

Relevant For
Your Next
Products

Tapping
Into Current
Trends



CONSUMER BEHAVIOR

Top Supplement Searches, Summer 2024

- Mushroom Coffee (up 1,143% in 5 years)
- Mushroom Gummies (up 1,011% in 2 years)
- Collagen Gummies (up 540% in 5 years)
- Sleep Gummies (up 288% in 5 years)
- Chocolate Collagen (up 135% in 5 years)
- Marine Collagen (133% in 5 years)
- Tumeric Coffee (up 78% in last 2 years)

“Unnoticeable” Supplements

- These are supplements embedded in products used in everyday routines
- Shopping is frequent & multi-tasked (micro-moments)
- *Harvard Business School* reports Sustainable products have 5.6 times higher average sales growth
- 5% of U.S. adults have a vegetarian or vegan diet
- Coffee consumption rising
 - 67% of American adults had coffee in the past day.
 - 75% of American adults had coffee in the past week.
 - 57% of Americans had specialty coffee.



CONSUMER SPENDING

Consumers expect multiple payment options

40% Are purpose-driven (want products aligned with their values)

77% Interested in “environmentally sustainable & responsible” food

41% Are value-driven (want good value for money)

1+ in 3 Say those shopping micro-moments happen weekly, multiple times daily

71% Indicated “traceability” is very important & are willing to pay a premium

71% Shop in “micro-moments” (shopping while doing something else)

57% Willing to change purchasing habits to reduce negative environmental impact



CONSUMERS' TOP MOTIVATORS FOR EATING PLAN/DIET

- 47% Losing Weight
- 40% Feeling Better/More Energy
- 39% Improving Physical Appearance
- 37% Protecting Long-Term Health
- 36% Preventing Weight Gain

Top Diet/Eating Plan Trends

- Intermittent Fasting
- Clean Eating
- Ketogenic/High Fat
- Low Carb
- Plant-based

Sources

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