

# Record-Breaking Natural Products Expo West Concludes, Grows World's Largest Natural, Organic and Healthy Products Event

## Key Trends Set to Drive the Future of the Natural Products Industry in 2014

**Boulder, CO, March 10, 2014** – The move toward natural, organic and healthy products is not a fad, but a societal shift that is poised to grow to \$226 billion by 2018 with an annual growth rate of 8.6 percent. [New Hope Natural Media](#), a division of [Penton](#), today announced [Natural Products Expo West](#) concluded a record-breaking event March 6-9 at the Anaheim Convention Center in CA. The event grew five percent bringing together over 67,000 industry members, more than 2,600 exhibiting companies and the most first-time exhibitors in the event's history. From food and beverage to supplements and beauty to household and pet products, the event provided a window into the many categories driving the growth of the global natural products industry.

Co-located with Natural Products Expo West were [Engredea](#) and the [NEXT Innovation Summit](#), the premier events for ingredient sourcing and product development, were co-located with Natural Products Expo to deliver a full spectrum of opportunities to enter, grow and succeed in the global health and nutrition marketplace.

“As we wrap up the 34th annual Natural Products Expo we are proud of our commitment to the natural, organic and healthy living community,” stated Adam Andersen, show director for Natural Products Expo West. “The macro trend and shift to healthier lifestyles created explosive growth this year. Our conference sessions offered attendees with the vital industry intelligence and the exhibit floor buzzed with activity as attendees met the passionate individuals behind the brands on the shelves today and the products of the future.”

With 635 first-time exhibitors at the event, there is tremendous energy, innovation and funding surrounding food entrepreneurs today. Many Natural Products Expo West first-time exhibitors are ‘home cooks,’ passionate moms and nutrition-focused athletes who have launched their own products. New Hope's [NEXT Accelerator](#), which was launched in September 2013, offers an exclusive online community that connects startups with the information, expertise, advisors, service providers, partners and education they need to ensure product success.

New Hope's industry expertise insights help the global natural products industry identify “what's next” in the marketplace to assist them in taking their business to the next level. Key trends identified for the coming year include:

- **The health & wellness consumers.** The healthy eating movement is spreading across all demographic groups. [Five distinct consumer segments](#), differentiated by lifestyles,

behaviors, attitudes and beliefs about health and wellness have been created for the industry.

- **Convenience & Accessibility:** The importance of making nutritious, clean food more accessible and convenient across multi-dimensional demographics and how will it affect the health and wellness of all Americans.
- **Labeling Transparency:** Consumers are asking for transparency with regard to food/product labels, claims and certifications, including non-GMO and organic.
- **Food tribes:** The growing gluten-free, vegan, paleo and other special diet communities are fueling the healthy eating movement and changing the way people view food and community.
- **The future of personalized health:** With nutrigenomic advances and the rise of food intolerances and autoimmune diseases, we are learning that one person's "medicine" is another's "poison."

New Hope's online business intelligence solution, [NEXT Trend](#), assists consumer packaged goods companies, retailers and suppliers gain a competitive edge when bringing natural products to market. NEXT Trend offers proprietary pre-shelf natural products data, future trend predictions and insights, a predictive consumer segmentation, custom research and extensive industry expertise that helps companies quickly recognize and act on emerging, high-growth market opportunities.

Michael Kanter, Chief Visionary Officer, [Cambridge Naturals](#) said, "Expo West is truly an extraordinary experience. What really is the most inspiring part is realizing how many wonderful people are part of this industry. This movement is for a better and healthier planet. And more than that nowhere else can one meet and 'network' with such a group of people who are part of a powerfully positive force. We become aware of our community when we take the time to come together here each year."

"The growth of Amy's Kitchen has paralleled the growth of Expo in many ways. Our first year here in 1988 we took turns holding baby Amy in our arms, while serving our first pot pie. Now 26 years later she's here working beside us at the show, serving dozens of delicious foods. This year we heard from more customers than ever about how our homemade, organic foods have impacted their lives. Rachel, Amy and I are excited to be part of this growing organic community," said Andy Berliner, co-founder, [Amy's Kitchen](#).

Many innovative companies were recognized with awards at Natural Products Expo West.

- The official Natural Products Expo West "Best of West: Press Award" went to [Luvo](#): Chicken Chili Verde, [Barbara's Bakery](#): Multigrain Squares and [Dave's Killer Bread](#): 21 Whole Grains and Seeds
- NEXT Accelerator Pitch Slam: [SoapBox Soaps](#)

[Natural Products Expo East 2014](#) will return to the Baltimore Convention Center, September 17-20, 2014 in Baltimore, MD. Natural Products Expo West 2015 is scheduled to take place March 5-8, 2015 at the Anaheim Convention Center in Anaheim, CA.

Follow [@NatProdExpo](#) or #ExpoWest on Twitter for ongoing conversations or connect on our [Facebook](#) or [LinkedIn](#) groups to keep up on Natural Products Expo latest developments.

### **About New Hope Natural Media**

New Hope Natural Media, a division of Penton, is the leading media resource and information provider for the natural, organic and healthy products industry, with print, in-person/event, and e-business products and services.

### **About Penton**

Penton is a leading *professional information services company* that *engages* and *informs* millions of professionals every day, helping them *grow* and *solve* their most critical business challenges. As a provider of critical workflow solutions and insightful content, marketing services and networking, Penton helps businesses do business in five core growth markets: agriculture, transportation, natural products/food, infrastructure, and industrial design/manufacturing

Penton is a growth company with a track-record of strong performance and success and is backed by its co-owners: MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP.

For additional information on the company and its businesses, visit [www.penton.com](http://www.penton.com).

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