

RE-REGIONALISATION, MORE VEGAN AND LESS REFINED SUGAR: THAT'S WHAT'S DRIVING THE ORGANIC COMMUNITY IN 2023
The increasing use of regional ingredients and transparent supply chains is one of the most important issues in the organic sector. The trend toward reduction is also being reflected in a decreased use of refined sugar. Vegan continues to be a hot topic.

New Glocal

The impact of the Covid pandemic and other global crises has brought about a re-regionalisation and reorientation of the globalised food system and a restructuring of global food trade. Regional value chains in the agricultural sector, the replacement of non-local ingredients with local ingredients, shorter and transparent supply chains and a new focus on domestic markets are creating more resilience and sustainability in the global food supply.

For more information, see the Food Report 2023 by Hanni Rützler, published by the Zukunftsinstitut (Future Institute).

Sample products:

- Kojibakers – Tamari made from buckwheat or peas.
- BioGourmet – Freekeh. Orientalische Hartweizen Spezialität aus Grünweizen.
- GENUSSKOARL – Shiro miso made from organic, unirrigated Austrian rice.

Less is More

The trend toward reduction is affecting multiple areas of food manufacturing, from climate-friendly cultivation and the circular economy to resource-saving processing and packaging. This development is also cropping up in the non-food sector – for example, in cleaning products and supplies.

Sample products:

- AllerLiebe – All sorts of delicacies in innovative, reusable packaging.
- HUOBER – Organic Crossini. 100% plastic-free bags.
- Bode Naturkost – Organic products in garden-compostable foil.

Unexpected Heroes

Product innovations that have impressed the jury with their creativity, innovative strength and market potential but can't be assigned to any larger trend.

Sample products:

- Barnhouse – Krunchy Lentil with Apple. The first Krunchy that doesn't contain grain as a basic ingredient.
- ALTER NUTRITION – Vegan protein mixture + vitamin B12, organic. Provides 50% of recommended vitamin B12 and protein intake.

BIOFACH2023 TRENDS



Vegan meets Tradition

In the future, traditional dishes reinterpreted as vegan will be part of our food culture. Local plants or plant-based ingredients from the ocean make "animal-free" imitations of classic recipes easy and they open up a wide field for creative cooks.

Sample products:

- Faba Food – Gourmet vegan salads based on legumes.
- Züger Frischkäse – Organic vegan cottage drops. Cottage-cheese alternative.
- Vegeatal – Mordibella. Mortadella alternative.



New Sweeteners

Refined sugar is out. The use of industrially produced, white, refined sugar is a thing of the past. If you want to be trendy, sweeten with birch sugar, red banana powder, agave syrup or dates. These mineral-rich, unrefined sweeteners provide a richer, healthier sweetness.

Sample products:

- HÄPPYSNÄX – Raspberry-apple smoothie roll.
- Bio Benjamin – Benjamissimo NO ADDED SUGAR chocolates.
- BRINKERS – So Vegan So Fine, less sugar, nut-nougat, almond and white hazelnut spreads.



HOLISTIC, NATURAL AND FAMILY-FRIENDLY: THAT'S WHAT'S DRIVING THE NATURAL COSMETICS INDUSTRY IN 2023

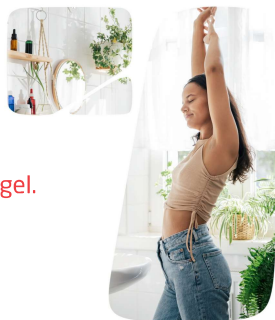
The industry's focus on naturalness is reflected in all developments. The trend toward minimalism has now reached natural cosmetics as well. Holistic care plays a meaningful role.

Self Empowerment

Self-empowerment promotes physical, mental and emotional well-being. It's based on the desire to take control of your own health while using natural, sustainable products that are aimed at improving your mood or helping you relax with the aid of natural aromas, improving sexual health and satisfaction or creating balance in everyday life.

Sample products:

- PRIMAVERA - Body care series, pine-scented.
- ERUI - Nourishing Night Balm.
- GOLIATE - Silky-smooth intimate gel.



Less is More



The trend toward minimalism is also finding its way into body care. Simplified beauty routines involving fewer products made of comprehensible, natural ingredients make it possible to reduce the amount of time and effort spent on daily care. The emphasis is on using high-quality, multi-tasking products without aggressive chemicals that offer sustainable results for skin and hair with a minimal investment of time.

Sample products:

- nakt - Solid face butter with SPF.
- IchbinPURI - Solid soaps and deodorant cream.

Unexpected Heroes

Product innovations that have impressed the jury with their creativity, innovative strength and market potential but can't be assigned to any larger trend.

Sample products:

- Van Toen Remedies - Ancient, plant-based remedies in version 2.0.
- escurette - historic ear cleaner and the alternative to cotton buds zero plastic, zero waste - made in France.
- Bio Make-Up - Lip Flower lipstick.

VIVANESS2023 TRENDS



Natural Skinification

Hair and scalp are treated holistically. Their care involves naturally effective and nourishing ingredients. Plant-based remedies, scalp massages and oil treatments are also used. Hair problems ranging from dryness and brittleness to dullness and frizziness are treated at the root.

Sample products:

- CULTIVATOR'S - Organic hair colours, organic hair masks, organic shampoos, organic colour fixing oil.
- N&B Natural is Better - MAGIC MASK Super Hair Food.
- ALVEND - Anti-yellowing mask for grey, white and blond hair.



Baby & Kids

Family-friendly cosmetics should consider the well-being of both the body and the environment. This promotes the production of safe, gentle and chemical-free products for the youngest of family members. Thanks to a growing awareness of natural baby and child care products, the focus is on cosmetics that are manufactured using natural ingredients and are free from harmful chemicals like parabens, sulphates and artificial scents.



Sample products:

- jolu Naturkosmetik - Baby and child care series.
- NATURAL SOPHY - Organic Baby Cream.
- boep - Baby care series.