## Yearly Overview 2023

### JANUARY
- **Fats And Oils In Focus:** From Cell-Cultured Fat To Oleaginous Yeast
- **Natural And Clean Label Trends**

### FEBRUARY
- **Plant-Based Meat:** Beyond The Honeymoon Period
- **Pre-, Pro-, And Postbiotics**

### MARCH
- **Expo West: The Highlights**
- **Alternative Proteins:** From Plant-Based To Fermentation

### APRIL
- **Plant-Based Dairy:** From Oatmilk To Chickpea Ice Cream
- **Meat Alternatives:** From Plant-Based Chicken To Cultivated Meat

### MAY
- **Dairy Alternatives:** From Plant-Based To Animal-Free
- **Pre-, Pro-, And Postbiotics**

### JUNE
- **IFT Show Highlights**
- **Plant-Based Meats Beyond The Honeymoon Period**

### JULY
- **IFT Show Preview**
- **Snacking Innovations**

### AUGUST
- **IFT Show Highlights**
- **Trending Botanicals:** From Adaptogens To Antioxidants

### SEPTEMBER
- **Functional Beverages AM To PM:** From Energy And Focus To Clarity And Calm
- **Sugar Reduction And Sweeteners:** From Reb M And Brazzein To Tagatose

### OCTOBER
- **Flavors And Colors**
- **Futureproofing The Food System**

### NOVEMBER
- **Snacking Innovations**
- **Most-Read Articles Of The Year**

### DECEMBER
- **Will Plant-Based Meats Rebound In The New Year?**
- **Most-Read Articles Of The Year**

**Categories:**
- **SPECIAL EDITION**
- **EDITORIAL WEBINAR**
- **ONLINE EVENT**
- **FACE-TO-FACE EVENT**
## Yearly Overview 2024

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**Legend:**
- **SPECIAL EDITION**
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### Functional Beverages AM to PM: From Energy and Focus to Clarity and Calm

From clean label energy drinks to botanical-infused elixirs designed to help focus the mind, the beverage category is a hotbed of innovation, with brands increasingly adding functionality as well as fun to their products. So what are consumers looking for at different times of the day, and which trends and ingredients really have legs?

### Sugar Reduction and Sweeteners, From Reb M and Brazzein to Tagatose

Food and beverage manufacturers have a far wider range of sweetening options than ever before, from coconut sugar and date syrup to allulose, monk fruit, new stevia blends, rare sugars, and sweet proteins. We explore the latest market developments, regulatory and labeling issues, formulation challenges, and consumer research.

### Flavor Trends and New Directions in Natural Colors

In this special edition we’ll look at new approaches to creating colors and flavors from ‘cell-free’ biomanufacturing to the latest developments in colors made by microbial fermentation, as well as providing our annual look at flavor trends as we head into 2024.

### Futureproofing the Food System

The western diet – and the food system that underpins it – is becoming increasingly unsustainable, for the health of humans and the planet. So how do we futureproof the food system to deliver healthier, more sustainable products that nourish our bodies and support producers without destroying the environment? Exploring everything from precision nutrition to upcycling, edible packaging, alternative proteins, and regenerative farming, we bring in stakeholders from across the supply chain, from farm (or bioreactor) to fork to explore how the food industry can stop being part of the problem, and become part of the solution.
NOVEMBER

SNACKING INNOVATIONS
As many consumers now snack throughout the day, or at least graze until dinner, we explore what shoppers now expect from their snacks when it comes to calories, nutrition, portability, taste and texture.

DECEMBER

[2024 TRENDS] WILL PLANT-BASED MEATS REBOUND IN THE NEW YEAR? | CPG BRANDS EMBRACE ZERO-SUGAR
Will the New Year bring new hope for the struggling plant-based meat category, which saw sales slide in 2023? What other trends – from zero-sugar to food for mood management to shifts in snacking and new flavours-- will endure or emerge in 2024? In this special edition, FoodNavigator-USA explores what will shape the year ahead and shares insights into how industry players can drive sales, velocities and consumer awareness in 2024.

JANUARY

SUSTAINABLE SOURCING: FROM CARBON-NEUTRAL TO UPCYLING
Firms across the food supply chain are under increasing pressure to reduce their environmental footprint, and CPG companies now expect ingredients and packaging suppliers to provide lifecycle analysis data. But how are companies – and consumers – assessing claims from ‘climate-friendly’ and ‘regenerative’ to ‘sustainably-sourced’ and ‘carbon-neutral’? And what certifications underpin these claims?

MOST-READ ARTICLES OF THE YEAR
We pull together the most-read articles from FoodNavigator-USA in 2023.

2024

MOST-READ ARTICLES OF THE YEAR
We pull together the most-read articles from FoodNavigator-USA in 2023.
### FEBRUARY

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**HEALTHY BEVERAGE TRENDS**

Beverage brands are continuing to reduce or eliminate sugar as consumers look to avoid ‘empty calories’ or ‘drinking their calories.’ But there is also a trend towards adding health ingredients, from probiotics and prebiotics to proteins, vitamins and minerals, and botanicals. We explore market trends and speak to some innovative players in the space.

### MARCH

#### 13

**THE FUTURE OF SEAFOOD: FROM PLANT-BASED TO MICROALGAE TO SUSTAINABLE SOURCING**

With concerns over sustainability, climate change and evolving consumer preferences, the seafood industry is at a pivotal crossroads. In this webinar, industry experts come together to discuss the challenges and opportunities that lie ahead. From sustainable fishing practices and aquaculture advancements to the promise of plant-based and microalgae technology, we examine the cutting-edge innovations reshaping the seafood landscape. Moreover, we explore the evolving demands of conscious consumers and the strategies that enable businesses to meet their expectations while ensuring environmental stewardship.

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**DAIRY TRENDS: FROM LACTOSE-FREE TO ZERO SUGAR**

While sales of fluid dairy milk might be declining, there are pockets of growth throughout the category, from lactose-free ice creams and A2 creamers to high-protein milks and zero-sugar yogurts. We speak to key stakeholders to find out what consumers are looking for.

### APRIL

#### 18

**EXPO WEST – THE HIGHLIGHTS**

Highlights from Natural Products Expo West in Anaheim, Calif., featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at the world’s largest natural products show.

#### 25

**SNACKING INNOVATIONS: FROM BETTER-FOR-YOU TO PERMISSIBLE INDULGENCE TO MEDITATIVE MUNCHING**

From on-the-go convenience to permissible indulgence to finding mindful moments with products that support overall wellbeing, we explore evolving consumer snacking behaviors, preview innovations to be showcased at the Sweets & Snacks Expo, and examine key trends driving the market, including convenience, natural and organic ingredients, functional benefits and sustainable packaging solutions.
PLANT-BASED 3.0: EMERGING FROM THE TROUGH OF DISILLUSIONMENT

After a challenging few years in which falling sales and units dragged plant-based protein into the trough of disillusionment, stakeholders are looking for a way up the other side of the Gartner Hype Cycle where the promise of full integration, success and fulfillment await and to get there they are leveraging emerging technology, novel ingredients, and new culinary techniques to drive innovation and consumer engagement. We bring together experts from across the industry to discuss the intersection between science and food, highlighting the role of research, nutrition and technological advancements in creating products that not only satisfy taste buds, but also address health and environmental concerns.

BETTER-FOR-YOU SWEETS AND SNACKS

How are brands reformulating fan favorites and innovating new products to meet demand for cleaner labels, healthier products? Even as consumers seek better-for-you options many still want to indulge their sweet tooths – just without the consequences. How are manufacturers leveraging the increasing range of sweeteners to reformulate and innovate confections that balance these demands? How is the evolving clean-label movement influencing consumers’ snack purchases? We explore the latest market developments, including trendspotting at the Sweets & Snacks Expo, reformulation challenges and consumer research.

DIETARY TRENDS: HOW DO CONSUMERS DEFINE AND SUPPORT WELLBEING?

Roughly half of Americans report following a specific diet or eating pattern and while top motivators are to lose weight and improve their physical appearance, consumers increasingly understand the impact of diet on their overall mental and emotional well-being, according to the International Food Information Council. We explore how consumers define ‘healthy’ and the diets, claims and ingredients that attract them – from energizing and calming to keto and carb-cycling to mindful-eating and plant-based.

IFT FIRST SHOW PREVIEW

Want to stay up to speed with what's happening at the cutting edge of food science, technology and product development? This FoodNavigator-USA preview of what to look out for at the IFT Annual Meeting & Food Expo in Chicago July 14-17 will help you make the most of your trip.
HEALTHY SNACKING TRENDS
How can manufacturers meet demand for snacks that deliver more nutritional bang for their caloric bucks? In this FoodNavigator-USA webinar, we explore how manufacturers are adapting to changing eating patterns, what consumers now expect from their snacks, and what ingredients are trending in the category.

IFT FIRST SHOW HIGHLIGHTS
Highlights from the world’s biggest food science symposium, featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at the IFT First annual meeting and Expo in Chicago.

NATURAL PRODUCTS EXPO EAST PREVIEW
Highlights from Natural Products Expo East in Philadelphia, featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at one of the fastest growing and most influential natural products shows on the East Coast.

LOW- AND NO-SUGAR BEVERAGES: FROM SODA 2.0 TO FLAVORED WATERS
Beverage brands are under increasing pressure to reduce or eliminate sugar as consumers look to avoid ‘empty calories’ or ‘drinking their calories.’ We bring together a panel of experts to explore what’s trending in the low and no sugar arena, from low-sugar drinks for kids to the next generation of flavored waters.
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<td>OCTOBER 25</td>
<td>DAIRY TRENDS: FROM ZERO-SUGAR TO ‘ANIMAL-FREE’ TO PLANT-BASED</td>
<td>From a wave of ultra-low sugar yogurts and zero-sugar dairy milk, to a new generation of animal-free cheese, ice cream and creamers made with ‘real’ dairy proteins (minus the cows) to ever-evolving and -expanding plant-based alternatives, we explore what’s trending in the dairy aisle.</td>
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<td>NOVEMBER 13</td>
<td>MOOD FOOD FOR MENTAL WELLBEING – HOW CAN INDUSTRY CAPITALIZE?</td>
<td>While consumers have long turned to food for emotional comfort, what they are reaching for is changing. Rather than just reaching for indulgent and nostalgic foods as a coping mechanism during difficult times, consumers increasingly are reaching for natural, healthier products to proactively support their emotional and mental wellbeing. From adaptogens, nootropics and botanicals to pro- and pre-biotics that support the gut-brain axis, we explore what types of foods, beverages and ingredients consumers lean on for emotional support and how consumer brands are incorporating them in products and talking about them in marketing.</td>
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<td>BIGGEST TRENDS OF 2023 AND WHAT TO EXPECT IN 2025</td>
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### 2025

#### January 27

**Alternative Proteins: Balancing Consumer Demand for Health and Taste**

The initial spike of enthusiasm for plant-based meat that closely mirrors its animal counterparts has ebbed in recent years as consumers give more weight to products’ nutritional value and health impact – opening the door for the next generation of protein alternatives from mycelium that mimics ‘whole-cut’ steaks and bacon to flakey seafood made from konjac root and everything in between, including upcycled barley protein and protein-packed but neutral tasting algae. We explore how consumer preferences for alternative proteins are evolving and how brands are innovating to better balance their desires for tasty but healthy options.

#### February 25

**Flavors and Colors in Focus: From Emerging Consumer Demand to New Manufacturing Strategies**

Consumers emerged from the pandemic more adventurous than ever – looking for new flavors and eating experiences that are equally a feast for their eyes as their tastebuds. We explore emerging culinary trends and new manufacturing strategies to quickly and cost-effectively deliver the colors and flavors consumers want.

#### March 5

**Natural Products Expo West Preview**

Get a sneak peak at what will happen – and what booths and education sessions to check out – at Natural Products Expo West. We highlight must-see new companies and innovations debuting at the show as well as brand refreshes and marketing campaigns that will be unveiled at the show. We also flag emerging trends and explore evolving market dynamics to help you make the most of your time in Anaheim, Calif.