



The 2022 LIVE KIND® Trend Report





Since 2004, **KIND has been on a mission to create a kinder and healthier world** – one snack and one act at a time. Its iconic KIND® bars – made with real, recognizable ingredients – **sparked the growth of an entirely new healthy snacking category**. KIND's family of over 100 snacks all lead with a nutrient-dense first ingredient, such as nuts, whole grains or fruit, and are not made with genetically engineered ingredients, sugar alcohols or artificial sweeteners.

At KIND, we pride ourselves on our **unique approach to product innovation and social responsibility**. Our team includes a variety of experts within the wellness, flavor and ingredient spaces as well as community advocacy, sustainability and kindness, to help ensure that we are living our mission.

The following fourth-annual report forecasts the top ten trends we predict to see across food, nutrition, wellness and corporate social responsibility for the upcoming year. **It's a compilation of thinking from our own experts as well as external practitioners, organizations, and Registered Dietitians.**





under the sea

When it comes to eating foods bursting with nutrients, most people are neglecting sea vegetables – until now! The sea is rich with a wide variety of vegetables to try – from popular kelp and wakame to lesser-known dulse and kombu. Sea vegetables will be popping up in your favorite dishes, with items like kelp burgers and seaweed chips, hitting shelves and restaurants soon.





bite-sized appetites

Next year most of us will be slowly returning to our busy lifestyles and so will our snacks. Prepare to see brands introducing bite-sized or mini snack items to help folks eat on-the-go in a portion-controlled format. Products like savory egg and sweet cookie bites, energy balls and KIND® Minis will become even more popular next year.





Latin American flavors go mainstream

We are expecting to see a rise in food products using Latin American flavors, ingredients and traditions to bring new life to mainstream favorites. You will see Latin American ingredients and spices like casava, plantains, pimento seeds and aji peppers in food products and on menus next year.





celeb-food brand mashups

Prepare for your favorite celebrity to partner with your favorite food brand to create limited-edition items you had no idea you needed! We're already seeing out-of-the-box partnerships to create innovative products that deliver on taste and entertainment, and we'll continue to experience a rise in these collaborations.



: @veganyzzy #KINDPartner #AD



TikTok recipes

Forget about finding delicious, easy and creative recipes from traditional sources like magazines, TV or your Grandma, folks will be flocking to TikTok for recipe inspiration. TikTokers have made dishes like baked feta pasta, ramen lasagna and ice cream bread household names and we're already drooling for next year's viral recipes. Follow what we're up to on TikTok at [@kindsnacks](#).





mood foods

As we prepare to experience continued unknowns next year, we anticipate a spotlight on new foods, like Ashwagandha, dark chocolate, rhodiola and oats, that can help us *feel* good.





eating all the whole foods

We anticipate there will be a shift from cherry picking just one positive ingredient in our meals to considering the overall nutrients in our food, with an emphasis on eating whole foods whenever possible. Think swapping your packaged snack for a whole nut, fruit, vegetable, or legume. We're going to go way back to basics and prioritize eating nutrient-dense whole foods that don't require labels next year.





collective sustainability activism

As people continue to prioritize the planet, we predict to see a shift in the sustainability conversation from individual activism to *collective* activism. In the past, there's been a great emphasis on how individuals can be more sustainable in their daily lives, but to make a greater impact, collective activism will unite large groups of people to demand big changes from organizations and entire countries. Examples of this movement include: employees sending open letters or going on strike to demand corporate changes, city-wide protests and lobbying politicians with like-minded people.





rise and rest

After hitting the at-home workout circuits hard for over two years, the next big movement moment will focus on maximizing recovery days to soothe sore muscles, and boost circulation and relaxation, with items like sleeping mats, sauna blankets and theraguns. Make your rest days count!





new ways of working

New year, new ways of working! As many companies prepare to head back to the office in 2022, they will do so with key learnings gained from remote working.

We've learned that team members need more time to do what they love in order to alleviate rising levels of burnout and predict to see more companies experimenting with a four-day workweek.

At KIND, we grant team members five extra days off to refocus from day-to-day business to live our mission of being kinder to our bodies and communities.

We'll continue to see companies granting team members the extra time to increase productivity, happiness and overall wellbeing.

