

TOP 4 TRENDS

**FROM CHFA NOW
VANCOUVER 2023**

chfa.
NOW Natural
Organic
Wellness



**CHFA REVIEWED TOP EMERGING
TRENDS POST-TRADE SHOW
WITH OVER 6000 INDUSTRY
PROFESSIONALS & 1000 TOP BRANDS
SPANNING NATURAL HEALTH,
ORGANIC FOOD, BETTER-FOR-YOU
SNACKS, CLEAN BEAUTY AND
HEALTHY HOME AND LIFESTYLE.**



TREND

1

SOBER-CURIOUS DRINKS GET CANNED



THE NEW WELLNESS TREND OVERTAKING SOCIAL, #SOBERCURIOUS, ENCOURAGES USERS TO EXPLORE THE BENEFITS OF SOBRIETY ON THEIR PHYSICAL, MENTAL, AND SPIRITUAL HEALTH. CHFA REPORTED ON THE GROWTH OF THE NON-ALCOHOLIC CATEGORY COMING OUT OF THE TORONTO 2022 SHOW. THE NON-ALCOHOLIC CATEGORY CONTINUES TO EXPAND WITH AN EXPLOSION OF BRANDS LAUNCHING CANNED ZERO-PROOF RTDS (READY-TO-DRINK) FOR MORE CONVENIENT OPTIONS, MATCHING THE GROWTH OF CANNED RTDS IN THE ALCOHOLIC CATEGORY.

BRANDS SPOTTED



DRNK™

TREND

2

**BREAK
THE TABOO:
WOMEN'S
HEALTH GOES
MAINSTREAM**



ACROSS THE WORLD WOMEN ARE USING SOCIAL PLATFORMS LIKE INSTAGRAM AND TIKTOK TO OPEN THE CONVERSATION AROUND WOMEN'S HEALTH. TOPICS LIKE MENSTRUAL CYCLES AND MENOPAUSE MAY HAVE BEEN HUSH HUSH IN THE PAST, BUT SOCIAL MEDIA HAS EMPOWERED A COMMUNITY OF WOMEN TO SHARE THEIR EXPERIENCES FROM ACROSS LIFE STAGES. WITH THE CONVERSATION GROWING, BRANDS ARE RESPONDING BY CREATING WOMEN-SPECIFIC PRODUCTS FOR EVERYTHING FROM PCOS (WHICH HAS OVER 5 BILLION VIEWS ACROSS INSTAGRAM AND TIKTOK) TO MENOPAUSE.

BRANDS SPOTTED

canprev **women**

Canaherb

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WELLNESS

joni

TREND

3

A GOOD NIGHT'S SLEEP



THE SLEEP-AID MARKET IS ANTICIPATED TO CROSS 103 BILLION USD BY 2028 AS THE WORKING POPULATION'S STRESS LEVELS AND BUSY LIFESTYLES GROW. THE CONSUMER UNDERSTANDS THE IMPORTANCE OF SLEEP TO RECOVER, RECHARGE AND REPAIR. NOW, BRANDS ARE OFFERING A MORE HOLISTIC APPROACH TO GETTING A BETTER NIGHT'S SLEEP WITH NATURAL AIDS, TINCTURES AND PRE-BEDTIME ROUTINES AND RITUALS TO BETTER SUPPORT THE SLEEP CYCLE.

BRANDS SPOTTED

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blume



TREND

4

THROWBACK SNACKS



IN ADDITION TO FASHION AND ADVERTISING, THERE HAS BEEN A RISE IN THE NUMBER OF FOOD BRANDS INCORPORATING NOSTALGIC 90S TRENDS. BY TAPPING INTO CONSUMERS' NOSTALGIA, THESE FOOD BRANDS CAN CREATE A STRONG EMOTIONAL CONNECTION, STAND OUT IN A CROWDED MARKETPLACE, AND OFTEN OFFER A HEALTHIER ALTERNATIVE.

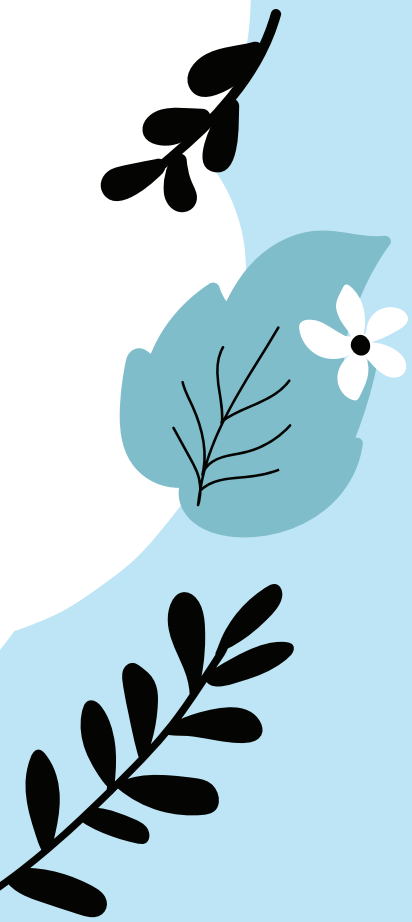
BRANDS SPOTTED

KORBUCHA
RISE

LOVE
Raw

DANDIES
vegan marshmallows

YOU
NEED
THIS



chfa.
NOW Natural
Organic
Wellness

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