

Grocery

Local Flavor

From the baked goods aisle to the frozen section, and even the beer cooler, locally produced items are seeing more and more shelf space within natural grocers. Even conventional retailers are taking a stab. With an increased focus on the economy, shoppers are becoming more cognizant of how their purchases can keep their local community prosperous and vibrant. This locavore movement is also giving consumers distinction, intrigue, and a sense of terroir in regards to their purchases.



The Vegan Option

It's no longer a secret that the conventional meat industry is a major culprit in the global warming issue and given the rise of animal rights activism, this trend is a definite emerger. Vegan certification is on the rise, providing vegan consumers with reassurance and the convenience to not have to scour the ingredient list for animal derived components.

Beyond Organic

Based on a we-can-do-better attitude, some manufacturers are finding that incorporating a myriad of certifications and high ethical consumption standards to their products is appealing to the dedicated natural consumer. Organic is just one point of the highly dynamic purchasing decision of natural shoppers, and not the sole factor it was once thought to be. Fair trade, local, humane, carbon neutral, and recycled, biodegradable packaging are a few more points that are resonating well in addition to the organic seal.

Coconuts

When life gives you coconuts, make, well, practically anything. In addition to the highly successful coconut water products, the coconut is being used to make sugar, dietary fiber, baking flour, garden soil supplements, and a myriad of non-dairy products. With the added health benefits and naturally occurring electrolytes, we continue to see this as a lasting trend.

Gourmet Private Label

Appealing to the cost conscious consumer who refuses to sacrifice quality, gourmet private label items have the potential to make inroads on a substantial niche market. Basic private label items do not traditionally offer lots of variety or options to the gourmet or natural shopper, but with the rise of gourmet private label, this logic is being tossed aside and drawing consumers in. Retailers have a unique opportunity to gain national recognition through their private label brands. We are seeing innovations in packing, flavor and quality in the private label arena and expect this trend to continue to grow even as the economy recovers.

Body Care

Probiotics

The beneficial bacteria has worked its way into the body care sector for its curative effect on multiple oral health issues. Probiotic mouthwashes, gums, and toothpastes combating bad breath, gum disease, and cavities should see further growth in the upcoming year.

Anti-aging

New botanical based products are becoming the central focus of patented formulas and technologies to combat signs of aging including wrinkles, skin discoloration, sun damage, and cellulite. Everyone's looking for a bargain to natural, high end, salon products and cheaper, retail alternatives have the potential to give the consumer a few more options on how to keep expenses low.

Private Label

In reaction to the recent OCA sponsored boycott of brands falsely claiming organic, look for some retailers to take matters into their own hands by giving consumers private label, certified organic products they can trust.

General Merchandise

Recycled

With a heavy focus on the economy rebuilding through green energy, household items are using increasing amounts of recycled and earth friendly materials from the actual packaging to the products themselves. Mops, brooms, spatulas, cookware, and disposable dining products are seeing the most transformation.

Pet Care

Functional pet foods and treats are seeing greater shelf presence. Pet owners that shop for functional and nutritious foods for themselves are seeking the same benefits for their pets in items such as probiotic treats and hip and joint formula chews.

Vitamins and Supplements

Got Immunity?

The recent flu scare still weighs heavily on consumers' minds and products that give the immune system an extra boost will continue to do well. Look for growth in all vitamin and supplement products that boost immunity, including probiotics, medicinal mushrooms, echinacea, astragalus, and prebiotic and probiotic foods, which are seen as source of immune boosting.

Probiotics and Prebiotics

This trend is just starting and has the potential to go very far, crossing categories, channels and product types. Digestive health is just the beginning; weight loss, immune health and childhood development health are other big potential draws for this trend in both food and beverage and vitamins and supplements for all age groups. Prebiotic fiber is highly versatile and backed by good science. All that is left is to generate more of a buzz within the consumer base. Media attention around scientific research will continue to bolster these trends in the coming year.

Traditional Health

With the success of Ayurvedics and the tendency for consumers to respond favorably to globally inspired products look for new traditional health modalities to make a debut such as Greek and Arabic varieties.

Children's Nutrition

With the media attention and focus on health scares, immune enhancers and traditional remedies incorporating innovative delivery systems specifically designed for children will command greater shelf presence.

Supplements for Seniors

With an aging population, products that promote age-defying capabilities in the realms of memory, physical performance, muscle retention, and skin care will continue to see growth.