

John Villafranco Quoted in Nutritional Outlook's 2025 Nutraceutical and Natural Product Industry Editorial

[John E. Villafranco](#)

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Partner [John Villafranco](#) was quoted in the *2025 Nutraceutical and Natural Product Industry Outlook: Insights from Nutritional Outlook's Editorial Advisory Board's Q&A* on the nutraceutical, natural product, and health and wellness industries' challenges and trends for 2025.

"Consumer behavior in 2024 marked a significant shift toward "natural" and "herbal" health products, reflecting a growing consumer preference for holistic remedies over pharmaceuticals. This trend is expected to persist and gain momentum through 2025," said Villafranco.

"Customers are scrutinizing ingredients and substantiation more closely than ever, so companies must ensure their claims are accurate and avoid spreading misinformation about their ingredients or products to protect their brand reputation," he added.

Read the full article [here](#).