

Natural and organic products industry: *NBJ* defines the natural and organic products industry by its four main product categories: Dietary Supplements, Natural & Organic Foods, Functional Foods, and Natural & Organic Personal Care and Household Products.

Product categories

Dietary supplements: *NBJ* defines dietary supplements by its six main product categories: vitamins, minerals, herbs and botanicals, meal replacements, sports nutrition, specialty supplements.

Natural and organic foods: Natural foods focus on the health benefits of foods derived from natural sources and that are, to varying degrees, free of pesticides, additives, preservatives and refined ingredients. Organic foods, sometimes “certified organic,” are not only free of chemicals, pesticides, hormones and antibiotics but go beyond the human health consequences of conventional farming and food manufacturing to embrace principles of sustainable farm management, humane treatment of animals and the social impacts of food production.

Functional foods: Because “functional foods” and “nutraceuticals” are essentially marketers’ terms and not recognized in law or defined in any dictionary, market researchers tend to use them inconsistently. Nutrition Business Journal defines functional food as food fortified with added or concentrated ingredients to a functional level, which improves health and/or performance or products marketed for their “inherent” functional qualities. They include some enriched cereals, breads, sports drinks, bars, fortified snack foods, baby foods, prepared meals and more. If a food could be considered both organic and functional, *NBJ* categorizes it as an organic food.

Natural and organic personal care (N&OPC): *NBJ*’s broad, inclusive accounting of the natural and organic personal care industry defines N&OPC as health and beauty products derived from natural & organic sources and that are, to varying degrees, free of pesticides, additives, preservatives and refined ingredients. Natural & Organic Personal Care products include shampoos, soaps, lotions, cosmetics and other natural toiletries.

Other natural household products: This category includes all natural and organic household cleaners, natural and organic pet food, organic flowers and organic fibers (linens and clothing).

Dietary supplements

Vitamins: Single and multivitamin supplements made of natural or synthesized vitamins. Vitamins are any of various organic or synthesized substances that are essential in minute quantities to the nutrition of most animals and some plants, act especially as coenzymes and precursors of coenzymes in the regulation of metabolic processes but do not provide energy or serve as building units, and are present in natural foodstuffs or sometimes produced within the body. Products in the vitamin category include: vitamin C, vitamin E, B vitamins, vitamin A/beta carotene, niacin, folic acid, multivitamin formulas and other single vitamins.

Minerals: Single and multi-mineral supplements made of natural or synthesized minerals. Minerals are solid homogeneous crystalline chemical elements or compounds. Products in the mineral category include calcium, magnesium, chromium, zinc, selenium, potassium, iron, silica, manganese, boron, choline, iodine, phosphorous, copper, dolomite, multi-minerals formulas and other single minerals.

Herbs and botanicals: Single herb or multi-herb supplements made primarily from plants or plant components as well as mushrooms and mycological components. Products in this category include: echinacea, garlic, ginseng, ginkgo biloba, super fruits and many more.

Specialty: Supplements that do not fit into the other supplement subcategories, including glucosamine, melatonin, DHEA, fish oils/shark cartilage, bee products, CoQ10, 5HTP, amino acids, homeopathic remedies, SAME, chondroitin, probiotics, prebiotics, colostrum, other oils, other enzymes, other hormones, etc.

Meal replacements: Shelf-stable nutritional formulas created primarily to substitute, but sometimes supplement, a meal. Some are enteral feeding formulas and some are weight loss formulas. Occasionally some are sold for medical purposes to frail or intestinally challenged people. Meal supplement products sold at retail include SlimFast, Ensure, Nestlé Sweet Success, Boost, Pedia Sure and Sustacal.

Sports nutrition: Sports Nutrition products include all pills, powders/formulas and drinks (excluding Gatorade, Powerade, etc.) formulated to enhance physical activity whether it be endurance, strength, speed or other athletic states. Sports nutrition products include: creatine, amino acids, protein formulas, fat burners, ribose, HMB and rostenedione and many others.

Dietary supplement delivery formats

Chewable: Broken down orally before swallowed and comes in a soft chew or hard wafer format.

Effervescent: Powders or tablets designed to be dissolved in water and release carbon dioxide.

Gummy: Gelatin- or pectin-based chewable.

Liquid: Includes all bottled liquid supplements, tinctures and oils, with the exception of sprays and shots.

Lollipop: Hard candy mounted on a stick.

Lozeng: Wafer/tablet intended to be dissolved slowly in the mouth.

Pill: Includes tablets and non-vegetarian capsules.

Pill Pack: Individual pouches of combined pills, softgels and capsules.

Powder: Includes powder packaged in canisters, stick packs, etc.

Quick dissolve: Orally dissolvable tablets, powders and other fast-melting forms.

Shot: Single-serve liquid form intended for immediate usage.

Softgel: A gelatin-based shell surrounding a liquid fill.

Vegetarian capsules: Plant-based, gelatin-free capsules that hold non-liquid supplements.

All Other: Includes sprays, microbeads and confections such as mints or chocolates.

Food and beverage

Dairy: Milk, cheese, eggs, butter, yogurt, sour cream, cottage cheese, ice cream and other fresh, canned or frozen dairy products.

Fruit and vegetables: Fresh, frozen, canned and dried fruits and vegetables.

Breads and grains: Fresh, refrigerated and frozen bread, baked goods, baking needs, dry breakfast foods (cereal), pasta, rice and other dried grains.

Meat, fish, poultry: Fresh, frozen and canned meat, fish and poultry.

Beverages: Fresh, frozen and RTD juice, soft drinks, alcoholic beverages, tea, coffee and dairy alternatives.

Snack foods: Candy, gum, nuts, salty snacks such as chips, and nutrition bars.

Packaged/prepared foods: Frozen, refrigerated, canned and dried prepared foods, service deli, jams and jellies, meat alternatives, baby food and formula, canned and dry soup, pasta sauce and desserts.

Condiments: Dressings, spreads, sauces, spices, fats and shortenings and sweeteners.

Natural and organic personal care

Health and beauty care (HBC): All conventional personal care products, including those made with natural, organic and functional ingredients. Products in the HBC category include cosmetics, feminine hygiene, hair products, baby care, nail care, oral hygiene, bath items, deodorants, shaving, skin care, bath/toilet soap and fragrances.

Skin care: Natural or organic facial care products, including lotions, cleansers, toners, exfoliants and masks, lip balm, hand and body lotions, foot care, sunscreen, tanning products and insect repellants.

Hair care: Natural or organic shampoo, conditioner, styling products, hair spray, hair colorants and hair accessories such as brushes, barrettes and clips.

Soap: Natural or organic liquid and bar soap, shower gel and body wash.

Oral hygiene: Natural or organic toothpaste, mouthwash, whiteners, dental floss and other dental accessories.

Cosmetics: Natural or organic cosmetic products such as foundation, eyeliner, mascara, concealers, lipstick and blush.

Fragrances and aromatherapy: Natural or organic perfumes, essential oils and massage oils.

Deodorants: Natural or organic solid, roll-on, gel, powder, spray and crystal deodorants.

Baby care: Natural or organic baby shampoos, lotions, diapers, diaper rash creams and diaper wipes.

Bath products: Natural or organic bath gels, bath salts, bubble bath, loofah, bath puffs and bath brushes.

Shaving: Natural or organic shaving cream, aftershave and razors.

Feminine hygiene: Natural or organic menstrual pads, tampons and washes.

Nail care: Natural or organic nail polish, polish remover, nail files and cuticle creams.

Other household products

Household cleaners: Natural, organic, eco-friendly or green liquid laundry products; dishwashing products; bath, kitchen and other cleaners; powder laundry products; cleaning supplies and air fresheners.

Pet food: Natural or organic pet food, treats, chews and rawhide.

Fiber: Organic clothing and linen, such as bedding, towels and table linen.

Flowers: Flowers grown according to organic standards.

Sales channels

Natural and specialty: This channel represents natural and health food stores, supplement stores and specialty retail outlets, such as Whole Foods Market and GNC.

Mass market: The mass market channel represents conventional grocery, drug, mass merchandise, club and convenience stores. Examples include Walmart, Target, Kroger, CVS, Costco and 7-Eleven.

MLM/Network marketing: Covers multilevel and network marketing companies (NuSkin, Avon, Herbalife, etc.). Also known as direct selling, the MLM/Network marketing channel consists of products or services marketed person to person by independent salespeople. Salespeople are commonly referred to as distributors, representatives and consultants. Products are sold primarily through in-home product demonstrations, parties and one-on-one selling.

E-commerce: E-commerce captures sales from internet retailers (Amazon, walmart.com, Thrive Market, iHerb) and purchases directly from brand websites.

Mail order/DRTV/radio: Mail order sales are defined as consumer purchases of nutrition products from direct-to-consumer sellers that utilize catalogs, direct mail or infomercials to reach their customers and facilitate sales.

Practitioner: Practitioner sales consist of products sold to consumers by practitioners, including but not limited to conventional medical professionals (MDs, GPs, etc.), chiropractors, naturopaths, acupuncturists, homeopaths, massage therapists and through gyms and fitness clubs. 🌱