

The Macro Forces and Trends Driving Innovation in Natural Products Announced as Natural Products Expo West 2016 Kicks Off

Anaheim, California (March 9, 2016) – [The New Hope Network](#) has kicked off [Natural Products Expo West & Engredea 2016](#), the industry's largest trade show, with the announcement of the top six macro forces and related trends that are driving innovation in natural foods, beauty products, and supplements. The event runs today through Sunday, March 13 at the Anaheim Convention Center.

Natural Products Expo West is the preeminent show for spotting trends in the food and CPG industry, with more than 3,000 exhibiting companies and 70,000 attendees. The content and research team at New Hope Network will be tracking the following macro forces and consumer trends this year.

Ancient Wisdom

Harkening back to the days of pre-industrialized foods and a simpler way of life, natural products companies are focusing on whole, nutrient-dense ingredients and a “closer to nature” approach to processing. Related trends include: Superfoods 2.0, fermented foods and beverages, and natural fats.

Transcendent Transparency

Transparency has moved from a marketing buzzword to an essential way of doing business, as consumers increasingly take note of ingredients, sourcing practices and manufacturing processes behind the products they purchase. Related trends include: ingredients upfront, traceable seafood, and transparent packaging.

Snackification

The snackification macro force is symptomatic of an always-on culture that is constantly in need of fuel but that also increasingly demands snacks that are convenient, tasty and nutritious. Related trends include: savory snacking, vegetables reimaged, and global-inspired convenience.

The Rehabilitation of Science

The role of food and nutrition science is being reframed to embrace the spirit of natural products while addressing societal concerns in a pivot that moves toward rebuilding consumer confidence and meeting new consumer demands. Related trends include: clean energy, microbiome-positioned products, and beauty from within.

Feed me!

A global population of 10 billion will require a serious change in how we go about feeding the world. Natural products companies are rising to the challenge with innovative approaches to sourcing, plant-based nutrition and reducing food waste. Related trends include: next-gen plant proteins, repurposed ingredients, and “nose to tail” sourcing.

The Value(s) Shopper

Consumers are moving beyond price as their single purchasing filter as a new and complex world of values now influences purchasing decisions. Forward-thinking natural products companies are responding with mission-backed products and business models built around purpose. Related trends include: regenerative sourcing practices, sustainable packaging, and mission-based brands.

For examples of exciting new products that support each trend visit the [online gallery at newhope.com](https://www.newhope.com).

All Natural Products Expo West badge holders can catch an overview of how each natural and organic product category is performing, and dig into three of these powerful macro forces, at the [State of the Natural Products Industry: Products & Consumer Trends Fueling Growth](#) session, from 12:30 to 2 p.m. Thursday, March 10.

Industry watchers who are unable to attend Natural Products Expo West may [view the State of the Natural Products Industry session via livestream](#) and join in the #StateOfNatural conversation online. During the livestream, @NatProdExpo will host a Twitter party to bring together the experts on stage with everyone watching at home, work or anywhere else. The team will answer questions, highlight key trends, and pick a winner every 10 minutes for a prize pack of the hottest natural products from the show. Follow #StateOfNatural during the livestream to join in.

“Every March, Natural Products Expo West serves as a launching pad for innovation from entrepreneurial brands to more established companies looking to keep up with shifts in consumer demand,” said Carlotta Mast, Executive Director of Content and Insights, New Hope Network. “Evolving shopper tastes and values have positioned the natural products industry as a major force in what products end up on shelves from natural stores to more conventional supermarkets.”

About New Hope Network

The New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people. For more information visit www.newhope.com.

Press Contact

Carrie Kocik
New Hope Network
(617) 694-5971

ckocik@newhope.com