



SHOW FAVORITES FROM EXPO WEST 2024

Brittany Moore

Program Manager, Product Intelligence

From the prominence of sea greens to the expansion of sustainability in the personal care segment – there's much to be excited about!

Eat Your Sea Greens

Sea Greens are everywhere, boosting the profile and availability of this sustainable and nutritious ingredient

Complex Flavors

The GenZ flavor palette is increasing demand for more complex flavors in accessible categories. No longer just about sweet or hot, more complex and interesting flavors are hitting the market

Optimizing Dayparts

Forget biohacking, it's all about leaning into health span and making the best of each moment of your day. It's easy to do with more products tapping into day parts so you know exactly when you should be reaching for a product to improve your daily experience

Eat Your Sea Greens



Complex Flavors



Optimizing Dayparts





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Sustainability Shines in Non-Food

Non-Food categories sparkled on the expo floor with new and innovative packaging focused on reducing waste and increasing recyclability

Fungus Among Us

Mushrooms and fungus aren't going anywhere just yet, and this was evident on the expo floor through a range of products that spanned categories. Some standouts include the use of mycelium and koji to drive innovation

Authenticity

Shopping the nearly obsolete international aisle isn't always about traveling the world, it's about connecting with heritage. Heritage inspired products now live across the store aisles and continue to blend flavor, technique, and innovation.



Sustainability Shines
in Non-Food



Fungus Among Us



Authenticity



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Clare Rebhun

Sr. Manager, Best Practice

Metabolic health seems to be carving out a path in the market and women's health products are having their moment.

From Gut Health to Metabolic Health

Shoppers are becoming increasingly health savvy. And while gut-friendly brands are around for the long haul, products that support one's metabolic health & minimize blood sugar spikes are on the rise.

Mushrooms Become Mainstream

If we learned anything from the popularity of Ashwagandha, it's that Shoppers are excited to try natural, ancient supplements. Mushrooms are no exception, and all varieties can now be found in nearly every aisle of the grocery store.

From Gut Health to Metabolic Health



Mushrooms Become Mainstream





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Women's Health at the Forefront

Emerging and existing brands are embracing women's calls to action for products that address their unique and ever-evolving needs. From products that support stress relief to PMS to perimenopausal symptoms, women have more options than ever.

High-Protein Snacks for Satiety

Gone are the days of reaching for a high-sugar, low-nutrient snack that will leave you hungrier than you started. Shoppers are now seeking out snacks high in protein that leave you satisfied until the next meal.

Women's Health at the Forefront



High-Protein Snacks for Satiety





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Rahul Roy

Sr. Retail Insights Manager

Functionality, ingredient sourcing, sustainability efforts, and the drive for a healthier & holistic lifestyle took center stage this year.

Functionality Through Hydration

From functional waters, sparkling canned beverages, to hydration packets and water activated vitamins, brands have made it as simple as possible to help you get through the day.

Women's Health

Embrace Every Stage: Innovations in Women's Health - From vitamins to bars, and protein powders, empowering wellness at every turn to support a healthier lifestyle.

Protein In All Forms

Innovation in protein never stops, go from protein powders and bars, to high protein snacks, chips, and breads, there is something for every time of the day.

Functionality Through Hydration



Women's Health



Protein In All Forms





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Functionality, ingredient sourcing, sustainability efforts, and the drive for a healthier & holistic lifestyle took center stage this year.

Sustainability Through Packaging and Household Products

As the push for a cleaner and healthier planet continues, brands showcased switching from plastic containers to cartons, along with biodegradable cutlery and bamboo hygiene products.

Functionality in All Aspects Through Mushrooms

Adaptogen based products came in all forms at expo, helping manage stress, cognitive function, anti-inflammatory, and boost immune our immune system.

Evolution of Plant-Based

Plant-based foods continue to push ingredient limits, with soy-less products including baconless bacon made from mushrooms, raw food fries, and burgers with a pea protein base.

**Sustainability
Through Packaging
and Household
Products**



**Functionality in All
Aspects Through
Mushrooms**



**Evolution of
Plant-Based**





SHOW FAVORITES FROM EXPO WEST 2024

Jessica Maniscalco

Sr. Retail Insights Manager

Functional ingredients like mushrooms are taking off but sustainability certifications and even the color purple is gaining traction

Mushroom Madness

Mushrooms are increasingly emerging as the foundational ingredient across categories & occasions: from breakfast options, bars, energy drinks to wellness supplements.

Pre & Probiotics Prevail

As shoppers gain knowledge around the gut's microbiome on overall health, brands are innovating in new ways. This was seen across halls in creative and classic forms.

Superb Branding Is Silent

The best brands tell their story through great products, concise messaging and exceptional packaging.

More Sustainability Certifications

As sustainability stays front of mind for the industry, exhibitors proudly showed off expanding certifications featured within their portfolios.

Mushroom Madness



Pre & Probiotics Prevail



Superb Branding Is Silent



More Sustainability Certifications





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Sr. Retail Insights Manager

Functional ingredients like mushrooms are taking off but sustainability certifications and even the color purple is gaining traction

Awesome Asian Additions

Authentic Asian brands created and run by minority founders were leading some of the most sought-after booths at the show.

Purple Prominence

The color purple was everywhere- featured from popular ingredient of the year Ube to all natural ingredients like beets & berries.

Chickpea & Cauliflower

Two ingredients that once were on their way out are very much finding their footing again with innovation and creative ways to add protein and fiber.

**Awesome
Asian
Additions**



**Purple
Prominence**



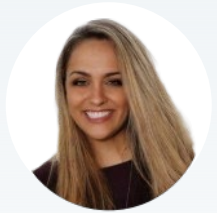
**Chickpea &
Cauliflower**



Soda's Renaissance: Going Beyond Just Taste

Sodas containing functional ingredients like Probiotics and Adaptogens such as Ashwagandha are gaining traction on the show floor

SHOW TRENDS FROM EXPO WEST 2024



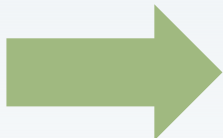
Liz Cress

Director, BI Solutions

2 Years Ago

14

functional soda brands
with retail sales



Today

20

functional soda brands
with retail sales

Items from brands we saw at Expo West



Rowdy Mermaid
Good Mood
Ashwagandha



Humm
Probiotics
Zero Sugar
Immune Health



MyMuse
Adaptogens
Antioxidants
“Inspired Soda”



Mighty Pop
Pre, Pro, AND
Post-biotics
Organic



**Remedy
Drinks
Sodaly**
Prebiotics
Zero Sugar



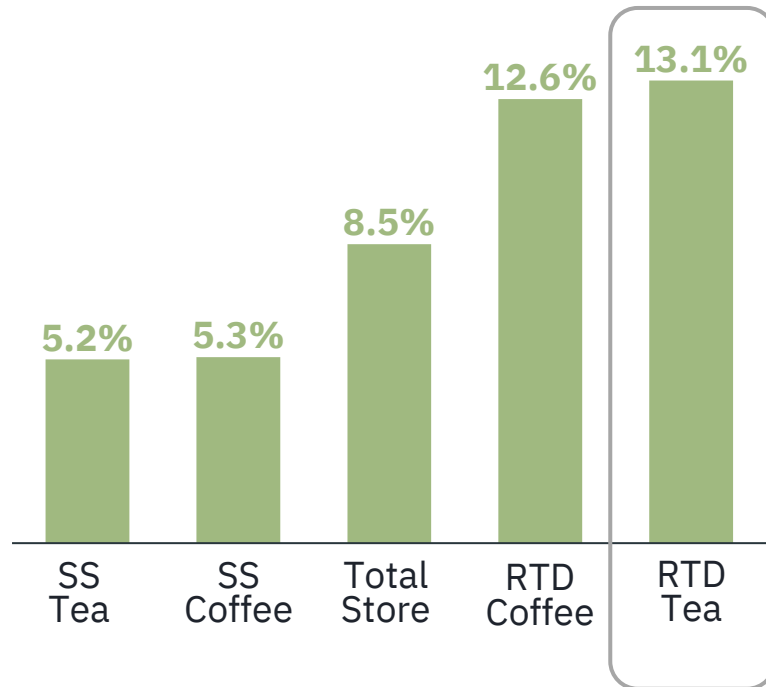
**SunSip
(Health-Ade)**
Probiotics
Vitamins
Minerals

The Competition is Heating Up in Ready-To-Drink (RTD) Tea

The RTD Tea category has seen a higher innovation rate compared to the average rate of the total store

Innovation Rate

Latest 52 Weeks, NPI



Items from brands we saw at Expo West



Shaka Tea
Zero Sugar
Caffeine-Free
Sustainably Sourced



Swoon
Zero Sugar



Rishi Tea
Zero Sugar
Craft-Brewed



Juni Tea
Adaptogens
Organic
Celeb-Owned



Space Tea
World's first
mushroom
tea &
lemonade



Machu Picchu
Zero Sugar
Organic
B-Vitamins



Just Ice Tea
Organic &
Fair-Trade