

# Naturally Good Awards 2025

---

## CATEGORIES & CRITERIA

### Best Food Product

The Best Food Product award honours new and exceptional natural products in food categories that feature natural, high-quality ingredients and appeal to the consumer through a unique point of difference. These products should stand out for their innovation – delivering fresh and exciting food offerings to the market while promoting health, wellbeing and sustainability. This category celebrates brands that redefine and elevate the future of natural food offerings for the consumer.

To be eligible for this category, the product must have been officially released to market after 1 January 2023.

#### CRITERIA

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural. Particular consideration will be taken for products that demonstrate free from elements, and functional ingredients.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as taste, and value for money.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

### Best Beverage Product

The Best Beverage Product award celebrates outstanding new products in the beverage category that feature natural, high-quality ingredients and appeal to the consumer through a unique point of difference. These products should demonstrate innovation, offering fresh and exciting options in

the natural beverage space. This award recognises brands that push boundaries in the beverage category, while promoting health, sustainability and a unique and elevated experience for consumers seeking a natural beverage offering.

To be eligible for this category, the product must have been officially released to market after 1 January 2023.

#### CRITERIA

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural. Particular consideration will be taken for products that demonstrate free from elements, and functional ingredients.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as taste, and value for money.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

### **Best Home & Living Product**

The Best Home & Living Product award recognises exceptional new products that provide natural solutions for consumers to use in their homes and environments. These products should be accessible to the everyday lifestyle, providing benefits to home, health and wellbeing. Products in this category should feature natural and quality ingredients without sacrificing efficacy, and offer a unique point of difference, delivering sustainable, eco-friendly solutions for the consumer. This award seeks natural products with a focus on quality and innovation, and that promote long-term mindful, healthy living and wellbeing.

To be eligible for this category, the product must have been officially released to market after 1 January 2023.

## CRITERIA

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as formulas used, application, value for money, and any other features that contribute to the consumer's experience using the product.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

## **Best Beauty & Personal Care Product**

The Best Beauty & Personal Care Product award celebrates outstanding new natural products in the beauty, cosmetic and personal care categories. These products should demonstrate a mindful approach to beauty and personal care, offering solutions to the consumer who is looking for clean and natural ingredients for application, quality and efficacy, strength of brand, and a unique point of difference. This category seeks an innovative, appealing, yet mindful approach to self-care offerings on the market.

To be eligible for this category, the product must have been officially released to market after 1 January 2023.

## CRITERIA

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural.

- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as formulas used, application, lasting wear, value for money, and any other features that contribute to the consumer's experience using the product.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

## Best Complementary Medicine Product

The Best Complementary Medicine Product award recognises outstanding natural products, encompassing vitamins, supplements, and remedies categories, with a focus on quality ingredients, functional benefits, efficacy, and a unique point of difference. These products should offer the conscious consumer effective solutions to enhance well-being, delivering impactful results while promoting health, sustainability, and holistic wellness for a positive lifestyle.

To be eligible for this category, the product must have been officially released to market after 1 January 2023.

### CRITERIA

- All entrants in this category must be listed on the [ARTG \(Australian Register of Therapeutic Goods\)](#)

*\* Complementary medicines are described as non-prescription medicines available from health food shops, supermarkets and pharmacies and should not replace medical treatments recommended by healthcare professionals. [More information here.](#)*

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural. Particular consideration will be taken for products that demonstrate free from elements, and functional ingredients.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as taste, and value for money.

- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

## Best Certified Organic Product

The Best Certified Organic Product award recognises products that are grown and processed organically. This includes products that are free from synthetic chemicals, fertilisers, or GMOs. This award celebrates brands committed to providing authentic and exciting, quality organic products for the consumer, that focus on sustainability and promote long term health and wellbeing.

To be eligible for this category, the product must hold certification from a recognised Australian organic body, and must have been officially released to market after 1 January 2023.

### CRITERIA

- Certification – Has a certification from a recognised Australian organic body.
- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product sits in. Demonstrates a unique point of difference that makes the product exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as taste, formulas used, application, value for money, and any other features that contribute to the consumer's experience using the product.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Product Future - Demonstrates a clear vision and plan for the future of the product, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact - Describes consideration and/or implementation of planetary and social impact initiatives or planning by the brand and/or product.

## Best New Brand

The Best New Brand award seeks to recognise the best new natural product brand or business in market in Australia and/or New Zealand.

Naturally Good is dedicated to supporting the next generation of brands that will innovate and elevate the future of the community, and the industry of natural and wellness products.

This category seeks a natural product brand that has created a stand-out ready-for-market product, demonstrated strength in purpose and mission, can articulate its journey and story and future plans.

Eligible brands offer products from any of the following categories: food, drink, vitamins, supplements and remedies, home and living, or beauty and personal care.

To be eligible for this category, business must have started after 1 January 2023.

### CRITERIA

- Purpose & Story - Describes the story of the product's conception and development journey, identifying a clear purpose and place in market.
- Innovation & Unique Point of Difference - Clearly identifies which category the product/s the brand services. Demonstrates a unique point of difference that makes the product/s exceptional in this category, whilst identifying innovative factors, and describing its appeal to consumers.
- Product Ingredients - Clearly lists ingredients transparently, demonstrating and describing how it is natural.
- Efficacy - Describes how well the product works to perform its task based on its purpose, with considerations such as formulas used, application, value for money, and any other features that contribute to the consumer's experience using the product.
- Readiness for Market - Demonstrates a solid go-to market strategy, describing the journey to market with consideration on factors such as current distribution channels, stockists, marketing, and pricing.
- Results – Explains the results of the go-to market journey and campaign in its first year whilst highlighting main business initiatives, challenges, and outcomes.
- Product Future - Demonstrates a clear vision and plan for the future of the product and brand, with consideration of opportunities for growth in scale and business planning.
- Planetary & Social Impact – Demonstrates a consideration and implementation of planetary and social impact initiatives by the brand.

## **Retail Leader – Nomination only (not open for submissions)**

This category is by nomination only by the Naturally Good committee and recognises an exceptional individual who has taken a leadership role within the Retail community in natural, wellness and health products, and has created real positive impact for their business, peers, and wider community.

This award celebrates individuals who have made a significant contribution to the retail landscape through consistently inspiring their peers, uplifting their community, discovering new products and innovative retail initiatives, driving excellent customer engagement, and championing the natural, wellness and health sectors. The individual may work within a bricks and mortar, online or omnichannel retailer.

If you have an individual you would like to put forward for consideration of this award, please email [naturallygood@divcom.net.au](mailto:naturallygood@divcom.net.au).

## **Retailer's Choice – Naturally Good Exhibitors only (not open for submissions)**

Back by popular demand, the Naturally Good Retailer's Choice award is selected by retailers attending the Naturally Good exhibition, seeking out and recognising the best natural product brand on display at the expo.

Open exclusively to exhibitors, this award is a true testament to what retailers believe is most outstanding in terms of market potential and consumer demand right now.

Retailers will consider factors such as branding and look & feel, product quality, innovation and market appeal, brand story and messaging, and your unique point of difference.

## **People's Choice**

The People's Choice award is an insight into what the market desires. This award allows the public natural products community to have their say and vote for their favourite product across all categories. It celebrates the product that resonates most with consumers, demonstrating the power of quality product, innovation, strength of brand and story that speaks to the community.