

LEO & DRAGON

The Raise of Ancient Remedies, African Diaspora and Women's Health at CHFA 2025

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chfa.
NOW Natural
Organic
Wellness

The Rise of Ancient Remedies, African Diaspora and Women's Health at CHFA 2025

The Canadian Health Food Association (CHFA) showcased a category in constant evolution, where **innovation** meets **elevating the traditions**. This year's spotlight revealed a vibrant mix of women-first health solutions, nostalgic treats with functional upgrades, ancient remedies reimaged, and bold frontiers of African diaspora.

According to MenuData, Bone Broth has a **4.48%** growth rate and **over half** of consumers now seeking organic ingredients, showing a growing interest for food that's both functional and nourishing.

From **functional** chocolates designed to ease menstrual pain to **nutrient-packed** bone broths and Afro-Caribbean **wellness** beverages, brands are addressing wellness with both creativity and cultural depth.

We break down **eight standout trends** that will **shape the Canadian food landscape in 2026 and beyond**.



8 Trends of CHFA Fall 2025



Women's First



All About Animal Protein



Functional Nostalgia



New Twist Hydration



Ancient Remedies



Next Generation Protein



African Frontier



Alternative Caffeine Boost

Power to Her: Women-Led Wellness

Women's wellness is taking the spotlight, with products designed to support hormone health, menstrual comfort, and overall balance. Many brands are proudly highlighting female founders and community-driven missions alongside their functional innovations.

Code Red: Canada's first functional chocolate for menstrual pain
Ovy Wellness: Balance Bite Phase for natural hormone support



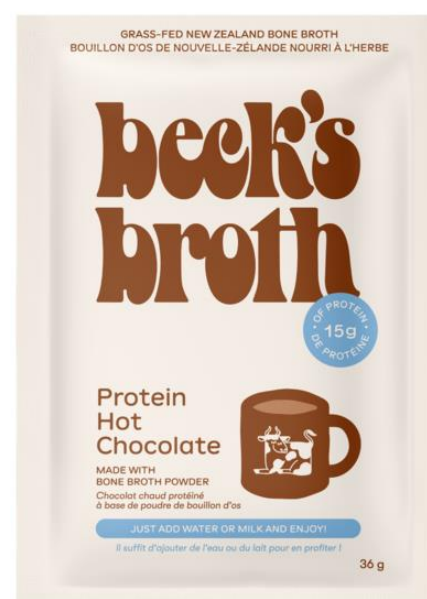
Back to the Bone: Animal Protein Reimagined

From traditional broths to creative protein formats, animal-based products are being celebrated for nourishment, quality sourcing, and transparency. These offerings highlight heritage cooking while meeting modern convenience and functional needs.

Beck's Broth: High protein hot chocolate made from bone broth

Broya: 100% grass-fed bone broth chocolate

Southern Recipe: Small batch pork rinds



Retro, Reinvented: Functional Nostalgia

Classic treats are being reinvented with a better-for-you twist, bringing comfort foods into the wellness era. High protein, fibre, and plant-powered formulations transform familiar favorites into guilt-free indulgences.

Pod Squad: Bean-powered waffle crisps

Fit Treat: Guilt Less Cookies with sunflower butter



Sip Smarter: The Future of Hydration

Hydration is evolving beyond bottled water into functional, mineral-rich, and electrolyte-powered formats. These new beverages promise to refresh, replenish, and energize in clean-label, natural ways.

Cwench: Functional hydration drinks

Origen: Sea water electrolytes



Roots & Remedies: Ancient Wisdom, Modern Wellness

Traditional wisdom is inspiring modern wellness through soups, brews, and tonics rooted in ancient practices. From Chinese medicinal soups to probiotic sodas and chaga brews, these remedies are being reintroduced in convenient, accessible formats.

Souper Well: Chinese soup remedies for digestion, rest, and relief

Gingerbug: Ginger probiotic soda

Functional Fungi Brew: Steeped chaga



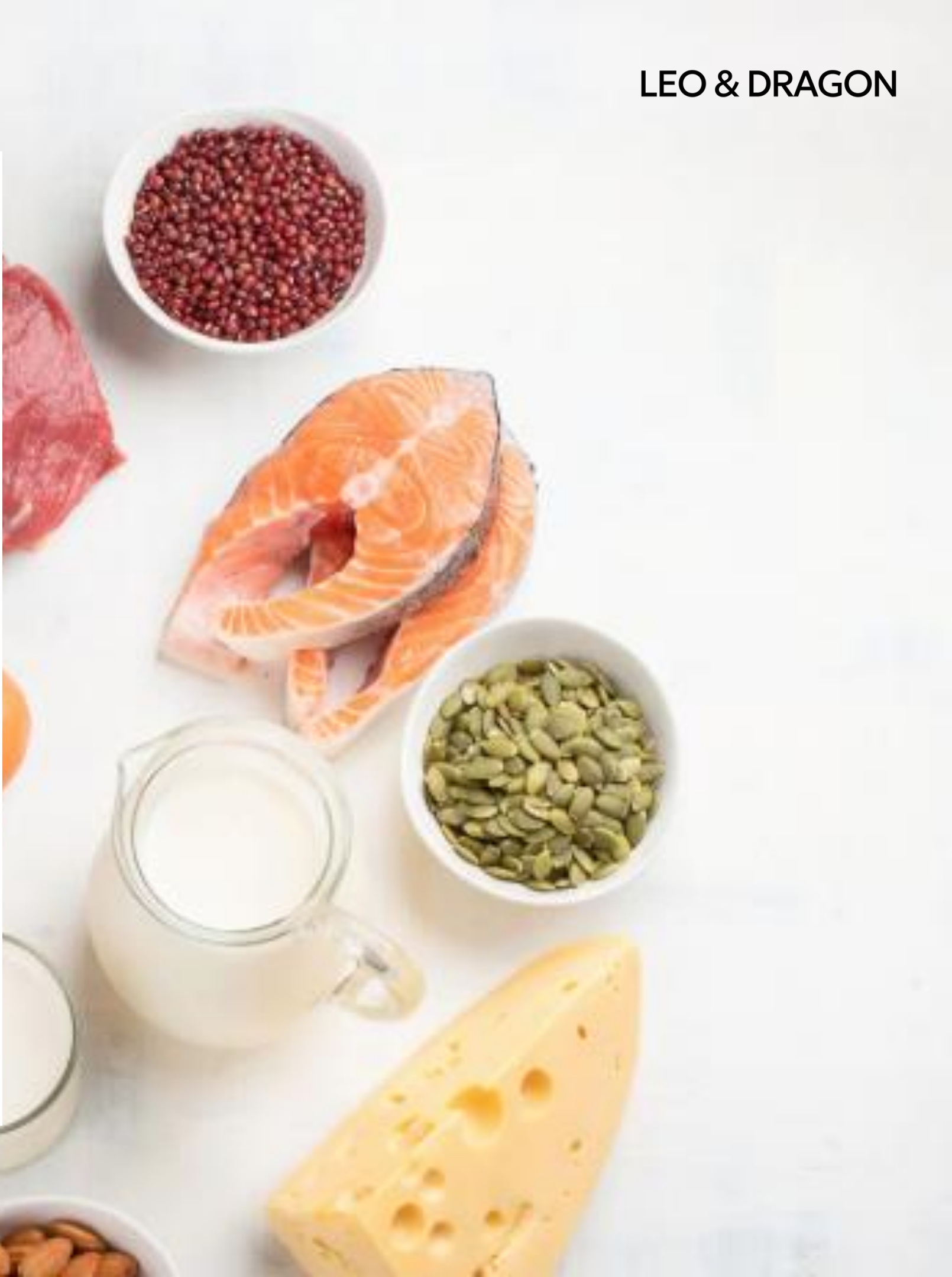
Protein, Perfected: Next-Gen Performance Foods

Protein is expanding into new categories, with innovations in plant-based deli slices, protein-rich snacks, and functional pastas. These products deliver high counts with clean labels, offering everyday ways to fuel an active lifestyle.

Prairie Goodness: Baked lentil chips with 9g protein

Otelia: Protein pasta with 21g protein

Jujus: High-protein cookie dough 24g



Flavors of the Motherland: African Food Frontiers

African and Afro-Caribbean flavors are stepping into the spotlight, introducing nutrient-rich ingredients and bold spices. These products connect culture, flavor, and functional benefits like antioxidants, fibre, and anti-inflammatory properties.

Royal Tiso: Multi-purpose hot sauce for grilling, bbq, and more

Kula Foods: Afro-Caribbean spice blends

Kugurt Drinks: Hibiscus juice, Tiger Milk, Millet Drink



Buzz Without the Brew: Alternative Energy Boosts

Energy is being reimagined with portable, innovative caffeine formats that go beyond coffee and energy drinks. From caffeinated gum to matcha lemonades and functional bars, brands are finding cleaner, more creative ways to fuel the day.

Sunii: Energy gum with 50mg caffeine

JOLT: Functional bar with the caffeine of an espresso shot

Seta: Match Lemonade “Reconnect with Nature”



The Familiar Future of Food: Modern Indulgence Meets Timeless Tradition

This year's **CHFA** highlighted a clear evolution toward wellness with purpose, blending functional innovation, cultural inspiration, and comfort reimaged. From women-first health solutions to nostalgic snacks with modern upgrades, the show reflected a consumer desire for products that feel meaningful, rooted in heritage, and aligned with everyday lifestyles.

Future Outlook:

- 1. Women's First, Wellness First:** A surge in products tailored for women's health signals growing attention on hormone balance, menstrual comfort, and female-led innovation.
- 2. Protein Without Limits:** Protein continues to dominate, expanding into snacks, pastas, broths, and even desserts, cementing its role as the anchor of functional food.
- 3. Bone Broth Reinvented:** Expect innovation in snacks and beauty leveraging the nutritional benefits of bone broth from protein, amino acids, electrolytes to collagen.
- 4. Ancestral Wisdom, Modern Living:** More innovation in beverages, snacks and frozen meals leveraging ancient remedies and family traditions being reintroduced in modern convenient, accessible formats.
- 5. African Flavor Frontiers:** African and Caribbean-inspired ingredients are carving new space in the wellness aisle, offering nutrient-dense, flavorful, and culturally rich options.

The 2025 **CHFA NOW** show made it clear: today's consumer is looking for **function with tradition**, products that balance health and indulgence, while connecting them to heritage, culture, and community.

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Thank you!