

### Manifesto

# Everything or nearly everything) must change

We have had a real wake-up call which has refocused our values and “essentials” at the centre of our lives. It has forced us to rethink.

It has made us see how quickly nature reclaims its rights: we are now seeing more wildlife and birds back in towns and clear blue skies without aeroplane trails.

#### LIVE

Put the enjoyment of being, rather than the enjoyment of having, back at the heart of our lives.

This unique period in history has made us question our priorities. Where do we find happiness, joy and fulfilment? In being alive, in good health, in seeing our loved ones? Through being at one with nature? In consuming like there's no tomorrow?

They can all co-exist, but perhaps at different levels.

We can make more meaningful purchases, commit to a “militant», more “sustainable”, more modest and more authentic type of consumption.

Some voices are already talking about “sustainable marketing”.

#### LOVE

Refocus consumption, concentrate on the living world.

This “crisis” is an accelerator, a catalyst for movements already begun and established.

The local element is intensifying, beyond the promise of “made in France”. Because our dependency on Asia,

and by extension on other countries, has been exposed, and even China has declared: “Consume Chinese, save your fatherland”. It is reassuring to know that ingredients also come from small producers who make a living from it, from

artisans (in food, cosmetics and fashion), as promoted by many young brands, or from the gardens or crops of large brands. Time to promote our plants and ancestral know-how (as opposed to that from the other side of the world). Naturally reducing our carbon impact too.

And help our regions and the people working in them to survive, thanks to short supply chains.

Brands are posting on instagram: #jaimemonproducteur (I love my producer)

The time has even come to reconsider the links between humans and nature and put them on an equal footing:

“Renature” humans (the new mission of Rocher Group, now a Benefit Corporation).

Respect the living world. Respect in general.

## MOVING TOWARDS THE TIPPING POINT?

Some consumers are saying “it’s time to make better purchases” and are making the transition to organic, healthy and clean choices. They are making the choice to consume more authentically, to take up a genuine position. In Europe and France, there has been a rise of consciousness over the past three years towards more consideration for the environment, and this is getting stronger still thanks to the generation of ‘Sustainable Natives’.

Experts claim that once the tipping point of 10% of positive and responsible consumption has been reached, the influence and knock-on effect will take place. In beauty, “secure” choices, which were already present, have increased with the Covid-19 crisis: 84% of respondents said they wanted to buy from new brands and that they would give priority to a brand that was made in France (48%), eco-responsible (47%) and natural (44%)<sup>1</sup>.

## SO IS IT A “CRISIS”... OR THE START OF A NEW ERA?

In lockdown, there was much talk about predictions (the main aim being to reassure). There will be more important learnings at the end of 2020

and 2021 on the practices that are here to stay, but we can already say that consuming locally and more healthily, helping each other out, practising solidarity, sharing, open source and resilience will be among them.

Being a responsible brand is also being transparent, sincere, stating one’s commitments, sticking to them and demonstrating them. Tomorrow, everything will be scrutinised, from sustainable extraction to packaging. Being consistent is essential to rally a community and make it grow around the same causes. Large brands and small producers alike also need support, our support, your support, in this new network that is taking shape.

Some examples of Natexpo exhibitors’ brands and products are already illustrating this new world.

# MACRO-TREND N°1

## FOR THE LOVE OF THE LAND: artisanal and regional authenticity

The mania for handicrafts and local goods is a fundamental trend that will gain in importance post- Covid-19. Buying local is an act of reassurance, solidarity and liberation in a globalised system that puts pressure on producers and suffocates air space.

Faced with industrialisation, artisanal, authentic and ancestral manufacturing processes are rediscovering their worth, in the manufacture of traditional products like soap, as well as innovative products like natural cool bags. This new era is showing a love for our planet and animals.

Buying local  
is an act of  
reassurance,  
solidarity and  
liberation

Crop growing is no longer just national in scope, but also regional. Initiatives are taking shape to develop and promote exotic French ingredients, such as goji berries or soybeans. Ancient and rare species are also being rediscovered, such as cynara, or non-hybridised species such as traditional Green Zebra tomatoes.

*1 My Beauty Community (1007 respondents, of which 69% aged 18-34), 10 May 2020*

## PROOF IN PRODUCTS



### COSMETICS AND HYGIENE

**1 Washing-up soap** based on the traditional recipe of real Savon de Marseille, cooked in a vat according to a recipe that has remained unchanged since the Middle Ages, by Savonnerie du Midi

**2 Restorative Face Renewal Cream** with cynara produced in a short supply chain, by Château des Plantes

### HOUSEHOLD PRODUCTS

**3 Marguerite**, by Le Mouton Givré: "Manufacturer of new-generation cool bags, made in France with natural materials. Located in the Lot, our mission is to promote the use of French wool and reuse hemp in textiles"

# PROOF IN PRODUCTS

FOR THE LOVE OF THE LAND:  
artisanal and regional authenticity



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## FOOD

- 1 100% Jam** made from 100% French strawberries, grown using the permaculture method in the Lot et Garonne department, made traditionally without pectin by Bioloklock
- 2 Liqueur of blackcurrant**, raspberry, peach and goji berries grown in the Lot et Garonne department (promoting the French organic goji berry sector), by La Panacée des Plantes
- 3 Cumin and chickpea crackers** made in an artisanal workshop in Southern Burgundy by Croquelicot
- 4 Non-hybrid heirloom Green Zebra tomato chutney** by Variette
- 5 Leamo Ginger Beer**, made in France and combining a traditional recipe with health and well-being elements, by Alterfood
- 6 Les Essentiels Bédouin**, organic ground almonds processed in Provence according to traditional know-how since 1833, following the shortest possible supply chain
- 7 Hazelnut and Red Berry Porridge**, made with French oats and Demeter-certified, by Celnat
- 8 Poulehouse eggs**, which propose a new way of producing eggs where the hens are not slaughtered. The brand thus promises to feed, house and care for them throughout their life until they die a natural death. In September 2019, its first eggs from in-ovo sexing were produced, to avoid the culling of male chicks in hatcheries

# MACRO-TREND N°2

## FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

### Trend #1

Zero waste as a  
society ideal

With plastic waste accumulating to the point of forming one, or even several new continents on the planet – around 170 million tonnes of plastic in our oceans in 2020, – we are quickly and acutely becoming aware of the need to stop, clean up, innovate and reinvent our habits, and this concerns both brands and individuals.

Packaging and products are reinventing their aesthetic codes, such as nappies that are no longer bleached. Recycled plastic will be grey (or it won't exist). Bioplastic based on sugar cane or sugar beet is arriving in force, with

increasingly rapid biodegradability performances. In a 'cradle-to-cradle' logic\*, the promise of a pack that can be (industrially) composted is increasingly displayed on packaging.

Product waste is now unacceptable. Thus, zero-waste packs now make it possible to finish 100% of the product, and everyone is turning to home composting (even in Paris, where it is being tested in three arrondissements).

We are  
quickly and  
acutely  
becoming  
aware

*\*In addition to organic, brands are now committed throughout the entire product life cycle – from sourcing to packaging – to ensure minimum ecological impact.*

## PROOF IN PRODUCTS



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### COSMETICS AND HYGIENE

- 1 Universal dog shampoo** with 100% recyclable cane sugar packaging, by Beaphar
- 2 Eco-friendly nappies** with the most natural composition on the market, in unbleached cellulose and absorbent microbeads of natural origin, 100% compostable, by Change Now !
- 3 In&Out Anti-age treatment** by Douceur Cerise, "We make organic cosmetics and dietary supplements from wild plants from Chartreuse and the Alps. We are committed to a local circular economy for our raw material supply and work using by-products in a zero-waste approach"
- 4 The Pimpant washing-up kit**, a failproof liquid solution that takes just two minutes to make. It contains no palm oil, reduces the carbon footprint linked to transport by a factor of three and the quantity of plastic used by seven compared to an eco-friendly washing-up liquid in a bottle

# PROOF IN PRODUCTS

FOR A ZERO WASTE CIRCULAR ECONOMY:  
the packaging, process & product revolution

## Trend #1

Zero waste as a  
society ideal



## FOOD

- 1 **Salt and Pepper Mix** (dried fruits) in a fully compostable bag, by JusteBio (Un Air d'Ici)
- 2 **Ethiopie eco-responsible coffee capsules**, Nespresso-compatible and made from biodegradable and industrially compostable wood fibre, by Destination
- 3 **Morning Latte Cacao & Maca**, in eco-responsible, compostable and fully recyclable packaging, by Nümorning

- 4 **Sunny**, circular innovation crackers and biscuits by Heisenberg
- 5 **Fig & Périgord AOP Walnut Crackers** by Résurrection: "the first snacking product brand that makes crackers from by-products: spent grains from beer brewing or apple pomace from cider-making. Our activity, committed to the ecological transition, is part of a circular, organic and local approach. Made in Dordogne"

## HOUSEHOLD PRODUCTS

- 6 **Veganbottle Go**, a plant-based and compostable drink bottle, without fossil resources and which reduces CO2 emissions by 30%, by Lys Packaging
- 7 **La Culotte Menstruelle**, waterproof, quick-drying, anti-odour, comfortable, sustainable and zero-waste period underwear, by Achel Lemahieu

# MACRO-TREND N°2

## FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

### Trend #2

The bulk wave,  
the refill habit

The other rising zero-waste option is to reuse, refill or even remove the container completely, to keep what matters: the content!

The refill logic even includes objects, to preserve the sustainable parts and change only the parts that wear out. Such as toothbrushes with replaceable heads, which bring about a 90% reduction in plastic use.

Bulk purchasing is completely shaking up our relationship with the object and the way we shop.

Everyone seems prepared to change their shopping habits: 91% of people would be interested in a practical container-refill service<sup>2</sup>.

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completely  
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There are technical innovations to support the “bulk” wave and in particular to make it possible to distribute all liquids: shampoo, fresh milk, and even sandwich spread.

Even the largest supermarket brands are now surfing the wave: Biocoop with its specific bulk store (ADN in Nation, Paris).

2 - 2019 Survey by PSFK & Suzy™: Closing the Loop With Sustainable Packaging



# PROOF IN PRODUCTS

FOR A ZERO WASTE CIRCULAR ECONOMY:  
the packaging, process & product revolution

## Trend #2

The bulk wave,  
the refill habit



## COSMETICS AND HYGIENE

- 1 **Natural Toothpaste** - Frosted Mint in a reusable, recyclable and returnable glass jar, by Endro
- 2 **La Maline**, wooden toothbrush with interchangeable heads, by Althode-J'aime Mes Dents
- 3 **Edith lin**, toothbrush with interchangeable heads (7 different heads) with bio-plastic handle made from French flax waste, by La Brosserie Française - Bioseptyl

- 4 **Biodegradable and refillable concentrated shower gels** to dilute, by Ioumi Provence

## SERVICES AND EQUIPMENT FOR SHOPS AND BRANDS

- 5 **Gravity**, solution for the bulk distribution of all everyday liquids, by R Cube Nord
- 6 **Spicoj**, system for selling spices in bulk while reducing waste, by Bulk and Co

- 7 **Vr'Acteur**, innovative, low-tech solution with low carbon footprint, for the in-store bulk distribution of all liquid products, by Qualivrac

- 8 **Zero Waste Dispenser**, bulk food dispensers made of 100% stainless steel and glass, 100% recyclable and zero waste, by Zero Waste & Co



# MACRO-TREND N°2

## FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

### Trend #3

#### Solid hygiene

Water-free cosmetics are inspiring every cosmetics category: treatments in stick format, solid perfume and even hair conditioner in a solid cube.

So what's so good about a water-free formulation? It is guaranteed preservative-free, as it's the water in cosmetics that leads to bacterial proliferation.

#### The promise of a zero- waste bathroom

This new generation of cosmetics goes further still, by backing the promise of a zero-waste bathroom - this is when the container can be substituted, eliminated or made lighter due to a solid content. It's far more practical for travelling light and also means that you don't have to worry about the volume of bottles!



## PROOF IN PRODUCTS



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### COSMETICS AND HYGIENE

- 1 Jojoba Oil Solid Make-up Remover, by Comme Avant (SI-Créative)
- 2 Toothpaste in tablet form and to chew, by Paos
- 3 Conditioner bar, by Lamazuna
- 4 En Corps Sage, solid perfume, alcohol-free and non-photo-sensitising, by Nomadsens

# MACRO-TREND N°3

## FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

### Trend #1

Art de vivre  
with healthy,  
attractive products  
and ancestral  
ingredients

The quest for good health is now combined with a natural, dynamic and aesthetic diet, which aims to reinvent our habits while satisfying our taste buds and our needs.

Recipes are becoming treasures of reinvention (vegan, gluten-free, raw, etc.) and dishes real works of art. To achieve this, chefs and brands draw on ancestral pharmacopoeia, star or new ingredients, traditional

recipes, etc. to mix, season and thus make new, healthier and always surprising recipes.

The aim is to have dishes, drinks and even cosmetics that are increasingly powerful, in every sense of the word.

Reinvent our  
habits while  
satisfying our  
taste buds and  
our needs

## PROOF IN PRODUCTS



### FOOD

- 1 **Organic honey and turmeric preparation**, by Abeille Royale (Culture Miel)
- 2 **Black garlic honey** from the south-west of France, an excellent terroir for garlic, by L'Étuverie
- 3 **Arjuna Ginger Bites** with Turmeric, an organic sweet made of fresh turmeric, ground ginger and coconut sugar, by The Ginger People
- 4 **Shot of ginger and Demeter-certified turmeric**, by Voelkel
- 5 **Puffed crisps** with seaweed & coral lentils, an innovative recipe replacing flavours with seaweed flakes, by Bord à Bord

# PROOF IN PRODUCTS

FOR SUSTAINABLE, RADIANT  
AND HAPPY CONSUMPTION!

## Trend #1

Art de vivre with  
healthy, attractive  
products and ancestral  
ingredients



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## FOOD (NEXT)

- 6 **Delicate Mango-Curry sauce** with 77% fruits and 0% additives, by Le Coq Noir
- 7 **Red lentil, Mango and Curry Spread**, by Bonneterre & Cie
- 8 **Unaju**, sparkling mandarin & orange drink with low glycaemic index by Unaju

- 9 **Morning Latte** with cocoa and maca (energising) and coconut blossom sugar (low glycaemic index), an alternative to coffee with sugar, suitable for children and even mothers-to-be, by Nümorning
- 10 **Jam** made entirely from red berries and pomegranate (low glycaemic index), by Confit de France
- 11 **Sausage** made from roasted buckwheat from Brittany, exclusive recipe by Kervern

## COSMETICS AND HYGIENE

- 12 **Najel**, Aleppo soap with organic charcoal, made from olive oil and bay laurel oil, by Laboratoire Najjar
- 13 **Lip treatment**, ayurvedic stick with sacred basil and green mandarin, by Le Secret Naturel

# MACRO-TREND N°3

## FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

### Tendance #2

The art of  
fermentation  
& infusion

Fermenting food is trendy and extremely healthy: it multiplies the properties and potential of any fermented ingredient, in addition to its interesting powers of conservation.

Trendy in the West for two years now, influenced by Asia (and in particular kimchi), it is now taking on new forms. Fermented foods were first presented as healthy food by star restaurants, such as Noma in Copenhagen, four times voted best restaurant in the world (and which has even published a book on the subject). It then became more widespread with kombucha (sparkling fermented drinks with different flavours), which is now inspiring numerous drinks in bars and on supermarket shelves. Flavoured teas have even become part of the trend.

Fermentation is now booming in France and the United States, adjusting to the codes and rituals of generations Y and Z, via:

- Dedicated shops, like Fermentation Générale in the 11th district in Paris.
- Ferment-it-yourself workshops, from Los Angeles to Lyon, as seen with In Cuisine (Place Bellecour) in May
- And even festivals with the Austin Fermentation Festival

The art of fermentation is set to experience new horizons: after kombucha, hops and lactofermented vegetables, the “fermentation teacher” Jessica Wang is exploring the fermentation of flowers in the United States.

Fermentation  
is now  
booming in  
France and the  
United States

## PROOF IN PRODUCTS



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### FOOD

- 1 **Kombucha**, ginger and yuzu, by So Kombucha
- 1 **Karma Kombucha Limited Edition** combining the benefits of kombucha, the strength of ginger, the virtues of turmeric and the acidity of yuzu, by Biogroupe
- 1 **Les Infusés - Yaourt fraise / Hydrolat basilic X2**, by La Lémance

### COSMETICS AND HYGIENE

- 4 **Infusion Divine**, Dry Oil, with the highest percentage of organic product on the market: 83%, by Florame

# MACRO-TREND N°3

## FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

### Trend #3

Responsible,  
design-led  
packaging

Packaging is being completely overhauled.

We have seen that it is becoming increasingly ecological and ethical... But organic packaging is now increasingly aesthetic too.

The brown paper & cardboard sector is becoming more refined and different approaches are emerging:

Communication  
on packaging is  
also developing

- Enhanced naturalness, giving precedence to illustration rather than photography, to stylise the ingredient and raise the content to the status of a work of art.

- Organic geometry, which gives the product a very modern and graphic look.

Communication on packaging is also developing, adding a welcome touch of humour.

## PROOF IN PRODUCTS



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### FOOD

- 1 Vivani superior dark chocolate 100%+ cocoa chunks, by EcoFinia GmbH
- 2 Honduras Bio Max Havelaar detox coffee, by Kafé Naka
- 3 Sunny, circular innovation crackers and biscuits by Heisenberg
- 4 Medi Hemp, Bio Latcha Latte, by Deep Nature

- 5 Pre-cooked and marinated tempeh, by Bumi Organics BV

- 6 Fig & Walnut Crackers by Résurrection: "the first snacking product brand that makes crackers from by-products: spent grains from beer brewing or apple pomace from cidermaking."

### DIETARY SUPPLEMENTS

- 7 Bédouze Pomme Bio, vitamin B12 with eco-responsible packaging: plastic-free, refillable and even reusable with its removable label, by SAS Les Bio Frères



Pascale Brousse is decoding for you the major trends of 2020. Green, clean and sustainable lifestyle expert for the past 20 years, Pascale Brousse founded Trend Sourcing in 2000.