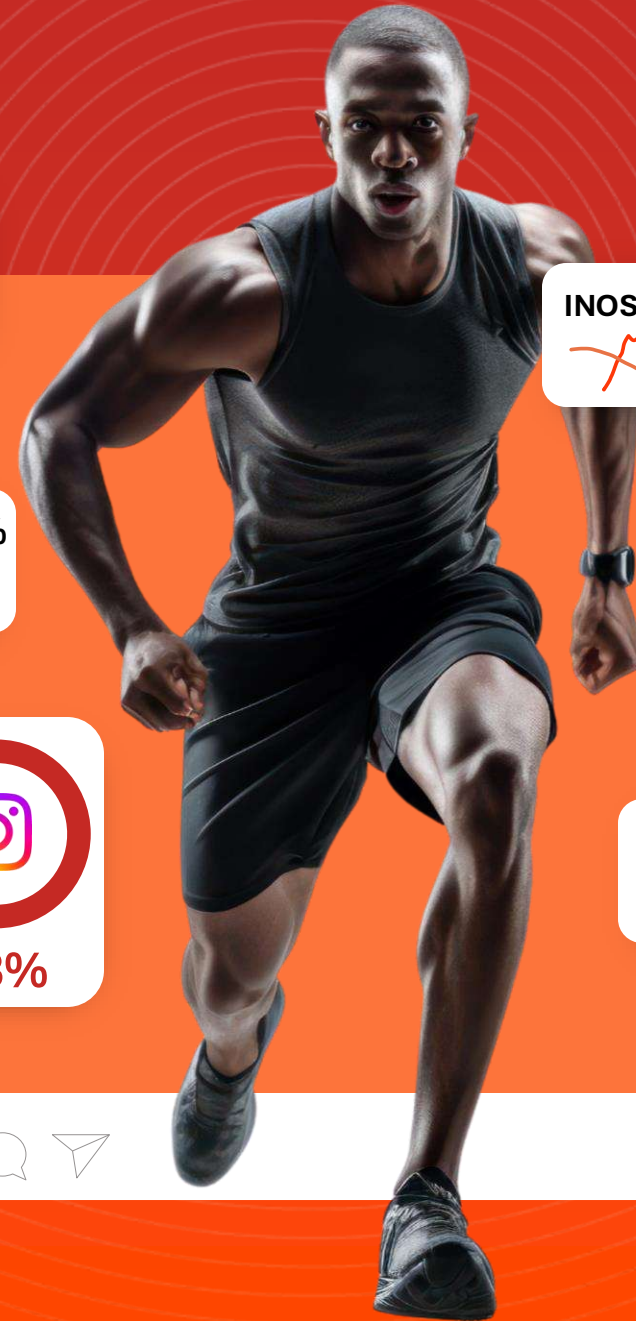
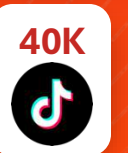
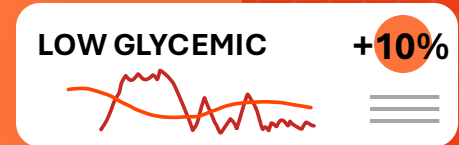
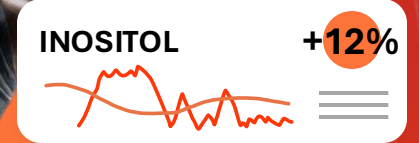
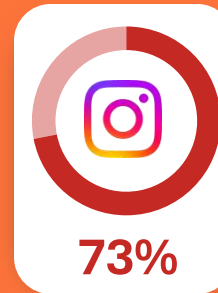
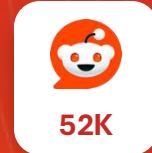


BIOHACKING

Food and nutrition
trends for 2025+



What is **biohacking**?

Biohacking has evolved from science fiction to a niche subculture and now a rapidly growing movement for everyday consumers in the USA.

It's DIY biology. A way to upgrade your body and brain.

From smart pills and cold plunges to sleep gadgets and gene tweaks, biohackers are on a quest to push the human limits of health and performance.

Technology has played a key role in the growth of the biohacking trend.

Apps and wearables provide consumers with real-time data and insights for optimizing their well-being.

It's a pathway to living a longer, healthier, happier life. And who doesn't want that?

In this report, we will analyze how this trend is manifesting in the **Snacking** and **Supplementary Nutrition** spaces.

We will explore the emerging trends and new opportunities for brands in 2025.



Examples of **biohacking**

We are Black Swan Data

The insights inside this report do not come from surveys, panels or focus groups. There are no questions asked. Nor any prompted responses.

Our technology applies AI and predictive analytics to millions of social and online posts to understand consumer behavior.

It identifies, contextualizes and predicts future consumer needs and emerging trends with **89%** accuracy.

Leading CPG brands are leveraging this data to make faster, more confident, evidence-driven decisions along each stage of the innovation process.



Our data explained

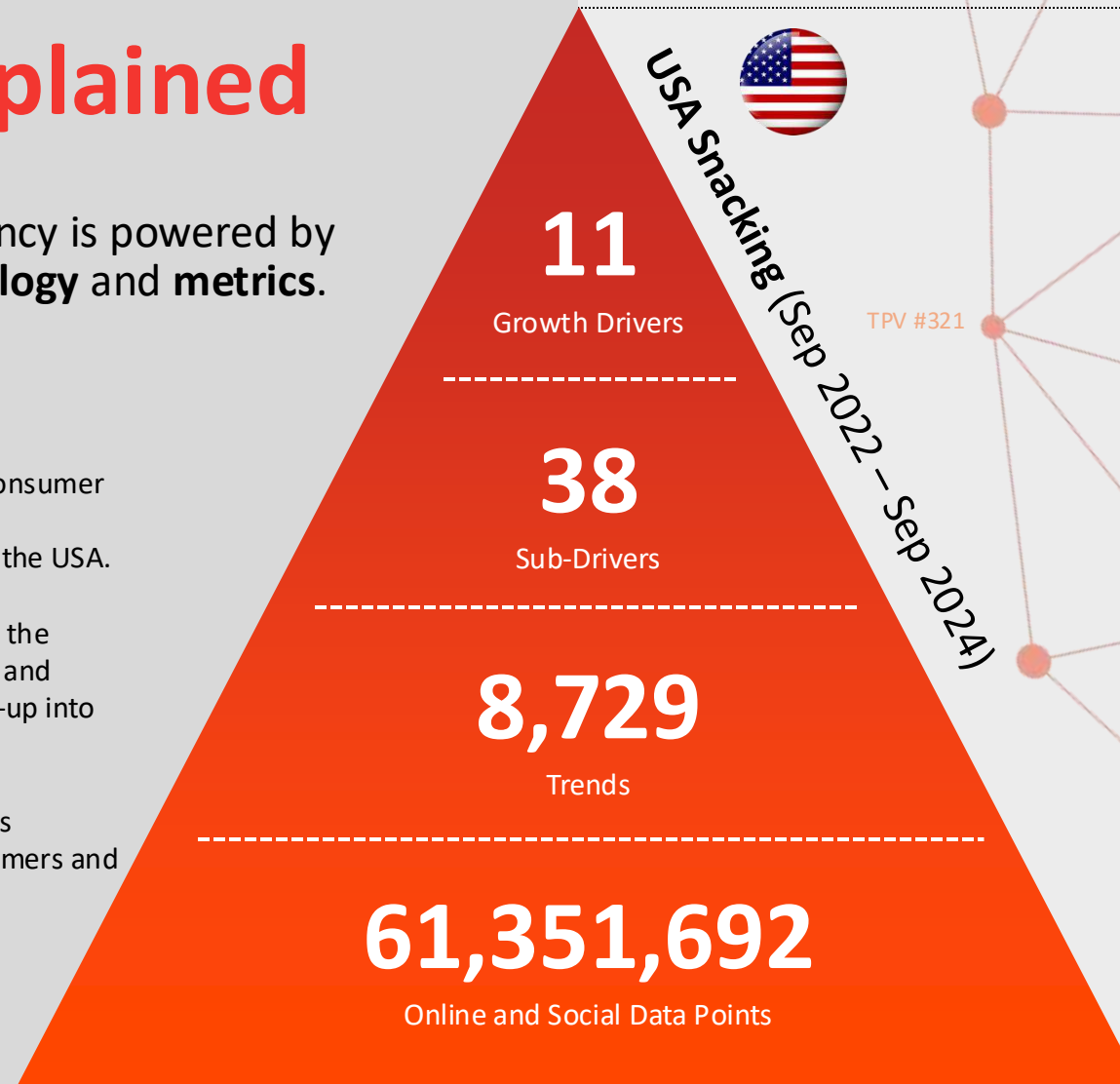
Our platform and consultancy is powered by our unique **data, methodology** and **metrics**.

How does it work?

Our platform retrieves all the relevant consumer posts in a category; in this example, **61+ million** posts related to **Snacking** in the USA.

We use AI and data science to isolate all the individual trending topics and behaviors and understand how they cluster and ladder-up into category growth drivers.

This dynamic segmentation framework is refreshed monthly and evolves as consumers and the category evolves.



Metrics

Trend Prediction Value (TPV)

Ranks every trend based on its future growth potential.

Volume

Total number of unique posts over a 2-year timeframe.

Growth

The year-on-year increase or decrease in conversation volume around a trend.



TPV #4

Why do people **biohack**?

Our data has uncovered **7 essential needs-spaces** driving biohacking and some of the key themes associated with them.

Sleep Upgrades

Advanced tracking methods reveal how specific nutrients and compounds (such as L-Theanine, Melatonin and Tryptophan) influence sleep cycles and recovery metrics.

Performance Power

Blood panels, nutrient timing algorithms and real-time metrics are used to create individualized nutrition programs that synchronize with training and recovery.



In this report we will focus on how consumers are biohacking their **hormones**.

Hormone Optimization

The mix of carb cycling, intermittent fasting and other programs with supplementation can enhance endocrine function and hormonal sensitivity.

Cognitive Edge

Consumers use cognitive testing, neuroimaging markers and other metrics to create personalized brain-boosting protocols that optimize neural plasticity, information processing and mental clarity.

Mood Boosts

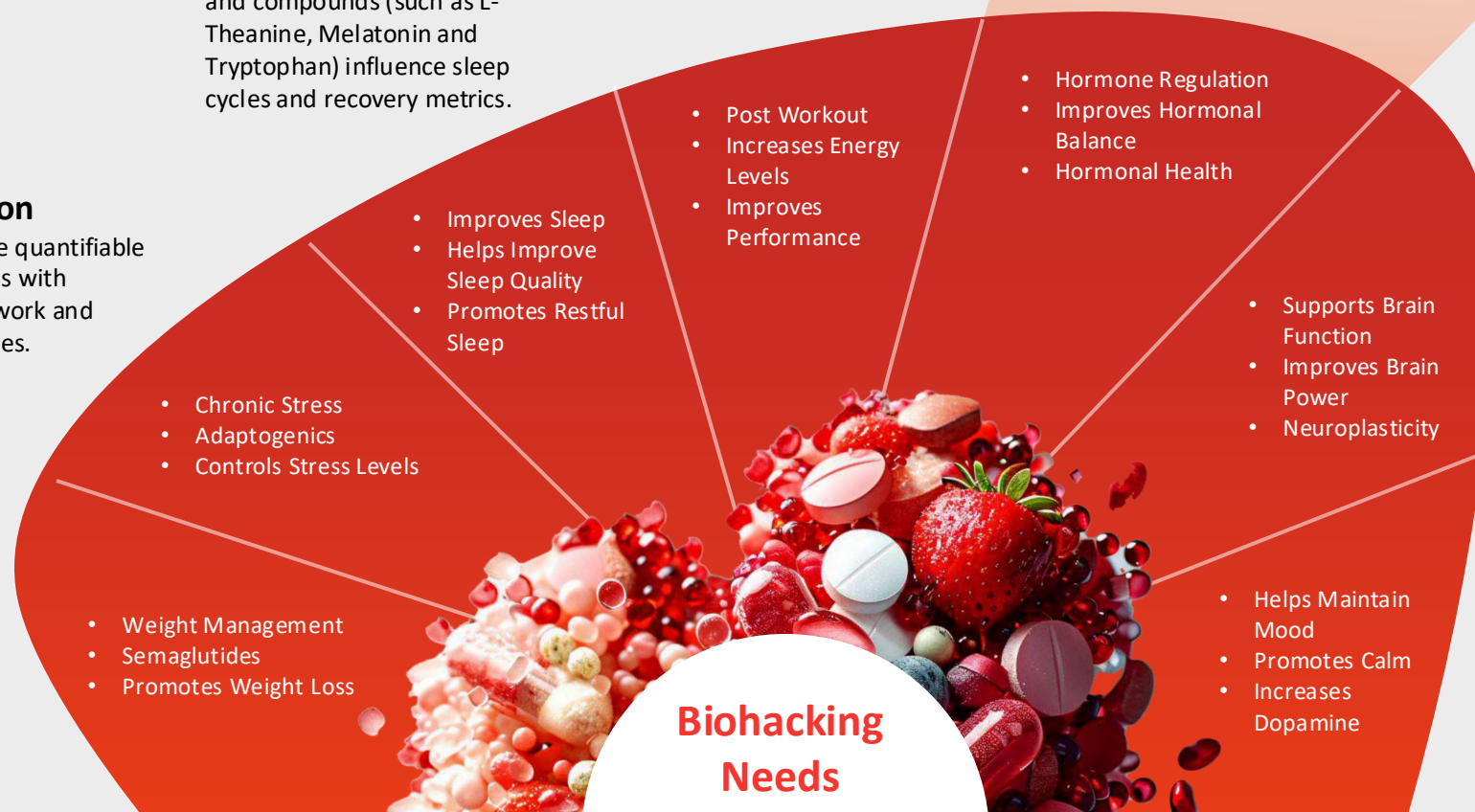
Mood optimization through nutritional biohacking combines precise dietary intervention with targeted supplementation to enhance neurotransmitter function and emotional resilience.

Stress Reduction

Consumers combine quantifiable data from wearables with meditation, breathwork and mindfulness exercises.

Metabolism Control

Consumers combine proven weight loss strategies – such as caloric management, protein optimization and regular exercise – with more targeted interventions like metabolic tracking.



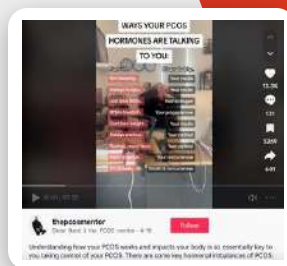
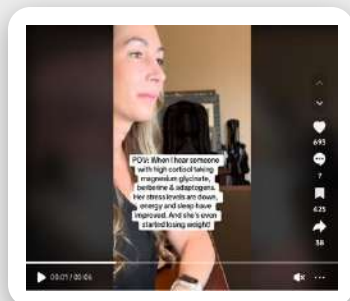
Hormone **regulation**

Consumers are biohacking their **blood sugar levels** to manage hormonal conditions.

Disorders like **Polycystic Ovary Syndrome (PCOS)** and diabetes are being actively managed through DIY combinations of supplements and dietary changes.

Whilst a range of long-standing pharmaceutical options exist in this space – from birth control, androgen blockers, metformin and Ozempic - consumers are overwhelmed with the complexity of options available and don't want the nasty **side effects**.

Instead, they are seeking simpler, more **natural** and **holistic** solutions for regulating insulin sensitivity and hormonal health.



Trends consumers associate with
Hormonal Regulation

Snacking

TPV #132
Vol: 256
Growth: +11%

**Increases
Insulin
Sensitivity**

Supplementary Nutrition

TPV #117
Vol: 368
Growth: +16%

Snacking

TPV #271
Vol: 1,156
Growth: +11%

Diabetic Diet

Supplementary Nutrition

TPV #3
Vol: 769
Growth: +85%

Snacking

TPV #181
Vol: 1,875
Growth: +3%

**Balances
Blood
Sugar**

Supplementary Nutrition

TPV #88
Vol: 1,089
Growth: +30%

#181 is a Trend Prediction Value (TPV). It's a ranking metric based on a trend's predicted growth – helping brands decide which trends to prioritize in a crowded space.

CATEGORY DEEP-DIVE

Hormone optimization in snacking

Dietary strategy plays a crucial role in improving insulin sensitivity – but the snacks on offer make it **inconvenient**.

Our data reveals consumers are moving towards **low-glycemic diets** to stabilize their blood sugar and lose weight.

These diets focus on **high-fiber foods** (like legumes) and **complex carbohydrates** (such as whole grains) paired with a protein.

Intermittent fasting, low-carb and **ketogenic diets** are also noted for reducing glucose levels and promoting better metabolic control.

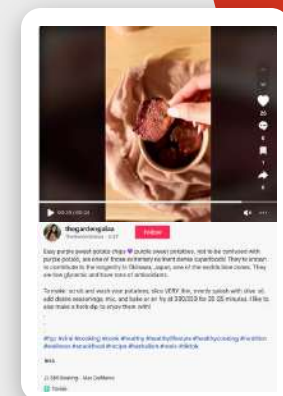
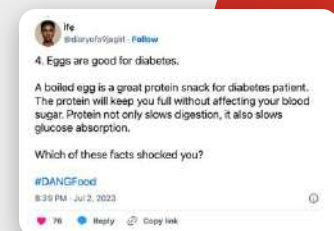
To win this space, brands need to help make these dietary strategies more convenient.

It's hard for consumers to find snacks that align with these diets.

Most ready-to-eat snacks are **ultra-processed**, high in sugar and refined carbs.

Brands should stop marketing snacks with hidden sugars (like honey or syrups) as 'healthy'.

Unclear labelling also makes the nutrient content of these snacks opaque.



Healthy Oils

TPV #25
Vol: 2,676
Growth: +51%

Anti-Diabetic

TPV #75
Vol: 1,022
Growth: +4%

Keto Friendly

TPV #93
Vol: 17,982
Growth: +37%

Fiber Rich

TPV #202
Vol: 50,746
Growth: +23%

Low Glycemic

TPV #229
Vol: 6,346
Growth: +10%

High Protein

TPV #309
Vol: 208,024
Growth: +35%

Trends consumers associate with
Hormonal optimization

Brand spotlight

One Bite's low-glycemic protein bar is a tasty snack that helps to lower blood sugar levels.

Their range of **low-glycemic** bars, gummies and cookies are formulated by medical experts and nutritionists.

The pistachio protein bar in this example includes **inositol** to help manage hormones.

As well as **rosemary**, **blueberry extract**, **marine collagen** and other functional ingredients.

This product is specifically targeted at the key needs in this space.

Not only is it low in sugar, the hero ingredients and key benefits are clearly labelled.

The website even includes a 'science center' with information about **glycemic load**, healthy lifestyle and **longevity**.

One Bite is providing consumers with a ready-to-eat snack that fits in with their diets – and making insulin management much more convenient.



Helps Maintain Blood Sugar Levels

TPV #59
Vol: 1,042
Growth: +38%

Inositol

TPV #112
Vol: 3,502
Growth: +27%

Low Glycemic

TPV #229
Vol: 6,346
Growth: +10%

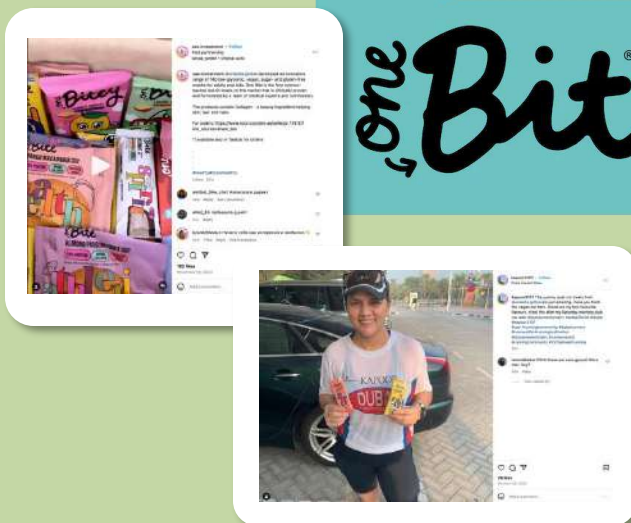
Reduced Sugar

TPV #238
Vol: 5,680
Growth: +7%

High Protein

TPV #309
Vol: 208,024
Growth: +35%

Trends consumers associate with **One Bite**



CATEGORY DEEP-DIVE

Hormone optimization **in supplements**

Consumers are searching for **natural, holistic solutions** to complement or even replace traditional medications.

This includes **berberine, fish oil, flaxseed oil, chromium, cinnamon, alpha-lipoic acid, inositol** and **vitamin D** – all known for lowering blood sugar.

Consumers are exploring herbal remedies like **chasteberry, black cohosh** and **myoinositol** – particularly for women's health issues.

Herbs like **bitter melon, turmeric** and **moringa** are also trending due to their antidiabetic properties.

The consumer pain in the supplements space is driven by a distrust of traditional meds.

They don't like having to take more and more pills or ingest unknown chemicals. Consumers are also confused by the multitude of pharmaceutical options and their **varying claims**.

For nutrition and supplements brands to remain relevant in this space, they must pivot to more **natural formulations**.

Consumers are already moving towards foods and drinks that include these natural, functional ingredients to replace extended pill routines.

Lowers Blood Glucose

TPV #73

Vol: 1,077

Growth: +11%

Holistic

TPV #199

Vol: 9,557

Growth: +18%

Natural

TPV #437

Vol: 202,574

Growth: +1%

Herbal

TPV #383

Vol: 65,770

Growth: +8%

Myoinositol

TPV #2

Vol: 2,899

Growth: +48%

Berberine

TPV #447

Vol: 10,149

Growth: +29%



Trends consumers associate with
Hormonal optimization

Brand spotlight

METABO LOVE by Love Wellness is a natural solution for balancing blood sugar.

It's made from mostly natural ingredients, including **organic green tea** and other **botanicals**.

The branding includes 'made with love for your hormones'.

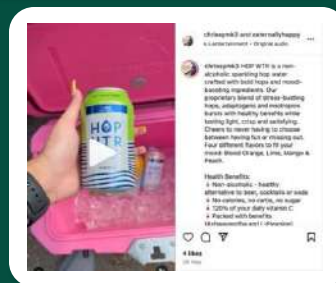
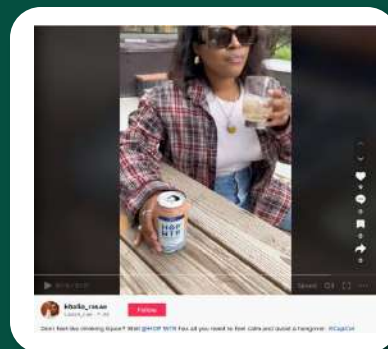
With no inclusion of sugars, syrups, artificial colors or flavors.

Chromium Picolinate is a new hero ingredient that helps to support balanced blood sugar levels.

This products appeals to consumers because it consists of very few, traceable ingredients.

It's a more natural alternative to traditional meds for balancing blood sugar, without the side effects.

And while it was still made in a lab, the brand creates a sense that METABO LOVE is not an artificial pharma product – and its benefits stem from natural origins.



Balances Blood Sugar

TPV #88
Vol: 1,029
Growth: +30%

Natural

TPV #437
Vol: 202,574
Growth: +1%

Trends consumers associate with **METABO LOVE**

Chromium Picolinate

TPV #17
Vol: 1,204
Growth: +31%

Improves Hormonal Balance

TPV #280
Vol: 130
Growth: +11%

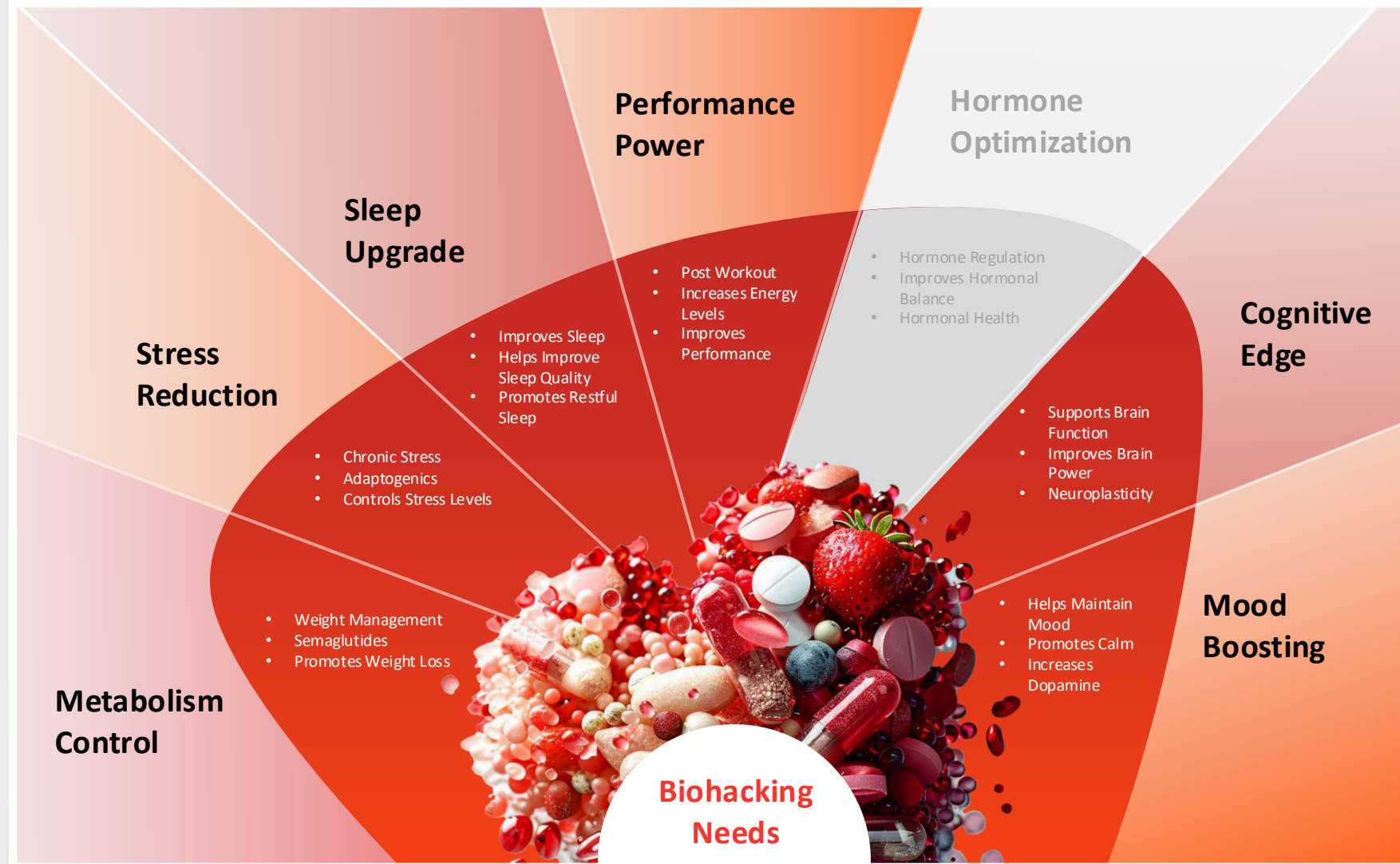
Want the full picture?

In this report we've only explored a fraction of the **biohacking** space.

From **Sleep** to **Performance**, the impact of **Ozempic** or **cross-category** trend influences – we can help answer your burning insight questions.

If you would like to explore the emerging trends and opportunities across any of the other need-spaces, get in touch.

We can also map your brand, portfolio or demand spaces to this framework to analyze and determine 'where to play' and 'how to win' in 2025+.



Insight & Innovation solutions that **fit your needs**

We've only just scratched the surface of how our data and prediction metrics can **identify growth drivers, emerging trends and innovation opportunities** in the food and beverages categories.

Our **expert consultancy** and **self-serve platform** deliver the agility and answers our customers need in an increasingly challenging marketplace.

To find out how we can **kick-start your innovation process**, please get in touch.



Strategic Consultancy

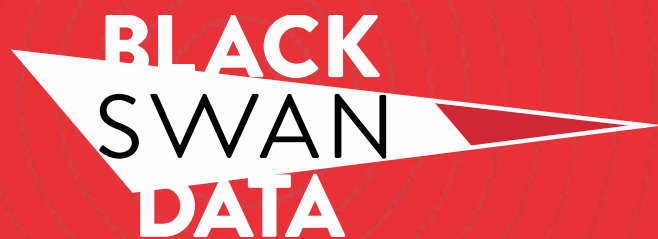
Lean on our expert consultants to jumpstart your insights transformation and apply the power of our data to answer your key business questions, including:

- Future of Category Mapping
- Activating Demand Spaces
- Ideation and NPD Springboards



Always-On Data

- Never miss a trend again with AI-powered predictions at your fingertips
- Our platform powers key tasks along the innovation process with evidence and predictive metrics
- Delivers enterprise-wide competitive advantage through smarter, faster more consumer-centric innovation programs



Authors



Micheala Oncker
Insights Consultant



Nicole Krouse
Insights Director

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