



The Health Food Manufacturers' Association and the natural products industry emerge from lockdown with renewed vigour

[London, 18 September 2020]

Coinciding with the September launch of an exciting new industry-first consumer engagement campaign, HealthyDoesIt, the Health Food Manufacturers' Association (HFMA) today announces that interest in membership of the HFMA, and the natural products category generally, is at an all-time high. Sales of natural health foods, vitamins and supplements have risen by 21.8%ⁱ in August 2020, as consumers increasingly recognise the value of investing in their health naturally.

And at its most recent meeting the HFMA Council approved the membership applications of six companies, all of which will benefit from the HFMA's unparalleled support and expert advice. Two of these are major companies in the sector, Weleda and A.Vogel, making a welcome return to membership.

The HFMA remains the most proactive and vocal trade association in the natural products sector, a good example of this being this month's launch of a direct-to-consumer marketing campaign (healthydoesit.org) to bolster the interest in the industry following the COVID-19 pandemic. The HFMA has united manufacturers and health food retailers to educate and encourage consumers to seek the benefits of the natural products industry via a new website and by visiting their local high street health stores.

Executive Director of the HFMA Graham Keen says, *"Now more than ever, it is important to work collectively as an industry to support consumers to better maintain their health and wellbeing through the use of natural products. Despite the unprecedented challenges posed this year to all industries, we have supported our members tirelessly and as such interest in new membership has never been stronger. Our proven record of helping our members to future-proof their businesses, providing unrivalled expert advice and outstanding service in relation to regulatory processes means that our members are confident and energised about the year to come."*

The work of the HFMA represents the interests of its members and aligns the natural products industry firmly with the UK's political agenda. Two recent Government initiatives, #ShopLocal and 'Tackling Obesity' are acutely relevant to both 'HealthyDoesIt' and the ongoing work of the HFMA on behalf of its members, including successfully lobbying the UK Government to keep health stores open as a vital part of the country's health and economy during lockdown.

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The HFMA

The Health Food Manufacturers' Association (HFMA) is the voice of the UK's natural health industry and represents more than 125 manufacturers and suppliers of natural health products.

Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information. For further information about the HFMA, visit www.hfma.co.uk.

ⁱ IRI Retailer Advantage | Total Market | Food & Non Food | Latest Week (w/e 29.AUG.20)