

## NMI Reveals 2006 Health & Wellness Trends

*HARLEYSVILLE, Pa.*—The Natural Marketing Institute (NMI) released its Top Ten Health & Wellness Trends for 2006. The expected trends include:

**Changing Demographics.** Shifting demographics such as household size, age, gender, lifestage and ethnicity present new opportunities across many health and wellness products. Generational shifts will dictate changes in marketing and product offerings.

**Organic Vs. Natural.** Finding the optimal balance of price, benefits and consumer understanding levels will be the determining factor in consumer choice between natural and organic products.

**Energy and Vitality.** Energy and vitality platforms will expand across a variety of categories and brands, particularly as concepts related to sustained energy, low glycemic and others redefine the market.

**Ingredient/Nutrient Drivers.** Continued propagation of specific ingredient/nutrient platform drivers across food/beverage and supplements is ahead, including, for example, omega-3s, protein, gluten-free, low sodium and probiotics.

**Heart Healthy Products.** Consumer interest in the concept of eating for heart health and new dietary supplement science will encourage the continued introduction of “heart healthy” products.

**On-The-Go Healthy Eating Opportunities.** Whether it’s grab-and-go healthy snacking or healthy foodservice and menu options, opportunities abound for the integration of health and wellness into away-from-home foods and beverages.

**New Growth Opportunities in Supplements.** We’ll see new supplement formats (beyond pills) and a continued proliferation of condition specific supplements— with the clinical science to back them.

**Premium Personal Care.** The growing market for natural and organic personal care products joins forces with an increasing number of consumers seeking premium personal care products and benefits beyond their traditional use.

**Individualism.** Consumers are compartmentalizing information and taking the pieces that apply to their beliefs and lifestyles to formulate their individual, personalized health plan. Look no further than the new “My Food Pyramid” and the proliferation of products with specific health claims, and watch for personalized supplements.

**Corporate Social Responsibility.** Social values, community involvement and ethical consumption will continue to drive consumer connection to brands.