

NBJ 2023 Reports

Supplement Market Economy Update SPECIAL REPORT *Published: January 2023 – Cost \$1,495*

Focuses on high-level “mid-year” update to supplement industry forecasts by category and channel for 2022-2025

Consumer and industry survey data and insights collected in November 2022 with updated commentary on revised market size forecasting

NEXT Sustainability Marketing Report* *Published: March 2023 – \$495*

Focuses on marketing challenges and opportunities around CPG brands’ sustainability efforts

Research of U.S. consumer attitudes and behaviors around new product discovery and related sustainability efforts. 25 survey charts cut by generation, channel and more

Best practices compiled from interviews with industry experts

Sports Nutrition and Weight Management Report* *Published: March 2023 – Cost \$3,995*

Focuses on supplements and functional foods targeting sports performance, active lifestyle, e-sports/gaming and weight management

Market sizing and growth data for protein powders, sports functional beverages, sports hydration and energy beverages, sports pills, nutrition/wellness bars, weight management pills and weight management meal supplements

Consumer survey data across these categories, focusing on impacts of COVID-19 and impacts of inflation and current economy

In-depth company profiles on sports- and meal supplement-focused brands

Sales Channel* *Published: May 2023 – Cost \$2,995*

Focuses on historic and future sales dynamics across six key channels

Sales and growth channel data for natural and organic, functional food and beverage, natural living (household and personal care) and supplements

Consumer and industry survey data, focusing on impacts of COVID-19 and impacts of inflation and current economy

Supplement Business Report* *Published: June 2023 – Cost \$4,495*

NBJ’s most in-depth supplement report focuses on finished both category and channel, as well as the top 50 companies by revenue

Sub-categories covered include vitamins, minerals, herbs & botanicals (e.g., combination formulas, single herbs), sports nutrition (e.g., powders, RTDs), meal supplements and specialty supplements (e.g., collagen, probiotics, omega-3s, CoQ10)

Channels covered for each supplement category include natural & specialty, mass, e-commerce, practitioner, mail order/DRTV/radio and MLM

In-depth company profiles on top and innovative supplement brands

Delivery Format * *Published: June 2023 – Cost \$2,495*

Focuses on supplement sales of delivery formats across categories and conditions

Market sizing and growth data for capsules, pills, softgels, gummies, powders, liquids, shots, effervescent and more

Consumer survey data across these categories, focusing on trends over time and forward-looking themes

Condition Specific Report* *Published: August 2023 – Cost \$4,295*

Focuses on supplements across health conditions, including sales and growth for overall condition and top six nutrients for each

Twenty-two conditions covered, including cold/flu/immunity, heart health, gut health, bone and joint health, women's/men's/children's health, beauty-from-within, sleep support, cognitive health and mental health

In-depth company profiles on top and innovative supplement brands

NEXT Trends and Innovations Report* *Published: August 2023 – \$495*

Explores top industry trends identified by multiple data inputs, including consumer survey, new product entries at Natural Products Expo East and West and social listening across key trends

Practitioner Channel SPECIAL REPORT* *Published: September 2023 – Cost \$2,495*

Market sizing and growth data across categories and conditions in the practitioner channel

Consumer and health practitioner survey data on key attitudes, awareness and education opportunities

In-depth company profiles on practitioner-focused supplement brands

NBJ/NEXT Functional Food and Beverage Report* *Published: September 2023 – Cost \$1,995*

Focuses on functional food and beverage (products with inherent benefits or added ingredients to provide functional benefits, e.g., energy, protein, gut health) sales and growth across formats and ingredients

Industry survey around trends and innovation

NEXT trend data from Natural Product Expo entries

Consumer survey data assessing attitudes and habits related to these formats and the conditions they target

Global Supplement Business Report* *Published: October 2023 – Cost \$3,995*

Focuses on sales and growth of finished product supplements, including category-specific data across 30 countries/regions worldwide

Countries and regions covered include China, Japan, India, Latin America, Middle East and Africa, Eastern Europe/Russia, Western Europe, Australia/New Zealand, United States and Canada

In-depth company profiles on top global supplement brands

Herbs and Botanicals Report* *Published: November 2023 – Cost \$2,495*

Focuses on herb and botanical sales across categories and conditions

Market sizing and growth data for top 50 herbs and botanicals and in-depth breakouts for top trending ingredients

Consumer survey data across these categories, focusing on trends over time and forward-looking themes

Women's Health SPECIAL REPORT* *Published: November 2023 – Cost \$1,995*

Sales and growth data for women's general health, pre- and postnatal and menopause

NEXT trend data from Natural Product Expo entries elucidating key trends around these conditions

Consumer survey data across these conditions, focusing on attitudes, habits, concerns and trends

Each report comes with PDF, PowerPoint and Excel raw data file

**Unless otherwise noted, includes historical data from 2018 – 2022 and forecasts from 2023 – 2026*