

# Trends & Insights from EXPO West

Natural  
Products  
EXPO WEST®

New Hope  
network

Natural  
Products  
EXPO WEST

newtopia

NFM

NBJ

NBJ

Nutrition Capital

MarketReady

Beacon

ORGANIC  
PRODUCTS  
SCHWARTZ

NEW HOPE NETWORK

2025

MAXWELL



3,500+ brands

86,000 attendees

4 Maxwellites

100,000 steps

2 days of rain

1 day of sunshine





# SNAPSHOT

No surprise, but **protein** and **snacks** still dominate.

## PRODUCTS



**Meat Sticks**



**Pizza**



**Drinks**



**Seafood**



**Pasta & Noodles**



**Snacks & Protein**



**Dairy**



**Dips, Spreads & Sauces**



**Crackers & Crisps**

**Last, but not least, TREATS!**

## INGREDIENTS

Hot ingredients that popped up across categories:

- Pulses
- Rice
- Buckwheat
- Mushrooms
- Nuts: Cashews & Pistachios
- Cactus
- EGGS (And Egg Alts too)

## NUTRITION

While protein reigns supreme, there were other focal points:

- GLP-1 Friendly
- Allergen Free
- Fiber
- Low Carb
- Gut Health
- Low Sugar, Sugar Alts

## FLAVORS

Flavor range is broad, but stand outs included:

- Pickles / Vinegar
- Blackberry
- Asian
- Nashville hot/spicy

## BRAND

The energy was high, and brands showed up to impress:

## EXPERIENCE & ENGAGEMENT

- Attention getting-color, limited use of interactive elements

## STORYTELLING

- Rooted in the land and animal welfare

## DESIGN & APPEARANCE

- Pastels, Expressive Type, use of Black
- Swag: Totes
- Uniforms: Jackets & Patches



# Product + Flavor

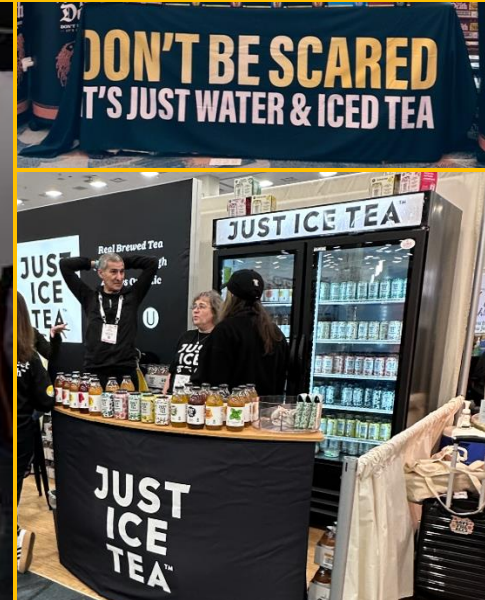
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# Drinks

- Prebiotic, low sugar sodas
- Non-alcoholic
- Functional drinks
- Coffee/caffeine
- Cactus water
- Boba





# Seafood & Marine Plants

- Tins
- Snacks
- Burgers
- Sticks
- Tinned Salads
- Broth
- Smoked
- Seaweed snacks
- Collagen





# Meat Sticks

- Beef
- Turkey
- Chicken
- Seafood
- Many Flavors





# Eggs & Egg Alts

- Protein Chips
- Egg White Noodles
- Wraps
- Egg Alts
- Ready to Go





# Snacks

- Cashews
- Pistachios
- Protein pretzels
- Fermented Nuts
- Puffs, Crisps
- Popcorn
- Imported Wafer Cookies





# Pizza

- Flatbreads
- Roman
- Artisan
- Mini
- Specialty diet
- Flavor forward





# Pulse Innovation

- As a Fiber and Protein Boost
- Plant-based products
- Spread: Nut free (and delicious)
- The star ingredient





# Protein

- Snacks
- Sweets
- Bars
- Breakfast





# Pastas & Noodles

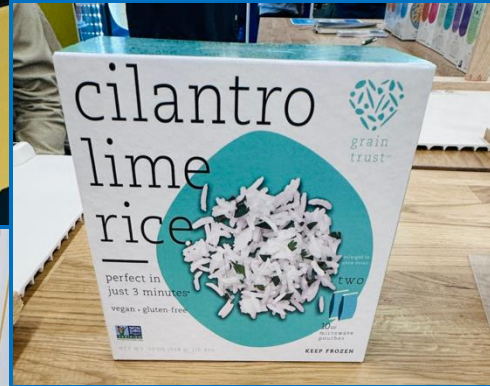
- Protein
- Buckwheat
- GF
- Sourdough
- Low Carb
- Italian





# Rice

- Ready-to-eat
- Frozen
- Pouch
- Noodles
- Bowls
- Drinks





# Dips, Spreads, Sauces

- Mediterranean
- Hot, sweet, spicy
- Tubs, dips, squirts





# Dairy

- Butter
- Yogurt
- Kefir
- Snacks
- A2 / Regenerative
- Ghee Butter





# Mushrooms

- Drinks
- Jerky / Snacks





# Crackers & Crisps

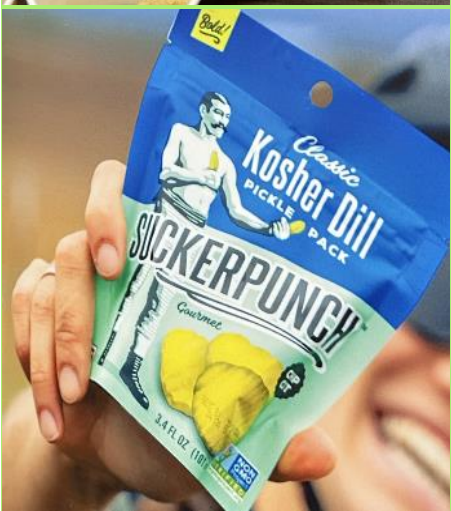
- Tempeh
- Buckwheat
- Tofu
- Rice
- Pretzels





# The Year of the Pickle

- Pulses
- Pizza
- Pouches
- Recovery
- Sauces
- Spicy





# Nutrition

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# GLP-1 Friendly

First siting of GLP-1 friendly messaging as well as indirect messaging on fiber and portions, indicating brands are paying attention.

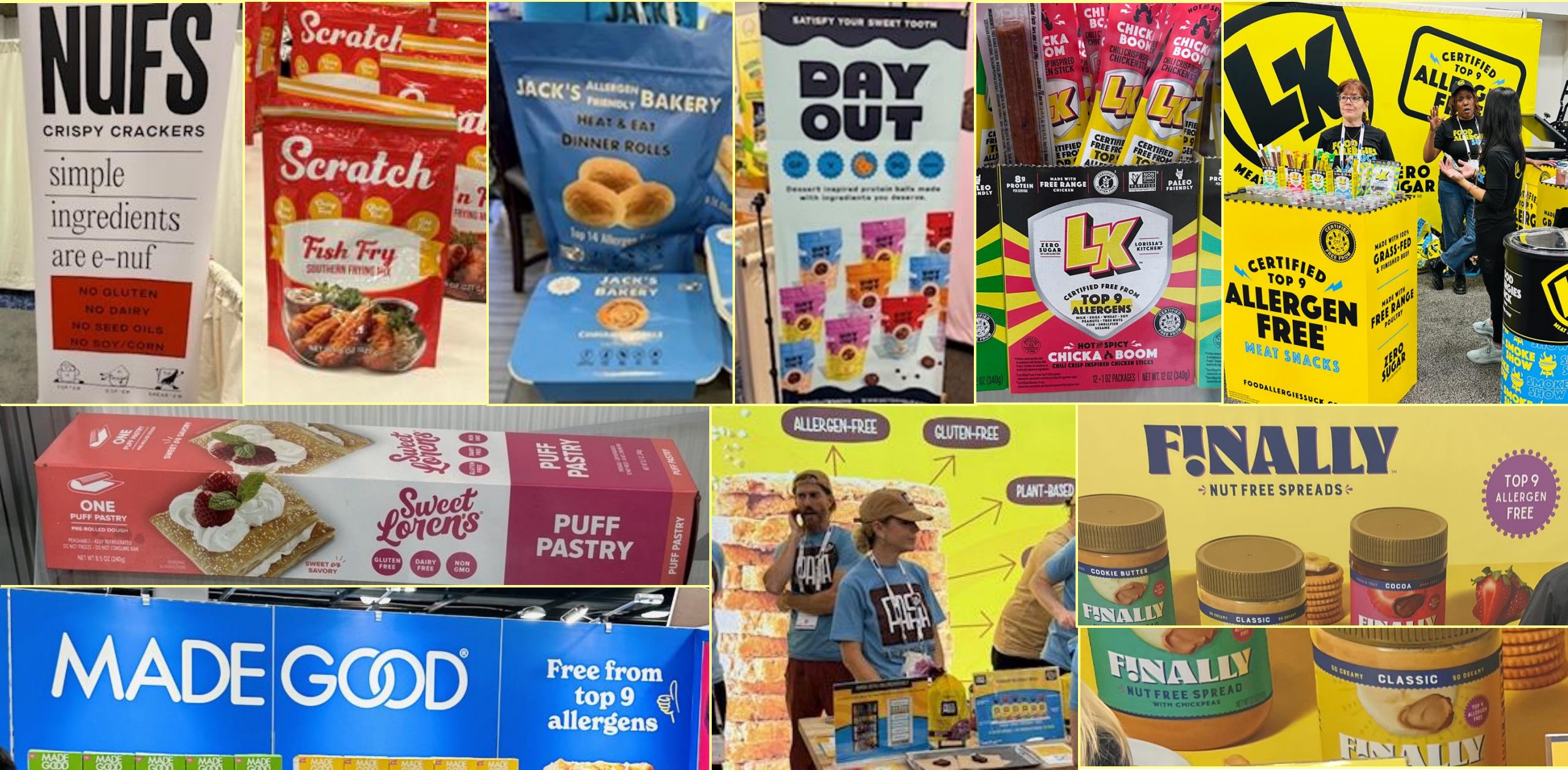
[Click to Read Our GLP-1 Report](#)





# Allergen Free

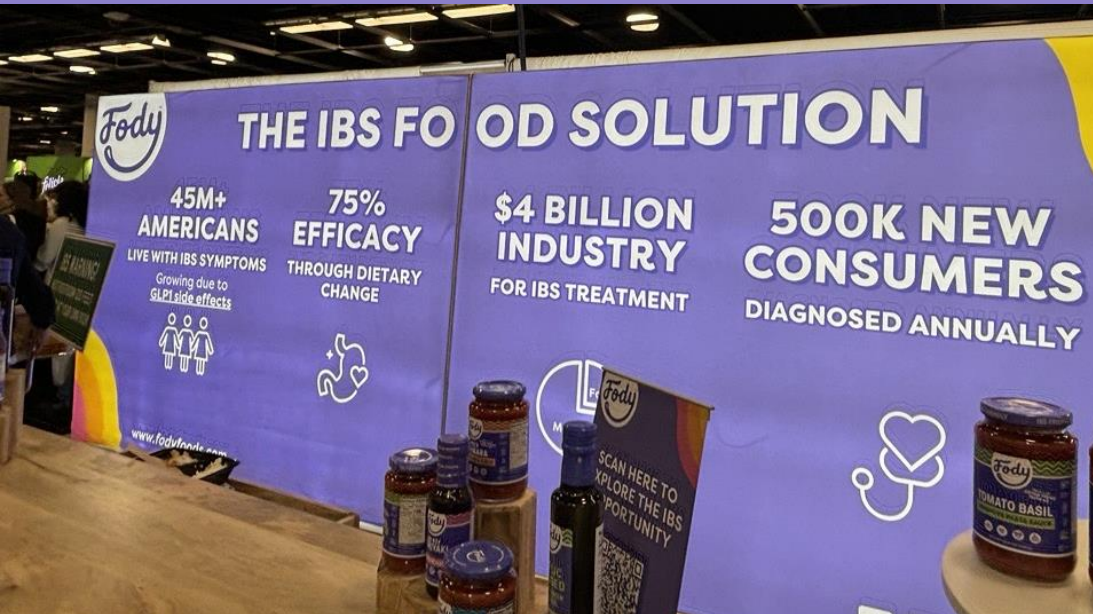
Always a focus of the show we saw product innovation and messaging evolve to embrace strong “top 9 allergen free” call outs.





# Gut Health

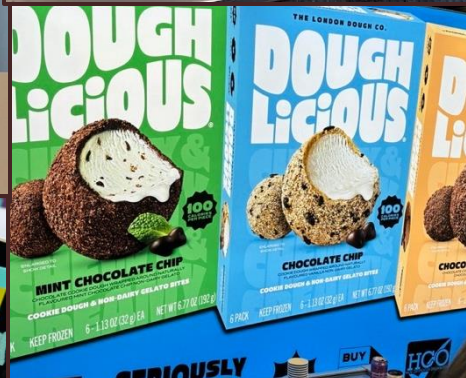
From soda to fermented products to “sensitive” pasta sauce, healthy gut products continued to make a showing and get creative.





# Treats

- Chocolate
- Dates
- Ice Cream
- Nuts
- Frozen Treats





# Brand Design + Experience

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# Pastel

A rainbow effect of pastels were used across package design, booths, swag and uniforms. Pinks, lavenders, butter yellow and powder blue were popular.





# Type

Brands are making a commitment to expressive type. From logos to flavor / variety labels it was all about standing out and owning your style.





# Back in Black

In past years we've seen more color on color. This year, black is back, adding a new punch or premium look.

- Packaging Type + Black Logos
- Comic book effect (punch of black and color)
- We saw deep navy, green and moody purple, too.
- Black and White and or/ limited colors





# Purpose Storytelling

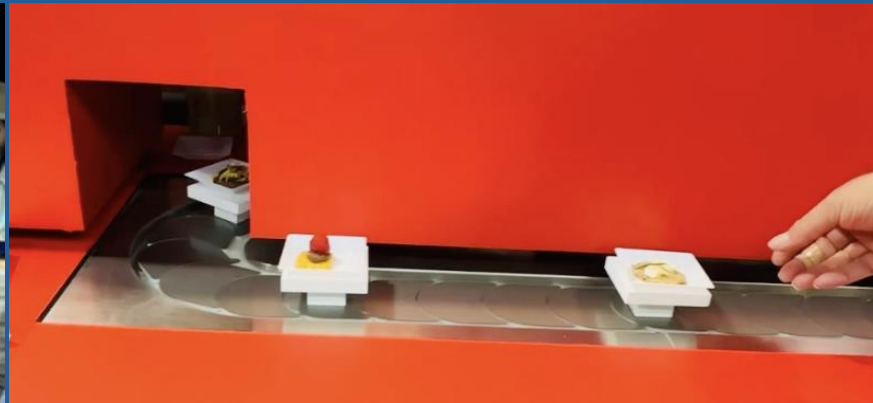
Not as prevalent as years past, purpose-driven storytelling was a key messaging component for a handful of long-standing natural food brand leaders while packaging recyclability and regenerative ag messages dominated with brand upstarts.





# Engagement

Nearly absent on the main floor, some brands got super creative downstairs with the likes of a sushi conveyor belt turned sampling mechanism, claw machines, mascots and photo booths. Attendees were energized and eager to stay and play.





# Swag/ Uniforms

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# Uniforms

Jumper suits were mostly out. Jackets – from bombers to letterman -- with patches were in.  
Brands that stood out had clever phrases. Lots of branded hoodies and hats unified brand teams.





# Totes

Belgian Boys hit the mark with their viral pink puffer bag, and they tapped in during and after to get maximum attention millage. With the “one bag per day” limit, getting a cool bag was the theme.



normal family heirlooms:



what my family heirlooms will be:





# NOTEABLE SHIFTS

- Missing category leaders who used to dominate
- High-energy of small booths, fresh brands reigned over gigantic booths of established companies
- Less social, sustainable, purpose-driven messaging than in years past
- More focus on products than sticky booth engagement activities
- Rise in brand colabs







*That's a wrap!*

WE HELP BRANDS WITH CONVICTION GROW

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