

THE GREAT TREND BLEND

Snackable Wellness



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Younger generations are more likely to prioritize health, wellness, and sustainability when it comes to buying food. Their preference for healthier, plant-based, and organic options often results in higher grocery bills. A recent YouGov survey for Whole Foods revealed that 70% of Gen Z is willing to pay more for high-quality food.

- Dianna Shen, *Delish*



What We're Watching

In today's dynamic CPG market, staying ahead means understanding the evolving landscape of consumer preferences.

Exploring the intersection of key macro trends allows us to uncover new consumer insights, spotlight emerging product trends, and identify the critical implications for their packaging.

This multi-part series investigates the unique convergence of consumer product categories as a result of the continued interest in wellness. **In this report, we focus on the intersection of nutraceuticals and snacking.**

What Does This Mean for Brands and Packaging?

- The integration of wellness into food and snacking is evident through the rise of functional snacks that offer health benefits beyond basic nutrition
- Consumers are increasingly seeking snacks that support mental and physical well-being, leading to innovations in ingredients and product formulations
- Packaging plays a crucial role in communicating the wellness benefits of snacks, with clear labeling and design elements that emphasize health and mindfulness

Opportunity for Brands

Think outside of the classic mealtime box with products positioned for modern consumer rituals and mindsets.

Opportunity for Packaging

Prioritize smaller portions and right-sized multi-packs that promotes convenience and experimentation.



Images: Peterson Farms Treats, Mamzells, Ferrara Candy Co., Goodvibes Juice Co., Twang Spices

Consumer Macro Trends



@scratchlabs

6 in 10 U.S. consumers say that feeling good about themselves is now the most important factor defining wellness.

- Hartman Group



@tryusual

Unique and fun food experiences are now among the most influential factors in consumers' food decisions according to FMI research.

- Institute of Food Technologists

Wellness

As wellness continues to shape food choices, consumers are prioritizing ingredients that support both **preventative and long-term health goals**, such as plant-based, protein-rich, and clean-label options.

Functional ingredients like probiotics, adaptogens, and antioxidants are also gaining popularity, as consumers seek snacks that not only nourish the body but also enhance mental and emotional well-being.

Experience

Today's consumers are redefining luxury through food, turning everyday grocery shopping into an opportunity for self-expression and lifestyle curation.

Tapping into the emotional and sensory elements of food has allowed brands to create new novelty moments, innovative formats, and drive the overall memorable experiences consumers are seeking

Culture Cues



Nespresso has partnered with Vital Proteins for its Daily Wellness Pack, which offers consumers a convenient way to include collagen peptides into their daily routines.



New York bakery L'Appartement 4F makes breakfast fun with its hand-rolled croissant cereal.



@popup.grocer

Value is still not just about price, and consumers are continuing to really prioritize and value quality and taste over pure pricing.

- Renee Lee Wege, Datassential



@weareogi

One third of consumers believe that foods made with ingredients produced with regenerative agricultural practices are more nutritious than foods with conventionally produced ingredients.

- Institute of Food Technologists

Value

Consumers are increasingly seeking food that **balances nutrition with indulgence**. Whether it's a quick snack or a ready-to-eat meal, they value products that make healthier eating both easy and enjoyable, without sacrificing flavor or satisfaction.

This balance of convenience, health, and taste is appealing and something consumers are increasingly willing to pay a premium for as they prioritize options not only meet their wellness goals but enhance their lifestyle.



Mixtape Food Co. upcycled healthy pop tarts



Climate Candy upcycled candy made from "imperfect" produce

Sustainability

Responsible sourcing and climate-friendly production methods are key to driving sustainability in the food industry. Leveraging by-products or up-cycled ingredients has become increasingly popular with consumer keen on reducing existing food waste. While plant-based and alternatives ingredients, are being tapped for responsible methods of agricultural or sourcing.

The shift toward entirely reusable, recyclable, or compostable packaging is gaining momentum. Brands that overcome cost and quality challenges to adopt these practices will enhance their market relevance and consumer appeal. Meanwhile, brands that emphasize transparent pricing strategies in order to highlight the true value and impact of the product will help earn consumer trust.



Upcycled Certified (US) is currently the world's only third-party certification for upcycled foods.

Recent data shows that products with their certification have seen nearly 40% year-on-year sales growth, reaching \$42m in 2023.

Product and Packaging Implications



ACCESSIBLE INDULGENCE

As people prioritize well-being, there's a growing demand for health-conscious snacks that satisfy cravings while balancing both **pleasure and nutrition**, reflecting a broader trend toward mindful eating and better-for-you indulgence.

PRODUCT HIGHLIGHTS

- Low-glycemic ingredients to prevent blood sugar spikes and provide sustained energy
- Plant-based natural ingredients with immune boosting benefits

PACKAGING DESIGN CUES

- **Clean, minimalist packaging** that highlights the product's health benefits while maintaining an indulgent appearance
- **Bold, vibrant designs** that reflect the playful, fun nature of the product while emphasizing its functional ingredients



Myna Snacks balance indulgence with health using natural ingredients and functional benefits.



The Good Crisp Company's Cheese Balls are enhanced with Wellmune, a yeast beta glucan that has been clinically proven to support immune system function.



Joyride plant-based, reduced sugar sweets



Smartfood chocolate glazed donut flavored popcorn



MOOD BOOSTING

The rising focus on mental wellness is fueling demand for mood-boosting foods that support relaxation, focus, and emotional balance by combining nourishing ingredients with functional benefits for a holistic approach to self-care.

PRODUCT HIGHLIGHTS

- Functional ingredients that promote mood enhancement and emotional balance
- Tailored varieties designed to address specific needs like relaxation, focus, and mental clarity

PACKAGING DESIGN CUES

- **Playful and vibrant designs** that convey the uplifting and positive effects of the product
- **Simple, natural aesthetics** to reflect the wholesome, organic ingredients and the wellness-focused nature of the product



Groovy Butter Matcha Nut Butter is made with organic ingredients and helps consumers de-stress, improve their mood, and stay present in the moment.



The Feel Bars combine plant-based superfoods to target specific needs like calm or immunity.



Nour's "dopamine dressing" aims to enhance mood through fun and flavorful ingredients, offering a unique take on how food can promote happiness while fostering connection and community.

RESPONSIBLE SNACKING

Products designed to meet both personal and environmental needs, offering alternatives to conventional snacks while reducing waste and supporting eco-friendly practices, with a focus on clean ingredients and innovative, responsible, packaging, making it easier for people to make mindful choices that align with their values.

PRODUCT HIGHLIGHTS

- Sustainable ingredients that support ethical sourcing and cater to specific dietary needs (e.g., allergen-free options)
- Zero-waste and eco-conscious packaging that reduces plastic use and encourages environmental responsibility

PACKAGING DESIGN CUES

- **Compostable and upcycled** materials to promote sustainability and reduce environmental impact
- **Transparent packaging** to showcase product quality and sustainability



Cob corn-free popcorn is made from US-grown sorghum, catering to those with corn allergies or those avoiding pesticide-laden corn derivatives, offering a sustainable alternative to traditional popcorn.

Canary Foods packages squeezable butter in single-serve, plant-based, home-compostable film sachets.



Snacktivist creates healthy snacks with a focus on sustainability.



TARGETED SOLUTIONS

From snacks that promote energy and focus to those that help manage cravings and improve digestion, these products allow consumers to enjoy functional benefits while aligning with their individual lifestyles.

PRODUCT HIGHLIGHTS

- Tailored nutrition targeting specific health concerns such as energy, relaxation, weight management, and digestive health
- Plant-based and functional ingredients such as organic green tea, yerba mate, glucomannan, and magnesium to support physical and mental well-being
- Low-calorie, gluten-free, and allergen-conscious options for dietary flexibility

PACKAGING DESIGN CUES

- Clean, simple designs that **highlight natural ingredients**
- Easy open and reseal

LUXURY STATEMENTS

These products provide more than just flavor—they elevate the snacking experience with decadent ingredients, luxurious touches, and creative collaborations.

PRODUCT HIGHLIGHTS

- Decadent, indulgent flavors like black truffle, gold dust, and caramel cinnamon that create a sensory experience beyond typical snacks
- Exclusive collaborations and innovative ingredients designed to offer a moment of luxury in everyday snacking

PACKAGING DESIGN CUES

- **Elegant and refined designs that communicate exclusivity**, often incorporating elements like gold foil, premium textures, and minimalist packaging
- Whimsical touches that evoke a **sense of playfulness or indulgence**, appealing to consumers seeking both sophistication and a fun snack experience

Dally's Plant-Based Konjac Jelly Pouches are rich in glucomannan, a fiber that aids in digestion and promotes fullness.



MenoWell Energy + Protein Bars for menopause support



Eggo Fully Loaded protein-enhanced waffles

David cake batter flavored protein bar



Eatable champagne infused white chocolate flavored popcorn

Email us at marketing@tricorbraun.com to get started on your packaging solution today.

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6 CityPlace Drive, 1000 | St. Louis, MO 63141 | Tel: 800-325-7782