



TRENDS & INNOVATIONS







Contents

Executive over	view			1
Top thoughts				1
New Hope Network	s's top trends heading into 2023			3
Cultural force:	Holistic Health and W	lellbeing		5
Trend rankings by co	onsumer metrics in Holistic Health ar	nd Wellbeing		5
Innovation moment	um in Holistic Health and Wellbeing	trends		6
PEEKABOO: ORGA OTAMOT: ESSENT TRUE MADE FOOI	IAL TOMATO SAUCE DS: VEGGIE KETCHUP : COSMIC CARROT CHEWS			7
	sed ethics JNFLOWER CHEESE SPREADS OODS			8
Trend: Plant pro	tein			9
BEYOND THE EQU SIMPLE MILLS: SV EAT MEATI: MEAT	most plant protein innovation JATOR: SEED PRODUCTS VEET THINS I MEAT ALTERNATIVES PIC PROTEIN COMPLETE COFFEE			9
MIYOKO'S CREAM PLANTCRAFT: PLA	evated JERY: ORGANIC CASHEW MILK ARTISAN CHEE ANT-BASED DELI MEATS I BLACK SEAWEED PEARLS CS: CHIAVIAR			11
Trend: Healthy f	ats			12
SEEDS OF WELLN		Health and Wellbeing trends	5	12

COVER: ALAMY



IITURAL TORCE: PURPOSE-GRIVEN COMMERCE Trend rankings by consumer metrics in Purpose-driven Commerce	
Trend: Organic stewardship	
Innovation momentum in Purpose-driven Commerce trends	
Trend: Regenerative agriculture	17
Social media conversations elevate regenerative agriculture's relevancy among top eco-trends UNION: PLANT- AND ANIMAL-BASED CHARCUTERIE ALTER ECO THE ALMOND PROJECT MAPLE HILL CREAMERY	17
Trend: Reducing waste	19
Reducing Waste trend is as equally important to consumers as organic THE SPARE FOOD CO. DEL MONTE THE SUPPLANT CO. TAKE TWO DOUGHP RENEWAL MILL GOODSPORT NUTRITION	19
Trend: Responsible packaging STEEPED COFFEE NO EVIL FOODS ZENWTR SIMPLY TERA'S BY CARRINGTON FARMS	21
Social and mass media mentions and growth in 5 of top 6 Purpose-driven Commerce trends	22
Trend: Diverse ownership	23
A DOZEN COUSINS OMSOM AYO FOODS FILA MANILA SANZO	



Cultural force: Modern Life	
The top three trends consumers predict they will purchase in the next year	
Trend: Brain health	26
Social media mentions and growth of top Modern Life trends	26
Innovation momentum in Modern Life trends	27
Trend: Immunity	28
Trend rankings by consumer metrics in Modern Life	29
Trend: Digestive health UPLIFT FOODS: GUT HAPPY COOKIES BELLIWELLI: LOW FODMAP FUDGE BROWNIE	30
Trend: Quest for rest	31
\ppendix	33
Innovation activity data 1-20	
Innovation activity data 21-35	33
Social media listening results 1-15	34
Social media listening results 16-29	35
Social media listening results 30-35	35
April 2022 consumer survey 1-20	36
April 2022 consumer survey 21-35	36
NEXT Framework Trends and Cultural Forces	37
Acknowledgments and definitions	42