

The Macro Forces and Trends Driving Innovation in Natural Products Announced as Natural Products Expo East 2016 Kicks Off

Baltimore, Maryland (September 21, 2016) – [The New Hope Network](#) has kicked off [Natural Products Expo East](#), a rapidly growing event featuring four days of learning and three full days of exhibitions at the Baltimore Convention Center. Natural Products Expo East will host 25,000 members of the natural products industry, including 1,455 exhibiting brands showcasing innovative new food, beverage, supplement and personal care items coming to stores in late 2016 and early 2017.

The content and research team at New Hope Network will be tracking the following macro forces and consumer trends at this year's show, which runs Wednesday, September 21 through Saturday, September 24.

Macro Force: A Climate of Change

Food enters the climate change discussions as victim, villain and solution—just in time to feed an exponentially growing population and provide consumers with a new way to engage in the climate conversation. Related trends include: The Plant Revolution, Feed Me! (innovative approaches to sourcing, plant-based nutrition and reducing food waste), and Regeneration.

Macro Force: The Modern Meal

Working more hours and under more pressure than ever before, consumers are hacking their meals into streamlined, efficient plates that minimize preparation time and maximize nutrition. Related trends include: Snackification, Smoothie Love, and Speed Scratch.

Macro Force: Beyond Nutrition

Virginia Woolf once said, "One cannot think well, love well, sleep well, if one has not dined well." Consumers are taking this idea to the next level by turning to foods and nutrition products that promise to help them feel their best so they can be active participants in everyday life. Related trends include: Tribal Influence (vegan, paleo and other food tribes), Food as Medicine, and Protein Redefined.

Macro Force: Conscious Consumption

As consumers are faced with seemingly infinite choices, they are looking beyond individual products to the companies behind them. Keeping up with this conscious consumer calls for agility and creativity and asks brands to deliver a new bottom line: purpose. Related trends include: The Purposeful Brand, The B-Corp Revolution, and Waste Not, Want Not.

For descriptions of these macro forces and related trends, as well as examples of exciting new products that support each trend, visit the [online gallery at newhope.com](#).

All Natural Products Expo East badge holders can catch an overview of how each natural and organic product category is performing, and dig into three of these powerful macro forces, at the [Super Session: Product & Consumer Trends Fueling Growth](#), from 9 a.m. to 10:30 a.m. Eastern Time on Friday, September 23.

Industry watchers who are unable to attend Natural Products Expo East may [view the Super Session: Product & Consumer Trends Fueling Growth via livestream](#) and join in the #ExpoEastTrends conversation online. During the livestream, @NatProdExpo and @Bookieboo will host a Twitter party to bring together the experts on stage with everyone watching at home, work or anywhere else. The New Hope social media team along with Leah Segedie, founder of the [Mamavation](#) community and [Shiftcon Social Media Conference](#), will answer questions, highlight key trends, and pick 20 winners to receive a prize pack of the hottest natural products from the show. Anyone can follow along and use #ExpoEastTrends during the livestream to join in the online conversation. Go to the [New Hope Network Twitter party](#) page for more details.

“A convergence of macro forces—all of which will be on display at Natural Products Expo East—is creating a sweet spot in the food and CPG market for natural and organic brands,” said Carlotta Mast, Executive Director of Content and Insights, New Hope Network. “From innovative plant-based products to purpose-backed brands working to solve big problems in the world, many of the companies exhibiting at Natural Products Expo East are well positioned for growth and for having a positive impact on people and the planet.”

About New Hope Network

The New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to more people. For more information visit www.newhope.com.

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