

NOW TRENDING NUTRA

Consumers are demanding everything wellness. Today, there is accelerated demand for products that provide a proactive way to improve health and vitality, both physically and mentally.



1. HOLISTIC HEALTH SUPPLEMENTS

2. IMMUNITY BOOSTERS

3. EVERYDAY PROTEIN

4. HYDRATION HELP

5. STRESS BUSTERS

6. DIRECT TO CONSUMER (DTC)

NOW TRENDING

IMMUNITY BOOSTERS

Consumers are looking for ways to take proactive measures against safeguarding their health. Supplements that promise to boost the body's immune system are of particular interest right now.

PACKAGING: For on-the-go convenience, consumers opt for immunity-building effervescent tablets in these mini plastic poppable tubes, as well as flexible sachets customized to a single-serving of supplements.



Vital Proteins



Nuun

HOLISTIC HEALTH SUPPLEMENTS

While taking supplements isn't new, consumers are now opting for holistic remedies that fortify the whole body for a mind and body boost.

PACKAGING: Small jars and tins are an ideal packaging choice for miniature chews, bites and gummies as they are lightweight and easily transportable.



Daily Gem



8 Greens

EVERYDAY PROTEIN

Consumer interest in protein is moving beyond simple strength and weight management; today it is seen as a building block of better overall health.

PACKAGING: Brands optimize the use of large canisters with the inclusion of a portion-ready scoop for easy dosing.



Hush & Hush



Teami Greens

4 HYDRATION HELP



TB12



Flyby Fuel

Consumers upgrade their beverages with electrolytes, believing that better hydration improves overall body functioning and protection against disease.

PACKAGING: Brands opt for portable, easy-squeeze droplet bottles with flip open caps for streamlined use.

DIRECT TO CONSUMER (DTC)

The widespread outbreak of the coronavirus accelerated the convenience of direct-to-consumer (DTC) solutions delivered via mail for both preventative and proactive health maintenance.

PACKAGING: Packaging in this space is lightweight, shatterproof, and secure to ensure package integrity when it arrives at consumers' doorsteps.



Onnit



Goli Nutrition

5 STRESS BUSTERS

The COVID-19 pandemic put a spotlight on stress reduction and a renewed focus on the importance of daily mental health care.

PACKAGING: Brands are turning to formats such as those used for eye droppers that are both convenient and ideal for small dosing.



Barlean's



Dao Drops

We are passionate about the undeniable role that smart, compelling packaging plays in the success of new and refreshed products.

That's why we synthesize the key consumer trends and category movements for your brand in order to develop packaging that connects with your target consumers and delivers an exceptional experience.

THE FOREFRONT OF PACKAGING

We explore emergent cultural and category trends in order to recommend and develop consumer-preferred packaging solutions.

When you work with TricorBraun, you have access to world-class resources throughout all aspects of the packaging process. Our expertise includes everything to take your packaging from napkin sketch to retail shelf.

Whether you're looking for a stock package or a groundbreaking custom design, we work with flexibility toward the best solution for you.

If you have questions about this brochure or our services, please call 800-325-7782 or email marketing@tricorbraun.com



DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats



DEVELOP & SOURCE

Stock components, custom solutions, deco and labeling, supplier selection



DISTRIBUTE & MANAGE

Global footprint, managed inventory, logistics and service, reduced complexity



DELIGHTFUL EXPERIENCE

Quality assurance, speed-to-market, smarter solutions, limitless options



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