#### FOR MORE INFORMATION CONTACT:

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# **NBJ 2024 Reports**

## Mood and Mental Health Report\* Published: February 2024 - Cost \$2,495

A look at the growing mood/mental health condition category through the lens of adjacent conditions including healthy sleep and gut health

Sales and growth and consumer survey data across these conditions, focusing on attitudes, habits, concerns and trends

# **The State of Natural Report** Published: March 2024 – Cost \$125

NEW New Hope Network report based on Expo West's most popular conference content focuses on trends, innovation, challenges and opportunities facing natural and organic CPG brands

Market sizing and growth data for natural and organic products industry and subcategories through 2023, with estimates for 2024 and beyond

Proprietary New Hope Network data identifying trends and innovation in the market

Research of U.S. consumer attitudes and behaviors around new product discovery

# Sports Nutrition and Weight Management Report\* Published: April 2024 – Cost \$3,995

Focuses on supplements and functional foods targeting sports performance, active lifestyle, esports/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 post-COVID category growth

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

# **Supplement Business Report\*** Published: May 2024 – Cost \$4,995

NBJ's most in-depth supplement report focuses on both category and channel, as well as the top 50 companies by revenue Covered subcategories include vitamins, minerals, herbs and 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 and specialty, mass, e-commerce, practitioner, mail order/DRTV/radio and MLM

NOW including delivery format market sizing and growth data across categories and conditions, detailing capsules, tablets, softgels, gummies, powders, liquids, shots, effervescents and more

In-depth company profiles on top and innovative supplement brands

### Mushrooms Market Report\* Published: June 2024 – Cost \$2,495

Focuses on mushroom sales across conditions and categories, including supplements and functional food and beverage Market sizing and growth data for top mushroom ingredients

Consumer survey data across these categories and conditions, focusing on trends over time and forward-looking themes, including attitudes toward psychedelics

#### FOR MORE INFORMATION CONTACT:

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# Condition Specific Report\* Published: July 2024 – 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, sleep support, hair/skin/nails, cognitive health and mental health In-depth company profiles on top and innovative supplement brands

# The State of Natural Update Published: August 2024 – Cost \$125

NEW New Hope Network report focuses on trends, innovation, challenges and opportunities in the natural and organic products industry

Features refined and updated market sizing and growth data, with a focus on what's currently shifting in the market Proprietary New Hope Network data identifying trends and innovation in the market

Research of U.S. consumer needs and preferences in food and beverage and dietary supplements

# Healthy Aging Report\* Published: September 2024 - Cost \$2,495

An in-depth look at healthy aging and cognitive health condition categories, plus a look at the relationship to adjacent conditions including bone and joint health/inflammation, immune health, weight management, eye health and hair/skin/nails

Sales and growth data and consumer survey data across these conditions, focusing on attitudes, habits, concerns and trends

# Global Supplement Business Report\* Published: October 2024 – Cost \$3,995

Focuses on sales and growth of finished product supplements, including category-specific data across 22 countries/regions worldwide, presenting preliminary data for 2024

Countries and regions covered include China, Japan, India, Latin America, Middle East and Africa, Eastern Europe/Russia, Western Europe (plus 10 counties detailed), Australia/New Zealand, United States and Canada

In-depth company profiles on top global supplement brands

List of top 15 global companies by revenue

TBD SPECIAL REPORT\* Published: November 2024 - Cost \$1,995

\*Comes with PDF, PowerPoint and Excel raw data file; includes historical data from 2019–2023 and forecasts from 2024–2027