



FLAVORS

# HEALTH AND WELLNESS REPORT

ALL NATURAL + PLANT BASED + CBD/HEMP INFUSED



**H**EALTH AND WELLNESS IS A BROAD SUBJECT, which continues to evolve and is now mainstream. Often on-the-go, consumers are leading busy lifestyles with demanding schedules and higher stress levels. In response, consumers' search for healthy lifestyles and their demand for healthier products and services are escalating. According to the Global Wellness Institute, the global wellness economy was worth **\$4.2 trillion in 2017**, up from **\$3.7 trillion**, and grew 6.4% annually from 2015–2017.<sup>1</sup> Furthermore, searches for “self care” increased by 140%, according to Pinterest top 100 trends in 2019.<sup>2</sup>



**SUSTAINABLE**  
**VEGETARIAN**  
**FAIR TRADE**  
**FREE-RANGE**  
**ORGANIC**  
**NATURAL**

Health and wellness touches many aspects of an individual's life and intersects with food and beverages, beauty and personal care, and household and air care product choices and usage.

For example, in the food and beverage sector, NMI research found Millennials are conscientious shoppers:



SELECT FOODS BASED ON THE  
INGREDIENT LIST ON THE PACKAGE



LOOK FOR FOODS/BEVERAGES WITH  
A SHORT LIST OF RECOGNIZABLE  
INGREDIENTS



PREFER FOODS THAT ARE  
MINIMALLY PROCESSED

In addition, millennials over-index against the population for rating “sustainable” attributes as somewhat to very important in their food and beverage purchase decisions, including “vegetarian,” “fair trade,” “free-range,” “organically grown,” “certified organic,” and “natural.”<sup>3</sup>





With a focus on a ‘healthy self’, three areas of interest consumers seek to meet their ever-changing mind-set and behavioral shift towards better-for-you products is all natural and organic, plant-based and CBD-infused consumer packaged goods.

## NATURAL FOOD & BEVERAGE EXAMPLES:

**UbU Sparkling Functional Tonics** launched **UbU Natural Energy** and **UbU Hemp Tonic** in two flavors: **Yuzu & Lotus Flower** and **Citrus & Ginger**. The beverages are certified USDA Organic made with no sugar, no sweeteners, no caffeine, no preservatives, non-GMO, gluten-free, vegan and kosher ingredients.



**Bud Light Lemon Tea** joins Bud Lime and Bud Light Orange. The new beer is a light lager brewed with real lemon peels and aged over real black tea leaves without corn syrup or artificial flavors.



**Justin's** launched **Almond Butter Covered Almonds**, which focuses on USDA organic, gluten-free, non-GMO, plant-based ingredients to help elevate better-for-you credentials for what is usually considered an indulgent snack. Its 3-oz pack is also made with 25% post-consumer recycled content.

**Antidote** focuses its chocolate bars around benefit claims, such as superfood; stress reducer; energy booster; appetite suppressant; lift the spirits; or as an aphrodisiac. Their nutritional facts call out ‘direct trade cacao’ and ‘clean, natural ingredients’. Their new **Rose Salt + Lemon** chocolate bar launches with the story of inspiration





from Hebe, a Greek goddess of youth, who is the antidote to the mundane with the youthful spirit of zesty lemon and salt.

## PLANT-BASED

According to data Plant Based Foods Association commissioned from Nielsen, in 2018, plant-based foods sales grew 20% to reach **\$3.3 billion** in revenue.<sup>4</sup> Vegetarianism, veganism, rawism and flexitarianism are on the rise and have led to a growing interest in plant-based products. According to OnePoll research commissioned by So Delicious Dairy Free, 31% of Americans are following a flexitarian diet and seven in 10 Americans say that they believe a flexitarian lifestyle allows them the ability to eat healthier without feeling like they are depriving themselves of the foods that they love.<sup>5</sup> According to Innova Market Insights, plant-based product claims increased by 62% globally (CAGR, 2013-2017) with growth occurring on platforms such as plant proteins, active botanicals, sweeteners, herbs & seasonings and coloring foodstuffs.<sup>6</sup>



## PLANT-BASED FOOD & BEVERAGE EXAMPLES:

### The Campbell Soup Co.

expanded its V8 portfolio with **V8+Hydration**, a new plant-based beverage line, which are non-GMO, gluten free and vegan friendly. V8+Hydrate is formulated with sweet potato juice and is offered in three flavors:



**Coconut Watermelon,**  
**Orange Grapefruit** and **Strawberry Cucumber.**



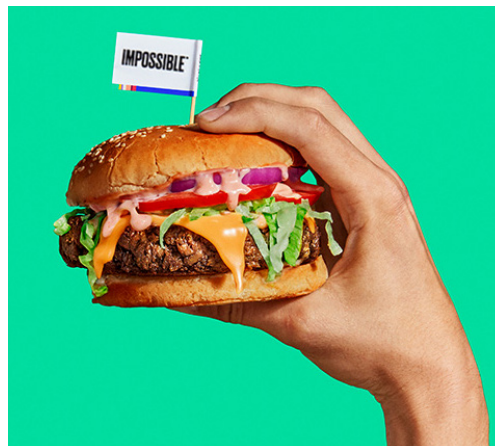
**Almond Breeze** added **Almond Milk Yogurt Alternative** to its line up in six Vanilla variants with a variety of topping options such as **toasted almonds, honey-roasted almonds and granola,** and **chocolate almonds and chocolate chips.**

Dairy-free brand **Mooala** has launched a new line of **organic plant-based creamers** with no added sugar in three flavors: **Banana Nut, Oats 'N' Cream** and **Vanilla Bean.**



Unilever released **Magnum non-dairy frozen dessert bars** in **Non-Dairy Almond** and **Non-Dairy Classic** flavors. The bars are certified vegan by Vegan Action and are made with a creamy vanilla-flavored base with coconut oil and pea protein enrobed in a non-dairy Belgian chocolate.

The plant-based **Impossible Burger** has an updated and improved 2.0 product, which will be launching in U.S. grocery stores this year.



**SmartSweets** candy line is free from sugar alcohols and artificial sweeteners and is formulated with plant-based non-GMO ingredients that are free from gluten, dairy, soy, lactose, peanuts, tree nuts and artificial colors. **Peach Rings** is the brand's newest product and has 3 gm of sugar and 80 calories.



Plant-based products are thriving and growing with activity coming from a shift in consumers' attitudes and behavior towards animal-based protein sources. A tell-tale sign of the importance of plant-based products is the recent activity of large food and beverage manufacturers investing in or acquiring plant-based companies across markets.



## CBD & HEMP-INFUSED

According to Arcview Market Research and BDS Analytics, cannabis sales accounted for **\$9.5 billion** in consumer spending. The total size of the global cannabis market is estimated to reach **\$32 billion by 2022** and **\$57 billion by 2027**.<sup>7</sup> Innova Market Insights reported a 34% average annual growth in the number of new food & beverage launches with hemp ingredients (global, 2013-2017), with U.S. introductions enjoying an average annual growth of 21% over this period.<sup>8</sup>

Sales of recreational cannabis in legal states were estimated to reach **\$6.7 billion in 2018**, a 158% increase since 2017. The market is forecast to reach **\$15.7 billion by 2022**. The growth is due largely to new recreational use markets gaining legalization. According to Mintel research, U.S. consumers are interested in consumer-packaged goods that contain marijuana/cannabis.<sup>9</sup>



OF US CONSUMERS AGED 22-34 WOULD LIKE TO SEE MAINSTREAM FOOD/DRINK BRANDS INTRODUCE PRODUCTS CONTAINING MARIJUANA/CANNABIS

OF US CONSUMERS AGED 35-54 WOULD LIKE TO SEE MAINSTREAM FOOD/DRINK BRANDS INTRODUCE PRODUCTS CONTAINING MARIJUANA/CANNABIS



OF US CONSUMERS AGED 55+ WOULD LIKE TO SEE MAINSTREAM FOOD/DRINK BRANDS INTRODUCE PRODUCTS CONTAINING MARIJUANA/CANNABIS





## CBD FOOD & BEVERAGE EXAMPLES:

**Recess** is a CBD-infused sparkling water that is “infused with hemp extract and adaptogens for balance and clarity.” The brand opened a pop-up in New York City, which hosts curated events to spark creativity with plans to open additional pop-ups in Miami, San Francisco, and Los Angeles.



**Forest Coffee Trading Co.**, the small batch roaster, collaborated with EVO Hemp and crafted a **single origin CBD Cold Brew coffee** made with beans from northern Thailand and 15 mg of pure CBD.

**Root Blends** is an organic smoothie maker based in New

York, US recently launched a ready-to-blend CBD smoothie kit in collaboration with Functional Botanicals.

The **Root No: 6 Calm Blend** contains hemp-derived CBD and is designed to be blended with any liquid such as coconut water. Each single-serve cup contains frozen pineapple, avocado, spinach, kale, lime, hemp hearts, marine-collagen and 25mg of CBD.

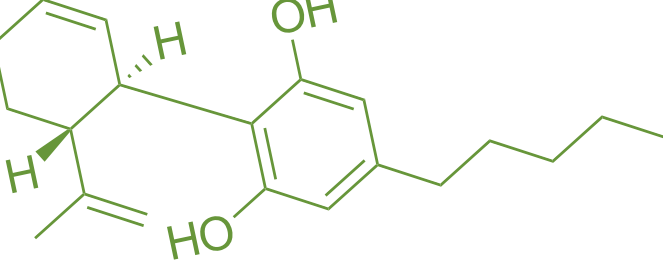


According to the company, the Calm Blend Smoothie provides no ‘high’ as experienced with THC-containing products, but rather “promotes a calm energy 15-20 min after consumption”.



**Cloud Water** releases **Blood Orange & Coconut Naturally Sparkling CBD Water**. The product contains 25mg hemp derived CBD and made with raw honey and natural flavors.

**Floyd's of Leadville** released a CBD Isolate Recovery Protein said to ‘support healthy



recovery from training and competition'. CBD is known to reduce inflammation and pain, and aid in muscle recovery. Thanks to its multiple health benefits, CBD holds much promise as a post-workout supplement.

**Candy Head** introduced a line of Full Spectrum CBD Hard Candy Edibles in four flavors: **Blue Raspberry, Green Apple, Tangerine, and**

**Watermelon.** The products are vegan, nut-free, gluten-free, plant-based and contain 15 mg of CBD.



Gwyneth Paltrow's lifestyle brand **Goop** has just announced a partnership with US-based cannabis dispensary chain **MedMen** to promote a selection of cannabis products. Paltrow's website will soon provide links to vaporizer pens, luxury gluten-free cannabis chocolate bars, cannabis tea bags and even pot-based recipes.



**Ben & Jerry's** released a statement that the company intends to create a CBD -infused ice cream using sustainably-sourced Vermont CBD once CBD use in food is legalized at the federal level.





## CBD HEMP ORAL CARE EXAMPLE:

**Hello Products** added **Activated Charcoal + Hemp Seed Oil Epic Whitening Fluoride Free Toothpaste** to its lineup. The toothpaste is formulated with activated charcoal made from sustainable bamboo and certified organic cannabis sativa seed oil. In addition, the product is gluten-free, vegan, cruelty-free and free of dyes, artificial sweeteners/flavors, parabens, microbeads, and triclosan.

## CBD PET EXAMPLE:

**True Leaf** is set to launch CBD Dog Chews in the US on September 30, 2019. The CBD soft chew products are non-GMO, pesticide-free, and include broad-spectrum hemp leaf and naturally occurring CBD. The chews will target anxiety and mobility in dogs with one calming formula and one supporting hip and joint function.



**ZenPup** has created a line of broad-spectrum CBD-infused pet products meant to treat dogs with pain and anxiety. The collection includes **Goodies Peanut Butter Flavored CBD Dog Treats**, **Clean Pup Rinse-Free Shampoo** and **Happy Bacon Flavored Calming Spray**.





## THINK LEBERMUTH FOR YOUR NEXT PROJECT

Consumers' growing demand and interest for wellbeing is rapidly evolving in many industries and applications. Lebermuth has been a trail blazer of high-quality ingredients, essential oils, terpenes, isolates, hemp seed oil, carrier oils and natural flavors. Combined with our technical knowledge and regulatory support, let us help create custom flavors for your consumer packaged goods that resonates with a sense of wellbeing.

## LEBERMUTH IS:



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### Endnotes

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5. <https://nypost.com/2018/10/26/one-third-of-americans-consider-themselves-flexitarian/>
6. <https://www.prnewswire.com/news-releases/62-increase-in-plant-based-product-claims-says-innova-market-insights-300677563.html>
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9. Mintel Report, Cannabis packaging: challenges and opportunities, May 2019

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