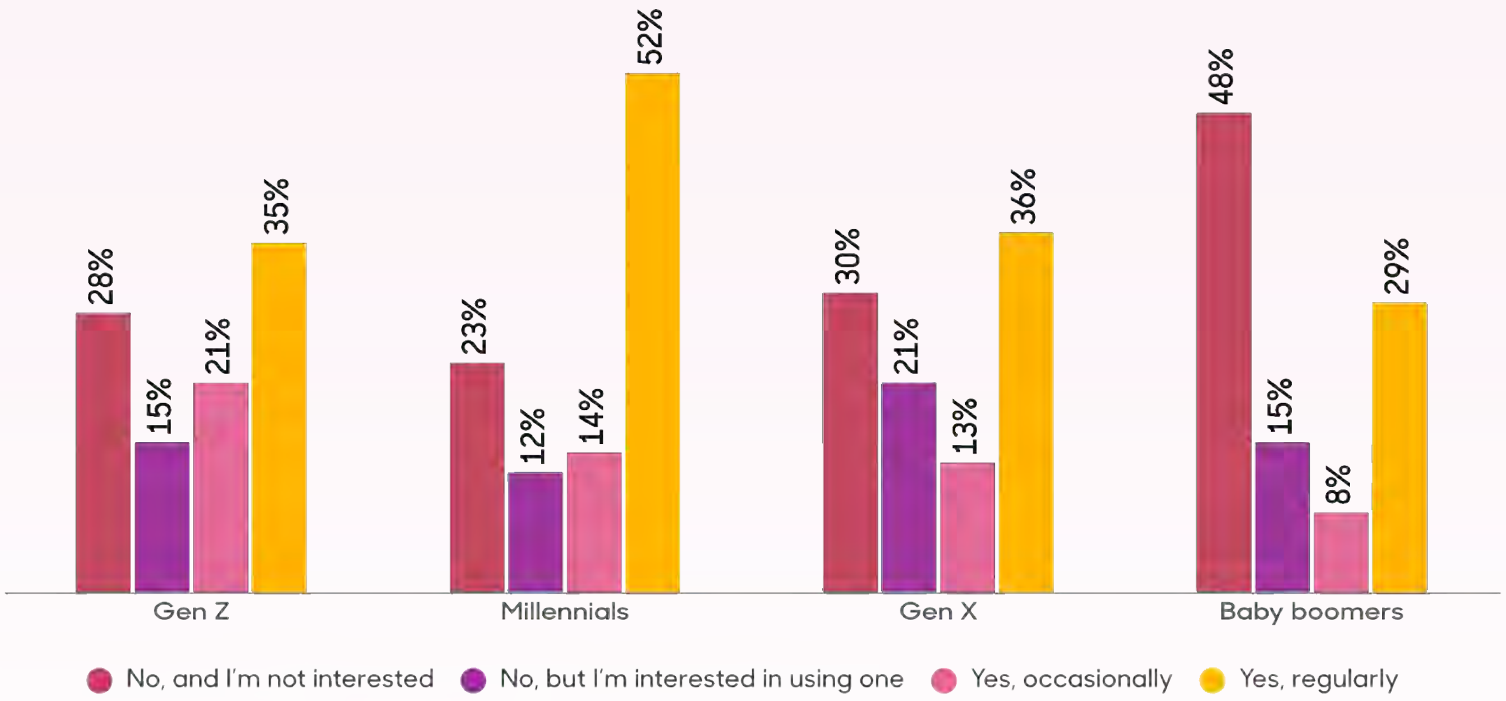
Natural Products EXPO WEST

Source: Nutrition Business Journal surveys targeting consumers who purchase natural and organic food and beverage products; aged 19-75. Completed February 2025; N=993; powered by the Suzy online platform. Question: "Do you use AI-powered platforms (e.g., ChatGPT, chatbots, recommendation tools or virtual assistants) to help you make purchase decisions for natural and organic food and beverage products?"

New Hope NETWORK. By Informa Markets

52% of consumers use wearables; Millennials driving consistent usage

Consumer usage of wearables, by generation



Fastest growing brand on Amazon

Nearly $92 million in 2024

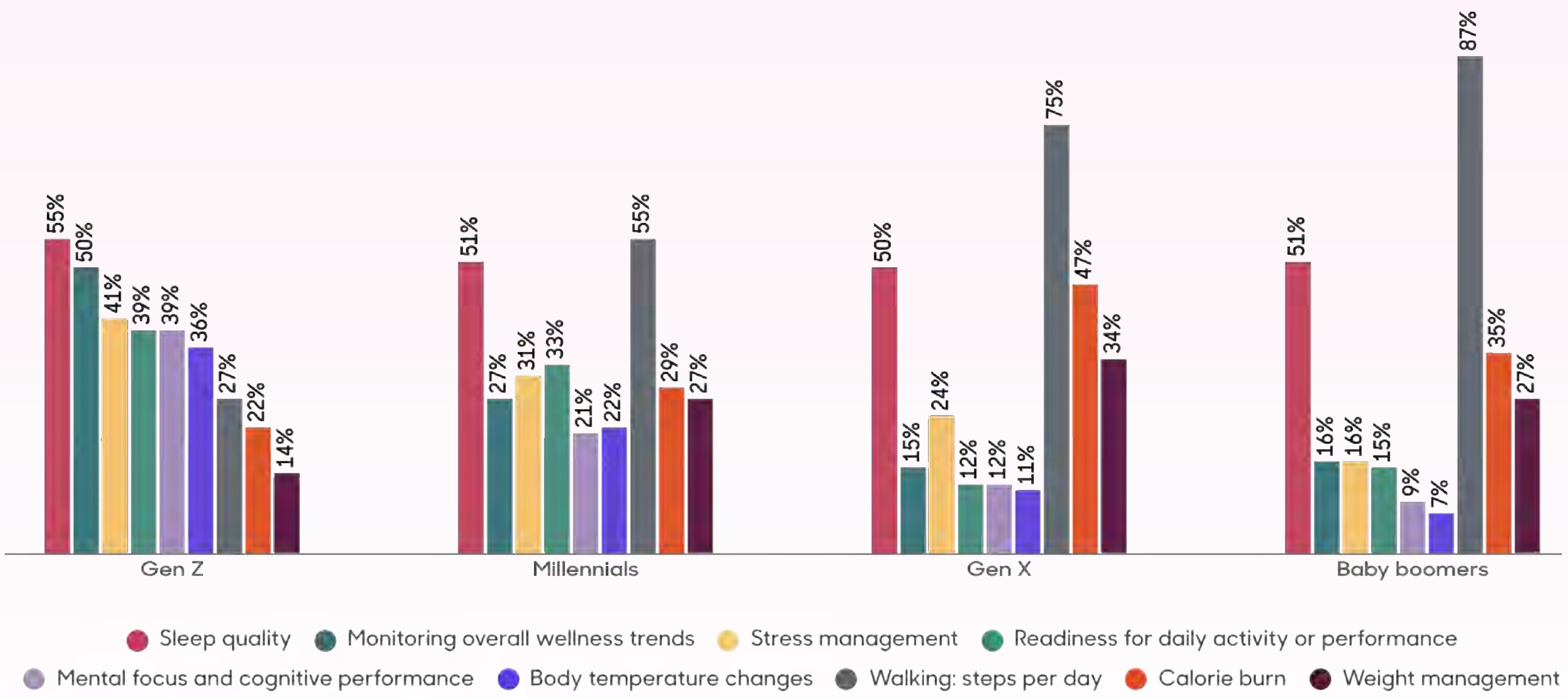
>100% Growth

Source: Stackline Amazon market measurement data

Source: Nutrition Business Journal surveys targeting average consumers; aged 19-75. Completed February 2025; N=1,007; powered by the Suzy online platform.
Question: "Do you currently use a wearable device (e.g., Oura ring, Apple watch, Garmin, Fitbit, etc.) to monitor your fitness or health and wellness goals?"

Consumer use of wearables is evolving beyond steps towards comprehensive health management

Top health metrics consumers are tracking with wearables, by generation



52% of consumers using wearables for sleep tracking

Gen Z: Using wearables for more biohacking practices than older generations.

Sleep, overall wellness, stress management, readiness and mental/cognitive performance..

Millennials: sleep, steps, readiness, stress, calories burned

Natural Products EXPO WEST®

Source: Nutrition Business Journal surveys targeting average consumers who use wearables, aged 19-75. Completed February 2025; N=525; powered by the Suze online platform. Question: "What health goals or concerns are you primarily tracking with your wearable device? (Select all that apply)."

New Hope. NETWORK. By Informa Markets

The Empowered Consumer: Increased Resources for Consumers to Independently Manage their Own Wellness

Wellness data now widely-available to consumers

Advent of **wearables** and **tracking** technology inform consumers of tailored wellness needs

Function

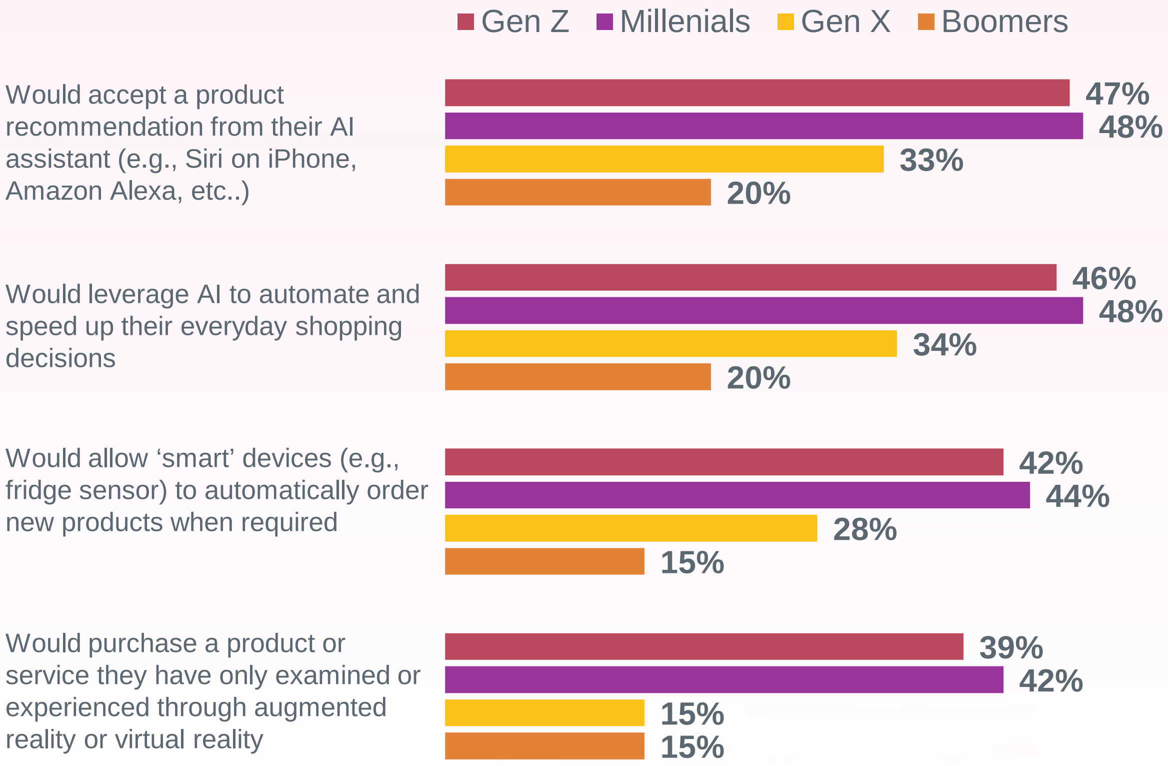
ŌURA

WHOOP™

ELEHEAR

dexcom

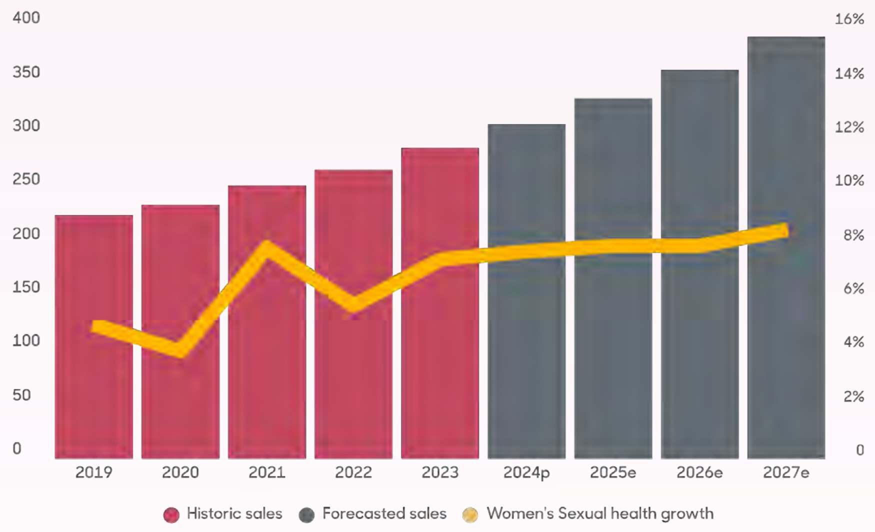
Openness to new tools that allow consumers to make use of available wellness data[1]



Nielsen, Mid-Year Consumer Outlook: Guide to 2025

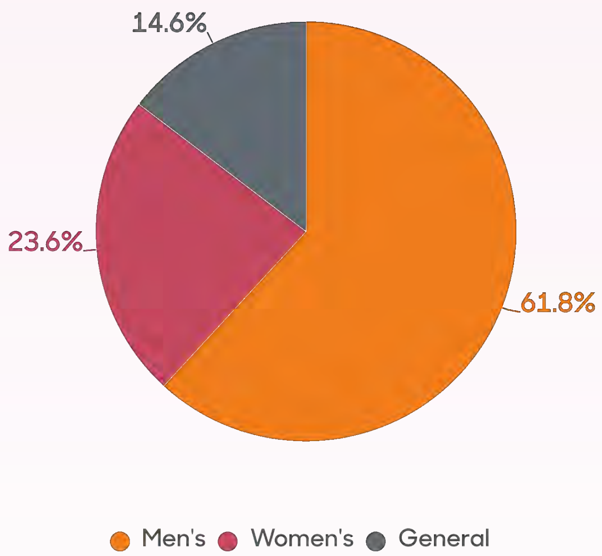
Hormone-related health products remain key growth opportunity for more personalized solutions, as awareness and research catch up

Women's Sexual Health supplement sales and growth, 2019-2027e



Source: Nutrition Business Journal
($mil, customer sales)

Sexual Health supplement sales by gender, 2024



Source: Nutrition Business Journal

Sales growth of supplements with specific Health Focus

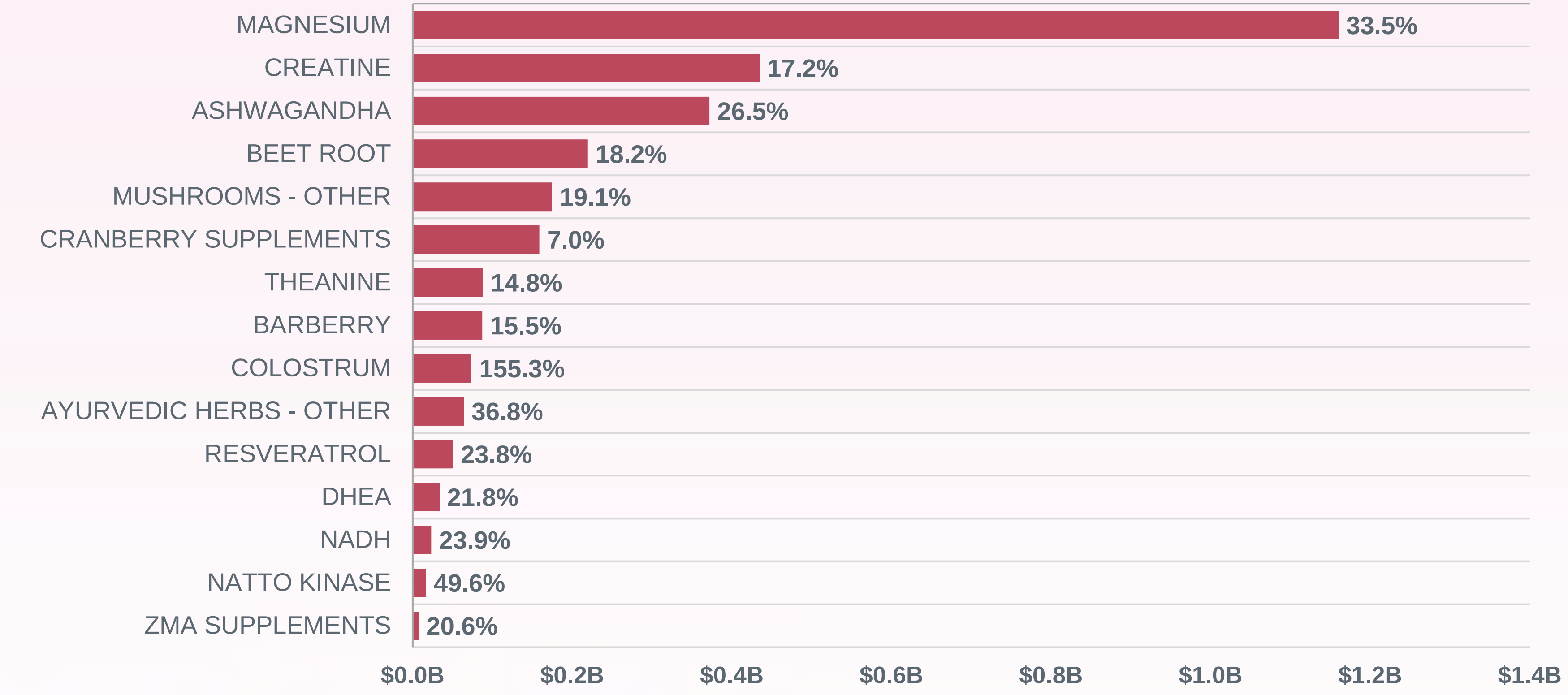
+20%	+14%	+4%
Reproductive Health (men and women)	Menopause	Pre and Post Natal

Over 200 new items have been introduced in Reproductive Health over the last year

Source: SPINS Total US Natural Expanded Channel + MultiOutlet (powered by Circana), 52 Weeks Ending 1.26.2025; SPINS Health Focus attribute

Consumers are looking for solutions for their specific needs

Supplements are experiencing growth with consumers looking for particular ingredients for daily regimens



52%
of Magnesium buyers repeat

+2.6pts
Gen Z HH Penetration for Mineral Supplements

Top Areas of Health Focus

Hydration	+14%
Mood Support	+22%
Cardiovascular Health	+4%
Eye Health	+5%
Cognitive Health	+4%
Pre/post natal	+7%
Immune Health	+8%
Pain & Infllammation	+9%

* % Represents % Change YoY (vs same time LY)

Source: Circana MULO+C. 52W Ending 12.29.24. with. SPINS Health Focus; Circana Panel. 52 Weeks Ending 3-24-24. Magnesium Aggregate for Products that Contain 'Magnesium' in UPC Description and Circana Shopper Panel, MAT To 21/04/24

Natural Products EXPO WEST®

Source for Ingredients: SPINS Natural Channel, Amazon, Convenience & Multi-Outlet (MULO) (Powered by Circana) Dept: Vitamins & Supplements, Attribute: Functional Ingredients, 52 Weeks Ending 12/29/24

New Hope NETWORK. By Informa Markets

Choosing what to eat has personalized meaning grounded in nutrition and lifestyle.

Consumers continue to look to foods to improve health

Total Sugars ←

Sodium ←

Total Carbs ←

Dietary Fiber →

Protein →

Vitamins & Minerals →

30-30-3 is Trending

Protein, Fiber, Probiotics
This diet is just one example of consumers tracking their macros and key nutrients for health.

Consumers are looking for **low and no sugar** options:

18% | $234M
<0.5g Sugar Shelf Stable Cookies

50% | $615M
<0.5g Sugar Jerky and Meat Snacks

+347% $13M
>15g Protein in Hot Cereal

+768% $15M
Fiber in RTD Team and Coffee

+150% $26M
Probiotics as a Functional Ingredient

Source:SPINS Total US Natural Expanded Channel + MultiOutlet (powered by Circana), 52 Weeks Ending 1.26.2025

Protein reigns as a key to health aging

Consumers are supplementing overall beyond meal occasions for more protein; GLP-1 users often actively seek protein to support their nutrition needs

Protein Supplements & Meal Replacements

$9.7B
+11% Chg vs Yago
+31% Chg vs 2 Yr Ago

+23% Natural protein supplements driving growth

+46% Especially natural liquid protein supplements

Animal and plant protein products in each of these categories have **gained over a full point in household penetration over the last year**. The majority of households are repeat buyers and growing.

Consumers are shifting to higher levels of protein in their choices

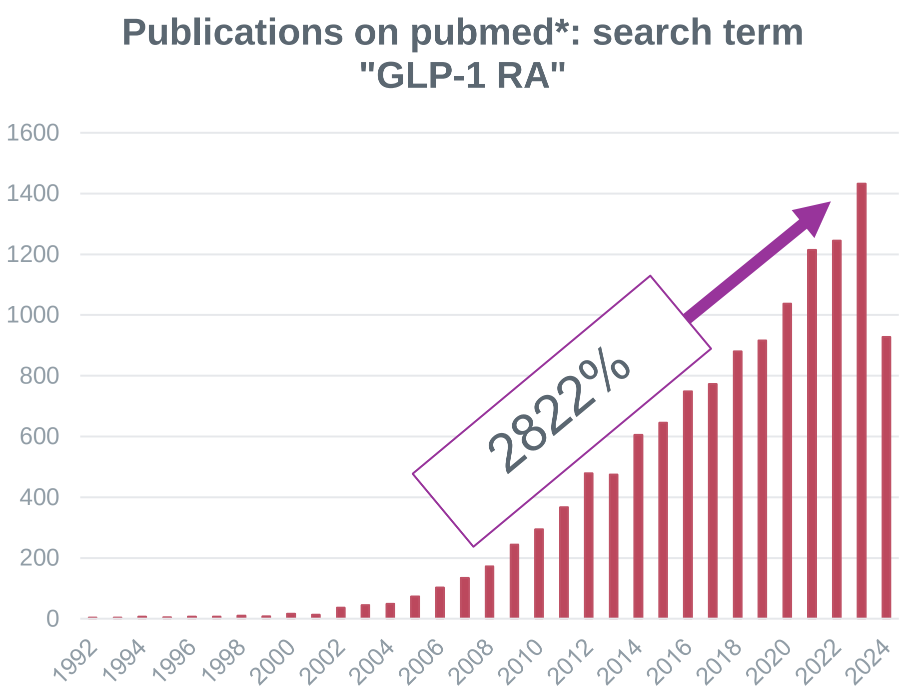
Sales growth over prior year

	< 15g/serving	15g +/serving
Wellness Bars	-8%	-0%
Chips, Pretzels, Snacks	-3%	+35%
Yogurt	5%	+25%

+65%
Growth of 25 -30g Yogurt & Plant-based Yogurt

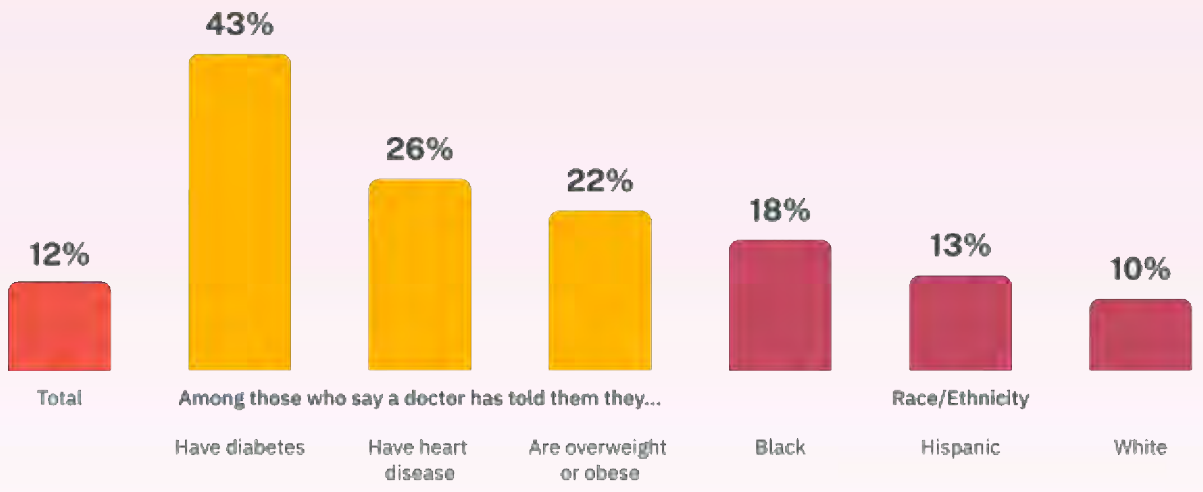
Source: MULO+C 52-week data ending 12/29/24 including SPINS hierarchy and attributes
TriLens Consumer panel (powered by Circana), 52 weeks January 25, 2025

We Cannot Underestimate the Likely Impact of Glp-1s, Particularly With the Likely Approval of Oral Versions



*all types of publications, not indicative of results or quality

One in eight adults say they have ever used GLP-1 drugs, rising to four in ten among adults who have been diagnosed with diabetes. This number will continue to increase.

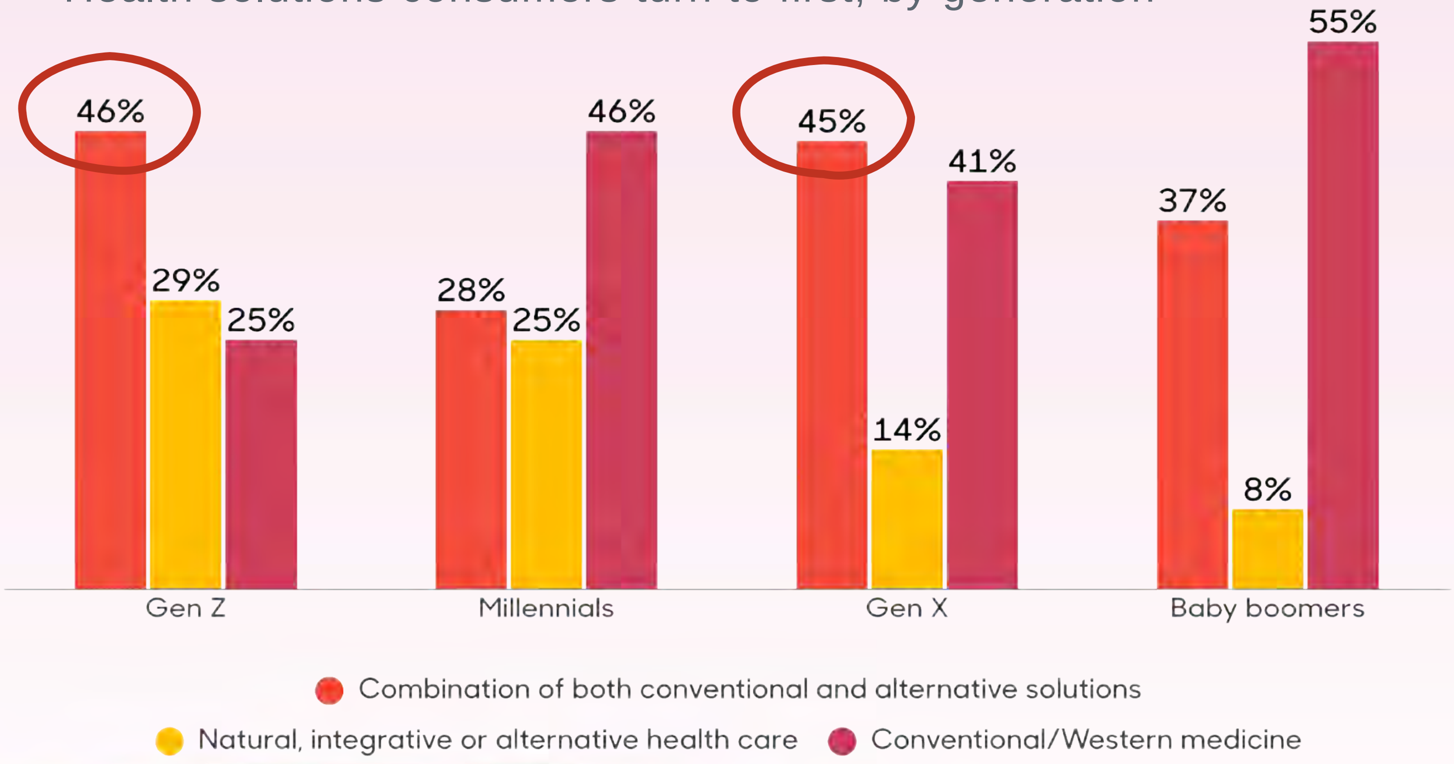


Percent who say they have ever used GLP-1 agonist drugs to lose weight or treat a chronic condition such as diabetes or heart disease:

Source: KFF Health Tracking Poll, May 2024: The Public's Use and Views of GLP-1 Drugs

Consumers blending conventional and natural solutions based on their specific needs

Health solutions consumers turn to first, by generation



39% of consumers turn to a balance of natural and conventional medicine when seeking health solutions.

Gen Z driving this flexitarian approach.

Boomers most likely to only use conventional

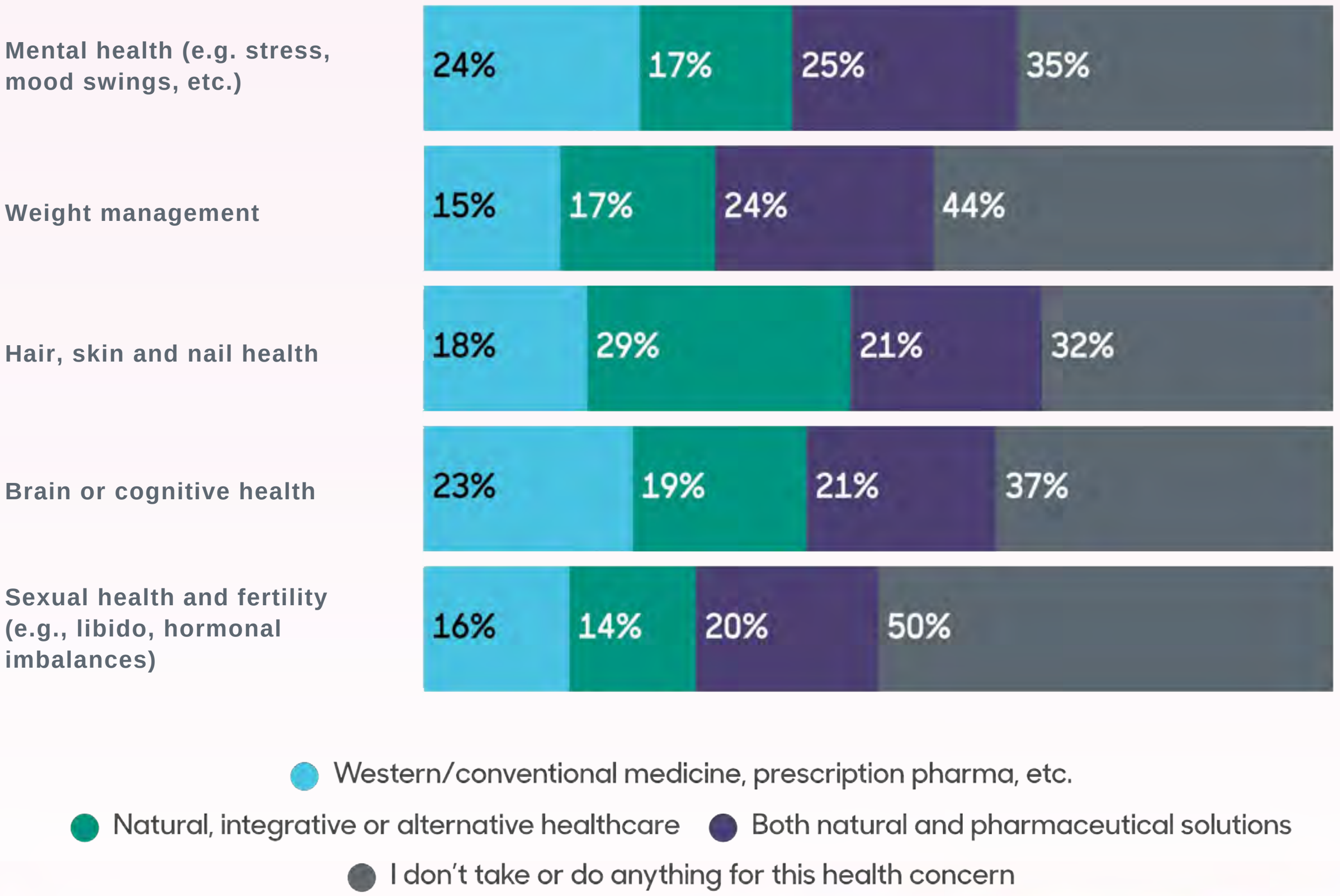
Source: Nutrition Business Journal surveys targeting average consumers, aged 19-75. Complete February 2025; N=1,010; powered by the Suzy online platform. Question: "When seeking solutions for your health, which approach do you typically turn to first?"

Empowerment
Through Personalization

This balance between conventional and natural is true for most health concerns

More consumers are choosing both natural and conventional for mental health, weight management and hormonal health.

Types of treatment or medicine supplement consumers turn to first in trending conditions



Natural Products EXPO WEST

Source: Nutrition Business Journal surveys targeting supplement consumers; aged 19-75. Completed July 2024; N=1,015; powered by the Suzy online platform. Question: "Please select the category that best describes which type of medicine or treatment you first turn to when managing the following health concerns."

New Hope NETWORK. By Informa Markets

Polling question:

Which ‘healthspan’-related innovation area represents the greatest opportunity for the CPG industry?

a. Biohacking and personalization

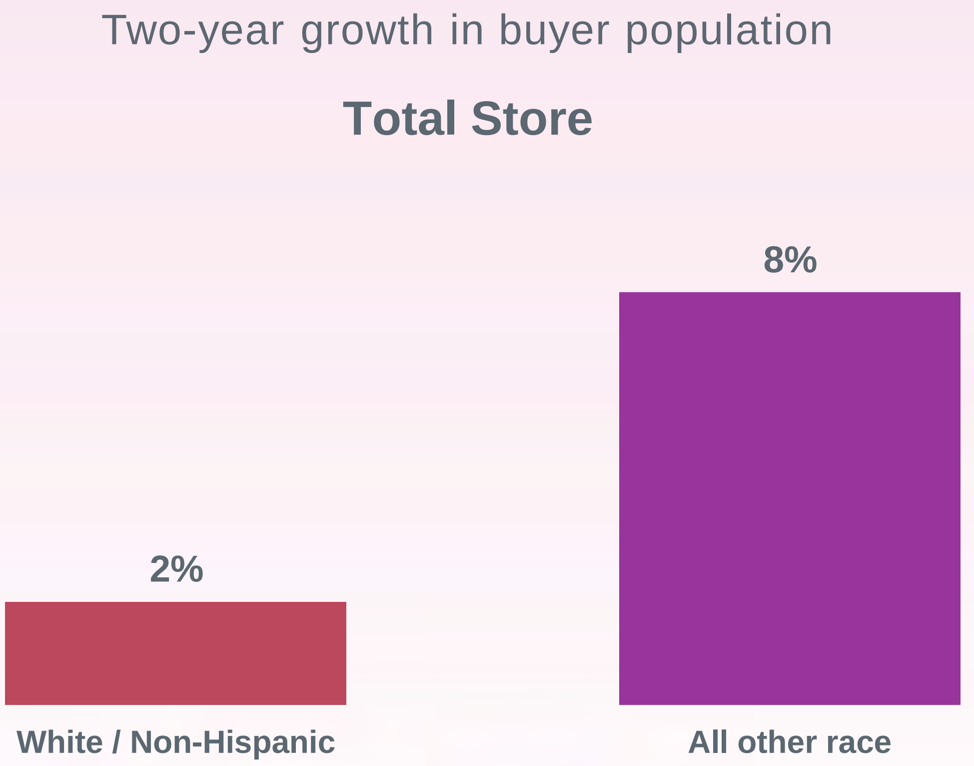
b. Protein-packed everything

c. Non-alcoholic beverages

d. Metabolic health support

Consumer Population Growth Fueled by Diverse Segments

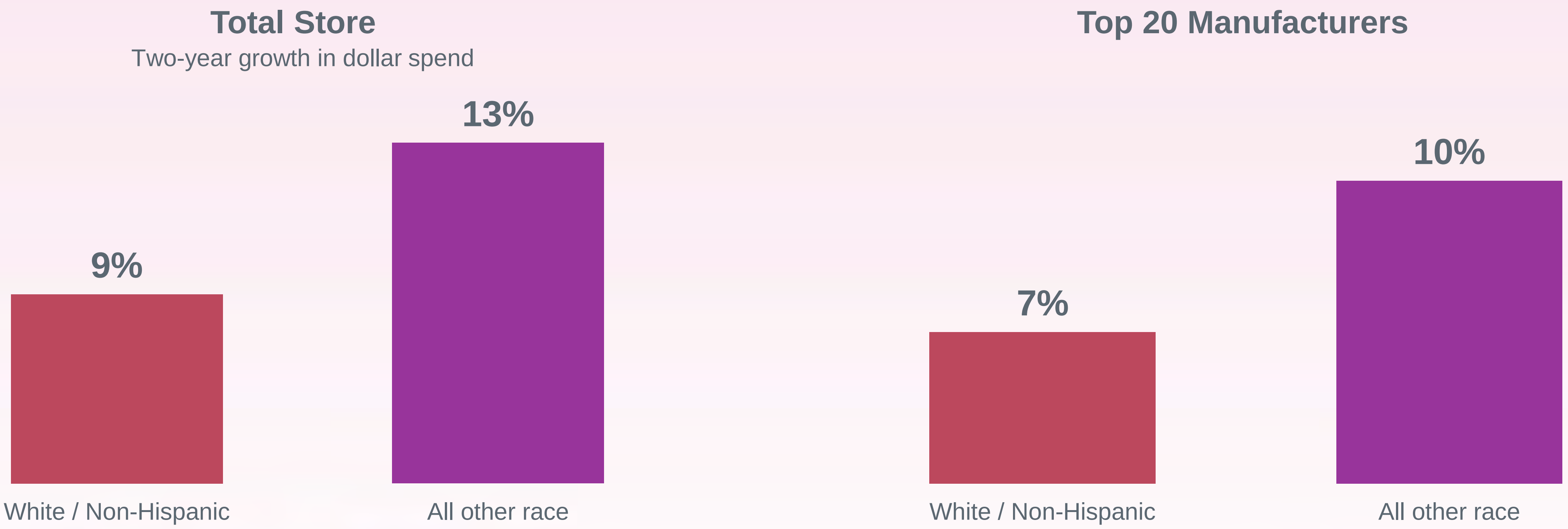
Non-white consumer population outgrowing white among retail shoppers[1]



1. NielsenIQ Omnishopper Panel

Largest Dollar Growth Coming from Non-White Consumers

Brands targeting diverse customer sets showing outsized growth[1]



Food as an experiment and experience

TikTok trending:

Viral recipes in 2024 teasing food as an experience are highlighting non-traditional textures bring a spirit of fun and experimentation

Tanghulu

Tanghulu in 5 minutes using the microwave ...

createwit... ♡ 180.3K

Rice Paper Croissant

this is a 10/10 #ricepapercroissant...

misojenki... ♡ 131.2K

Cheese Pickle

Has anyone else tried this? Are there any...

handcrew... ♡ 68.8K

Pasta Chips

Here's another variation of #pastachips - salt...

feelgoo... ♡ 309.1K

Dubai Chocolate

First time trying the viral Dubai chocolate bar ...

jacksdi... ♡ 333.7K

Flavor and texture experiences create adventure and connection

New combinations, eliminating the ethnic aisle and redefining the notion of fusion

Who Can Take More Heat

Create unique snacking occasions

Serrano Peppers:	Banana Pepper:	Chipotle Peppers:
+14%	+10%	+17%

New Salinity Sources

Sodium as rehydration mechanism in sweet flavors along with spicy salinity will accelerate

Farmstand Favorites

Sun-Dried Tomato: +14%
Heirloom Tomato will be the next popular flavor variation

More Umami

Parmesan: +5%
A familiar way to amp up the flavor

Source: SPINS Satori. Attribute Growth Across Categories. 52 Weeks ending 01.24.2025 .Total US- Natural Channel and MULO powered by IRI.

Bringing Unexpected Adventure

New textures are shaking up categories with a novel experience

What's on the texture horizon?

Peel-able Gummies

Sour-coated Frozen Grapes

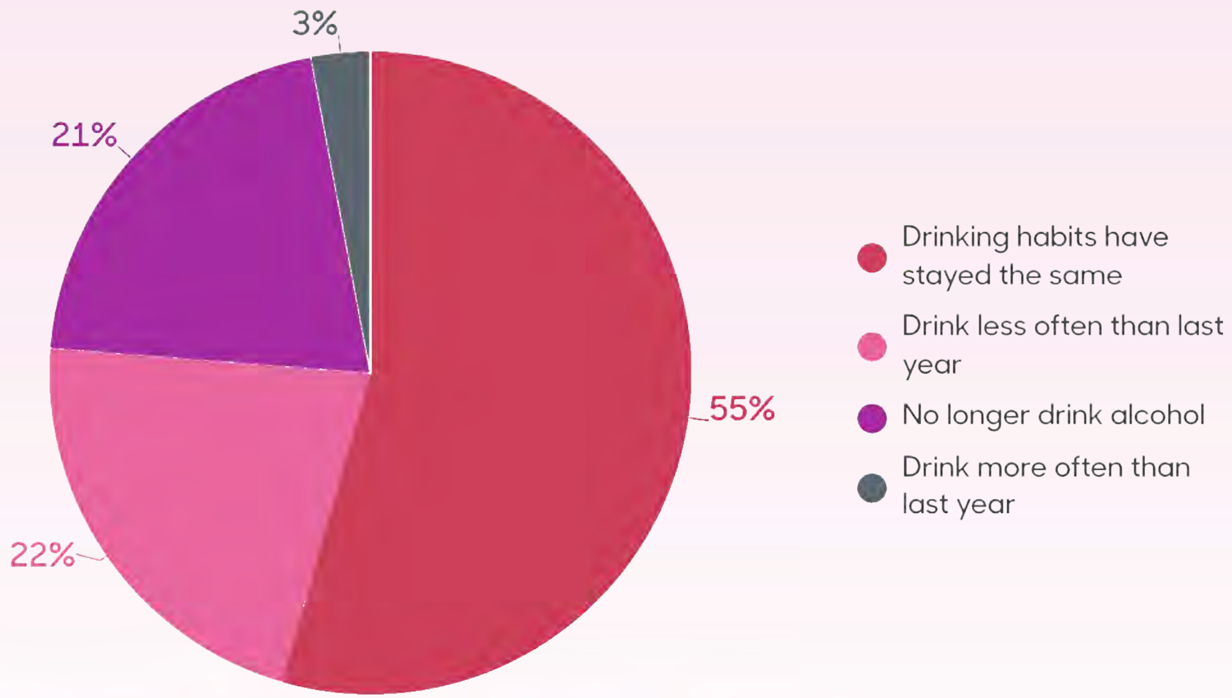
Crunchy Take on Beef Jerky

Crunchy Snack with Creamy Filling

Source: SPINS Satori. Select Savory Flavor Attributes across Rf & Grocery. 52 Weeks ending 8.11.2024Total US- Natural Channel and MULO powered by IRI.

Non-alcoholic products are delivering novel flavors and aligning with healthy, vibrant lifestyles

How alcohol consumption has changed compared to last year



43% of consumers drink less often or not at all compared to this time last year

Driven by more female consumers than men. 28% of women claim they no longer drink alcohol, doubling the amount of male respondents (14%).

Both Millennials (24%) and Gen X (28%) over-index on drinking less often. 69% of Gen Z habits have stayed the same.

Natural Products EXPO WEST

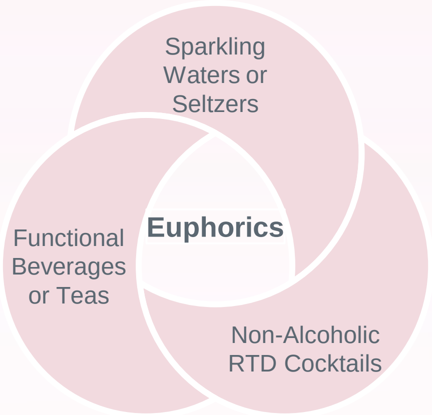
Source: Nutrition Business Journal surveys targeting average consumers; aged 19-75. Completed February 2025; N=1,005; powered by the Suzy online platform. **Question:** “In the past year, how has your alcohol consumption changed?”

New Hope NETWORK. By Informa Markets

A new wave of beverages helps buyers lift their spirits, without any spirits

Consumers are looking outside of alcohol for ways to elevate their mood, enhance their mind, or achieve a temporary buzz; Relying on natural ingredients to lift or relax, without the hangover.

What makes these beverages euphoric?



Top Ingredient: Ashwagandha

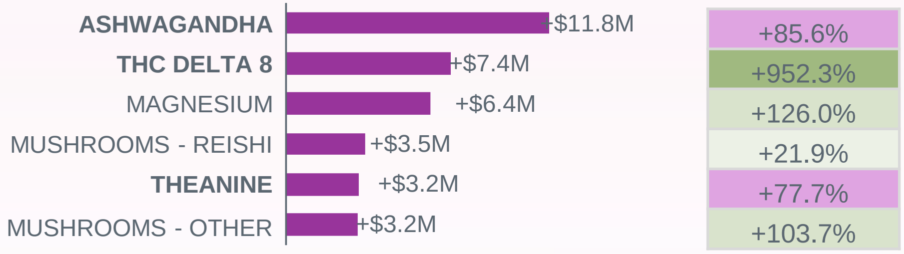
Top Ingredient: Theanine

Top Ingredient: THC Delta 8

Largest Growing Functional Ingredients Across Euphoric Beverage Brands

By Absolute $ Growth

$ % Change vs YA



Sodas that target gut health continue to grow >125% and euphoric brands are entering the category

Definition of "Euphoric Beverages" includes any items in Functional Beverages Other or Sparkling Waters that contain one of 20 specified functional ingredients with calming benefits, nootropics, adaptogenic properties, etc/ Source: SPINS Natural, MULO & Convenience (Powered by Circana) 52 WE 01.26.25

Non-Alcoholic Analogs in the Alcohol Category

With every single subcategory reporting an increase in sales, the non-alcoholic choices in Alcohol are experiencing stellar growth

Ranked by volume

CATEGORY – Non-Alc	$, % CHG	UNITS, % CHG
Beer	+24%	+21%
Flavored Malt Bev. & Other	+119%	+83%
White Wine	+47%	+39%
RTD Cocktails	+73%	+64%
Sparkling Wine	+36%	+27%
Red Wine	+112%	+105%
Spirits & Liquor	+67%	+79%
Blush & Rose Wine	+70%	+68%
Hard Cider	+484%	+480%
Fortified & Other Spec. Wine	+55%	+58%

Non-Alc Total in Alcohol:

+32% in dollars from year ago

<1% of Alcohol sales is non-alcohol

Total Alcohol is declining:

-0.5% in dollars from year ago

Consumer-Driven Innovation In Action

Dax Shepard
Co-Founder
Ted Segers

Aaron Weakley
Co-Founder
Ted Segers

Daniel Scharff
Founder
Startup CPG

Polling question:

Which beverage trend will experience the most growth in 2025?

a. Energy beverages

b. Non-alcoholic beer, wine and spirits

c. Low-sugar/whole food sweeteners

d. Relaxation beverages

Leading with purpose:

The Evolution of CPG: Sustainably Driven Innovation

From conventional classics to natural disruptors, **companies are now setting a new bar with sustainable products** as the next level of enhancing how we eat.

CLASSICS → **DISRUPTORS** → **ENHANCEMENT**

More product formulations and novel ingredients are emerging across the store that promote health and nutrition while curbing climate change.

+44.8%

Kernza
Pantry

+12.1%

Controlled Environment Agriculture Produce

+8.0%

Vital Clean Body Care
Oral Care

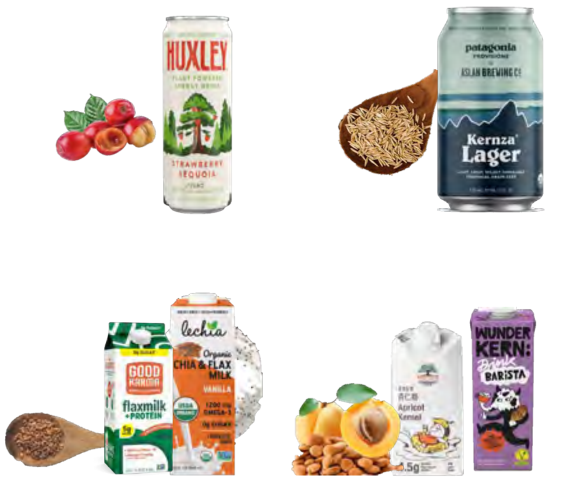
+20.0%

Certified Regenerative
Food & Bev & Supps

Source: SPINS Natural Channel and MultiOutlet (powered by Circana), 52 weeks ending 1/26/25

Purpose-driven brands are looking to the future with a commitment towards sustainability and future generations even if the consumer isn't yet demanding it

Sustainable Fruit, Seeds, & Grains



Kid-Positioned Product Growth

Packaging Reinvented

When it comes to sustainability, retailers are already making commitments and getting ready

Areas of focus and commitment

- ✓ Waste Diversion
- ✓ Emissions Reduction
- ✓ Sustainable packaging
- ✓ Sustainable sourcing
- ✓ Pesticide use
- ✓ Efficient refrigeration

meijer

- ✓ Hit its 2025 sustainability goal of cutting carbon emissions by 50% one year ahead of schedule!

- ✓ Private Label pledge
- ✓ 100% recyclable, reusable or compostable

Kroger, giant eagle, Ahold Delhaize

- ✓ Reducing Waste and Increasing Food Recovery

meijer, Kroger, giant eagle, Ahold Delhaize

- ✓ Strong produce requirements for pesticide avoidance.

Kroger, giant eagle, WHOLE FOODS MARKET

- ✓ Carbon-negative store operations.
- ✓ Regenerative Agriculture & Supply Chain

PCC COMMUNITY MARKETS, Ahold Delhaize

- ✓ Transition to natural refrigerants across all locations
- ✓ Carbon reduction and climate neutrality

SpartanNash, THRIVE MARKET, ALDI

Introducing the Purpose Pledge

David Bronner

Lara Dickinson

Les Szabo

Kevin Bayuk

PurposePledge.org

A PROJECT OF ONE STEP CLOSER™

PURPOSE PLEDGE™

Pilot Companies

DR. BRONNER'S ALL-ONE!

gaia HERBS

YERBA MATE

KULI KULI

LUNDBERG FAMILY FARMS

mountain rose herbs
AN INDEPENDENTLY OWNED, PLANT OBSESSED, & SUSTAINABLY DRIVEN COMPANY SINCE 1987

MUD\WTR

NATURE'S PATH ORGANIC

NUMI
ACTIVATING PURPOSE

ORGANICALLY GROWN CO

PACHAMAMA COFFEE FARMERS

Philosopher FOODS

SIMPLi

Wildway

10 Commitments

1. Product Quality
2. Independent Governance
3. Supply Web Integrity
4. Fair & Balanced Compensation
5. Living Wage
6. Inclusion
7. Community Engagement
8. Climate Positive
9. Circularity for Zero Waste
10. Capability Building

PURPOSE PLEDGE™

TM

PurposePledge.org/contact

A PROJECT OF

ONE
STEP
CLOSER™

Learn More

Ask the Experts

Thursday, March 6
9:30am-11:00am
Hilton Pacific Ballroom A

Polling question:

In which of the 10 purpose pledge commitment areas do you believe your company has the most room to improve ?

a. Product quality
b. Independent governance
c. Supply web integrity
d. Fair and balanced compensation
e. Living wage
f. Inclusion
g. Community engagement
h. Climate positive
i. Circularity for zero waste
j. Capability building

Natural Products EXPO WEST®

New Hope NETWORK

By Informa Markets