



NEXT 
Trend

2023 Guidebook
Natural Products Expo East



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Cultural Force: Holistic Health & Wellbeing

Macro Force – Plant Wisdom

Social, environmental, animal welfare, and health concerns have dogged animal-based agriculture. The range of benefits affiliated with plants have emerged as a guiding star of health and wellness in response to consumer concerns associated with meat and dairy products. Natural brands are meeting consumer demand for plants in unique formats or simply finding more opportunities for plant nutrition.

Trends

- **Eat More Plants** | From omnivores to vegans, the goal is to incorporate more nutrient-dense plants in the diet. Brands are creatively catering to picky children avoiding spinach and broccoli, adventurous adults seeking the latest exotic plant superstar or botanical inclusion, and consumers seeking meat and dairy alternatives.
- **Plant-based Ethics** | The ugly side-effects of the livestock industry are drivers for consumers opting for more plants as they either reduce or avoid animal-based foods entirely. But be on the lookout for brands digging into why their ethical plant-hero outperforms other plant-competitors in the battle for most sustainable.
- **Plants Elevated** | When it comes to vegan and vegetarian innovation, the original bar was set low. But gone are the days of bland tofu scrambles and dense bean burgers. Brands are meeting the need for plant alternatives and winning over vegans and flexitarians alike with intense flavor, crunch, umami-like tastes, and gourmet experiences. Soon, there will be no meat or dairy category unreachable by plant delicacies.

Eat More Plants	Subcategory	1 st Time Exhibitor	Trend Innovation
Dandies Marshmallows	Baking decorations & dessert toppings		1
Garden of Life	Specialty formula supplements		1
Gimme Health	Wholesome snacks		1
Hail Merry	Cakes, cupcakes, snack cakes		1
Luv Superfoods	Candy		1
Outstanding Foods	Chips, pretzels & snacks		1
Pressed Juicery	Fruit & vegetable juice, nectars & fruit drinks		1
Remedy Organics	Energy, protein & muscle recovery drinks		1
Rob's Brands	Chips, pretzels & snacks		1
Steaz	Iced & bottle tea		1
Vana Life Foods	Vegetable & lentil mixes		1
Vibrant Health	Meal replacement supplements		1
wildbrine	Butter & spread		1
Willa's	Plant-based milk		1
Zing Bars	Snack, energy & granola bars		1
BeanVIVO Organics	Wholesome snacks		2 - RTE bean snacks
CAULIPOWER	Pizza		2 - cauliflower crust
Chickease	Wholesome snacks		2 - snackable chickpeas
Confetti Snacks	Chips, pretzels & snacks		2 - mushroom chips
Diggables, Inc	Chips, pretzels & snacks	Yes	2 - buckwheat
Forager Project	Yogurt		2 - cashew-based
Pan's Mushroom Jerky	Wholesome snacks		2 - shitake jerky
RINGA	Iced & bottle tea		2 - moringa
Shroomeats	Vegetarian frozen meats		2 - shitake based
Tonomi Superfoods	Flours & corn meal		2 - plantain & banana flour
Treehouse Naturals	Plant-based milk		2 - pecan milk

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Cultural Force: Holistic Health & Wellbeing

Macro Force – Protein Power

Protein is a treasured macronutrient that has remained least unscathed compared to fats and carbohydrates—food villains blamed for all our diet related health issues. As it turns out, consumers are ramping up protein intake for its benefits—sport nutrition, weight loss, satiety, etc. While protein itself remains in demand, it's the type of protein that fosters a riptide of opinions from meat and dairy to vegan and vegetarian. Clean, responsible, and sustainable proteins are vying for consumer attention.

Trends

- **Plant Protein** | There are other sources of protein, and the plant-kingdom is full of options with exotic new entrants as well as cleaned-up modifications of legacy heroes like soy and seitan. Consumers are seeking clean plant proteins with other nutritional benefits that are more efficient calorie sources from farm to stomach compared to animal-based products.
- **Responsible Meat & Dairy Protein** | It's no secret that the egregious side effects of the meat, seafood, and dairy industry is wreaking havoc on our social and environmental conscience prompting consumers to seek brands proving their commitment to producing responsible animal-based proteins.

Plant Protein	Subcategory	1 st Time Exhibitor	Trend Innovation
Filthy Rich	Energy, protein & muscle recovery drinks		1
Remedy Organics	Energy, protein & muscle recovery drinks		1
Healthy Truth	Meal replacement supplements		2 - sacha inchi
Planet Bake	Cakes, cupcakes, snack cakes		2 - pea protein
Sunwarrior	Meal replacement supplements		2 - toasted pumpkin protein
Vana Life Foods	Vegetable & lentil mixes		2 - green chickpeas
Broma	Nut & seed butters		3 - almond & lentil complete protein

Exhibitors from the Sneak Peek edition

FILLO'S Americas Made	Mexican dinner mixes		1
PlantFusion	Meal replacement supplements		1
JAM Bar	Snack, energy & granola bars	Yes	2 - sunflower
OLYRA	Wholesome snacks		2 - lupin
Verb Energy Co.	Snack, energy & granola bars	Yes	2 - pea protein
Flourish Pancakes	Pancakes, waffles, French toast, & crepes	Yes	3 - fava bean pancakes
Meati	Vegetarian frozen meats	Yes	3 - mushroom root (mycelium)
Surthrival	Meal replacement supplements		3 - American black walnut

Responsible Meat & Dairy Protein	Subcategory	1 st Time Exhibitor	Trend Innovation
Lifeway Foods	Yogurt		1
South Mountain Creamery	Milk		1
Blue Sky Family Farms	Eggs & egg substitutes		2 - American Humane certified
Farmer Focus	Poultry, chicken, & turkey		2 - Certified Humane
Nature's Yoke	Eggs & egg substitutes		2 - Organic, free-range
Safe Catch	Fish & seafood		2 - wild caught

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