

## NBJ 2025 Reports

*Details subject to change.*

### **Sexual and Reproductive Health Report\*** *Published: January 2025 – Cost \$2,495*

A look at the sexual health condition category and male- and female-specific hormone concerns

Sales and growth for sexual health and menopause supplements

Consumer survey data across these conditions plus attitudes, habits, concerns and trends in other aspects of hormonal health

### **Gut Health Report\*** *Published: February 2025 – Cost \$2,495*

A deep dive into the gut health condition category

Sales and growth for gastrointestinal health supplements, including pre/pro/synbiotics, enzymes and fiber

Consumer survey data extending to other body systems, including the gut-brain axis and the gut-skin axis

### **Herbs and Botanicals Report\*** *Published: April 2025 – Cost \$3,495*

Focuses on herb and botanical sales across categories and conditions

Sales and growth data for top 50 herbs and botanicals and in-depth breakouts for top trends, including top herbal ingredients for top conditions plus expanded mushrooms and Ayurveda data

Consumer survey data across these categories, focusing on trends over time and forward-looking themes

### **Supplement Business Report\*** *Published: May 2025 – Cost \$4,995*

NBJ's most in-depth supplement report focuses on both category and channel, as well as the top 50 companies by revenue

Covered subcategories include vitamins, minerals, herbs and botanicals (e.g., combination formulas, single herbs), sports nutrition (e.g., powders, RTDs), meal replacements and specialty supplements (e.g., collagen, probiotics, omega-3s, CoQ10)

Channels covered for each supplement category include natural and specialty, mass, e-commerce, practitioner, mail order/DRTV/radio and multilevel/network marketing

Includes delivery format market sizing and growth data across categories and conditions, detailing capsules, tablets, softgels, gummies, powders, liquids, shots, effervescents and more

In-depth company profiles of top and innovative supplement brands

### **Condition Specific Report\*** *Published: July 2025 – Cost \$4,495*

Focuses on supplements across health conditions, including sales and growth for overall condition and top six nutrients for each

Twenty-two conditions covered, including cold/flu/immunity, heart health, gastrointestinal health, bone and joint health, women's/men's/children's health, healthy sleep, hair/skin/nails, brain health and mood and mental health

In-depth company profiles of top and innovative supplement brands

### **Sports Nutrition and Weight Management Report\*** *Published: September 2025 – Cost \$3,995*

Focuses on supplements and functional foods targeting sports performance, active lifestyle, esports/gaming and weight management

Market sizing and growth data for sports functional beverages, sports hydration and energy beverages, sports supplements, weight management supplements and meal replacements

Consumer survey data across these categories, focusing on attitudes, habits and practices around active lifestyles

In-depth company profiles on sports- and meal supplement-focused brands

**Global Supplement Business Report\*** *Published: October 2025 – Cost \$3,995*

Focuses on sales and growth of finished product supplements, including category-specific data across 22 countries/regions worldwide, presenting preliminary data for 2025

Countries and regions covered include China, Japan, India, Latin America, Middle East and Africa, Eastern Europe/Russia, Western Europe (plus 10 countries detailed), Australia/New Zealand, United States and Canada

In-depth company profiles on top global supplement brands

List of top 15 global companies by revenue

**Special Report on 2025 Trending Topic** *Published: November 2025 – Cost TBD*

**The State of Natural Market Insights Content Package** *Published throughout 2025 – Cost \$399*

Stay ahead of CPG industry trends and opportunities with New Hope Network's State of Natural Content Package, offering year-round access to exclusive market insights, expert analysis and industry data powered by *Nutrition Business Journal*.

Included: two State of Natural Industry Snapshot reports, two Nutrition Capital Network Investment Outlook and three Expo West '25 State Of sessions (Natural and Organic, Supplements and Beauty)

***\*Comes with PDF, PowerPoint and Excel raw data file; includes historical data from 2020–2024 and forecasts from 2025–2028***