

# nateXPO

22-23-24 OCT. 2017

The international trade show  
for organic products

SAVE  
THE DATE

22-23-24  
OCT. 2017

## NATEXPO, THE TRADE SHOW ACCELERATING ORGANIC TRENDS ON A BOOMING ORGANIC MARKET

Organic products have never been so popular in France, and the international trade show NATEXPO will reflect this at its next edition which will take place on **22, 23 and 24 October 2017**. All of the sectors of the organic market concerned by this fantastic boom will gather in **Paris Nord Villepinte**: the food, cosmetics and dietary supplements industries, as well as personal and household products and services. NATEXPO is the unmissable event at which to discover all of tomorrow's best-selling products before everyone else!

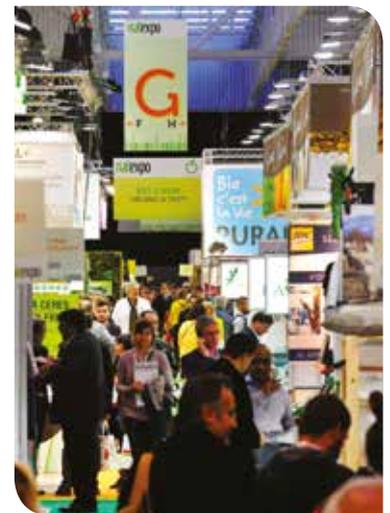
The show provides an exceptional opportunity for **national and international buyers and decision-makers** to discover, under one roof, all of the new products presented by **650 dynamic exhibitors**, true driving forces of the economy. This year, the event will present a multitude of innovations allowing visitors to discover the many openings offered by the organic market.

This exhibition is the only one in Europe to display the full organic market offer, with sectors dedicated to organic food and wine, health food and dietary supplements, cosmetics and hygiene, products and services for the home, as well as two new sectors at this edition: one for **ingredients and raw materials and the other for services and equipment for retail**.

### Organic products: a powerful undercurrent in all sectors.

Sales of organically-farmed products are experiencing unprecedented growth in France. According to estimates, they had reached **6.9 billion euros at the end of 2016**, up 1 billion euros in the space of just one year<sup>(1)</sup>. The ex-factory sales revenue of organic food processing companies has also seen a **double-figure rise**: +18% in 2014 and +15% in 2015. The manufacture of cosmetic products rose by **10% in value** in 2015, and over the same period, the value of dietary supplements went up **5%**.

As for **organic cleaning products**, their output value increased by 13% in 2015<sup>(2)</sup>.



### ORGANIC MARKET INDICATORS

**6.9 billion**  
euros: sales of ORGANIC  
FOOD PRODUCTS in 2016

**+ 1 billion**  
euros in one year<sup>(1)</sup>

**+18%**  
sales revenue for  
ORGANIC FOOD  
PROCESSING<sup>(2)</sup>



## The leading exhibition accelerating organic trends

NATEXPO, the international trade show for organic products, is the leading B to B event in France which has become the European standard for all buyers and decision-makers, in all product categories:

- **organic food and wine,**
- **cosmetics and hygiene,**
- **health food and dietary supplements,**
- **products and services for the home, for personal use and for retail.**

In 2017 NATEXPO is creating 2 new sectors to constitute a European first and gather together an exhaustive organic offering under one roof.

- **Ingredients and raw materials:** ingredient sourcing and supply is the major challenge faced by the organic sector in Europe. This sector aims to speed up business connections between processors (of dietary supplements and/or food products) and their suppliers.
- **Services and equipment for retail:** an area devoted to fittings and services for points of sale with a focus on online retail, e-commerce, packaging-free shops and snacking.

NATEXPO aims to accelerate organic trends in a dynamic market whose players must cater to the demands of purchasers in all areas regarding quality and new products.

**12,000 visitors** are expected to attend for the 2017 edition, discovering the multiple market innovations offered by **650 companies** exhibiting in **6 activity sectors**.

LEADING  
TRADE SHOW

**12,000**  
French and  
international  
**visitors**  
expected

**22-23-24**  
**OCT. 2017**  
to discover  
the multiple  
**market**  
innovations  
offered  
by **650**  
exhibitors



## A gateway to the world

With 16% of its exhibitors coming from outside France, up 15%, and 14% of its visitors from abroad from 76 countries, NATEXPO continues to expand geographically to support professionals in their **development**, whether in **search of new export markets or new sourcing opportunities**.

NATEXPO remains constantly attentive to the expectations of professionals from specialist retail, mass retail, food service, import/export, etc. It showcases the latest developments in the sector to give additional momentum to the business activities of market players, both in France and abroad.



## AN INTERNATIONAL EVENT

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**16%** of exhibitors come from outside France, up 15%

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**14%** of international visitors from 76 countries

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## Events and features to share Organic Trends

NATEXPO, accelerating organic trends, fulfils its role as an innovation scout, focusing the spotlight on tomorrow's headline products. Through its extensive range of special events, the show offers centre stage to the driving forces of the organic market.

- **Business meetings** allowing exhibitors to meet major buyers from all over the world.
- **Organic Trends Forum:** a lecture area for foresight and insight into the trends and pre-trends which will shape the organic world in the next decade.
- **NATEXPO Awards** rewarding the most innovative organic products of the past 12 months.
- **New Product Gallery** in a strategic location giving an exclusive preview of exhibitors' innovative products.
- **Organic Cookery Workshop** NATEXPO visitors will be able to taste food prepared with exhibitors' innovative products.
- **Organic Chocolate Workshop** offering demonstrations given by apprentice and professional chocolatiers-pâtisseries.
- **Cosmetics Innovations Village:** in association with COSMEBIO, visitors will enjoy discovering innovative and on-trend products! Throughout the event, they will be able to test products, come and see brands presenting their new cosmetics, and be pampered!
- **Dietary Supplements Area** in association with SYNADIET, a place for innovation and information, allowing the sector's buyers and retailers to catch up with the latest trends and to develop their business and their know-how.



## Summary: key figures

France is the second largest European organic market by value, and 24% of organic products consumed in the country are imported<sup>(1)</sup>. Medium-term perspectives confirm the success of organic products, both in production, distribution, and in new French consumer habits. The organic product processing market has consistently delivered record highs in recent years, unequalled by the global food industry. In 2015, the organic food market grew by 15%. The industry's companies have increased their headcounts by 11% over the past 3 years and continue to invest<sup>(3)</sup>. In 2015, investment went up by 50% compared to that recorded in 2014<sup>(3)</sup>. Double-figure growth rates which confirm the vitality of the sector<sup>(2)</sup>.

New organic product markets also follow this trend. In 2015, the manufacture of cosmetic products grew by 10% in value. Innovation is a key factor, with 90% of organic cosmetics companies launching a new product that year. As for dietary supplements, their output levels went up by 5% compared to 2014<sup>(3)</sup>.

There were 7% more specialised retailers at the end of June 2016 than six months earlier. 201 new shops selling organic products opened in 2016<sup>(4)</sup>. Margins of organic product shops are now on a par with those of traditional supermarkets. With an increase of +4.1% in 2015, they are ahead of those of general retailers<sup>(3)</sup>.

(1) Source Agence BIO (2) Asterès (3) Source Natexbio (4) Source Biolinéaires

France  
2<sup>nd</sup> largest  
European  
market for  
organic products

+50%  
in investment  
for organic  
food market  
companies in 2015

+11%  
in headcount  
in organic food  
product companies  
in the last 3 years

A show by:



www.natexbio.com

**NATEXPO** is organised at the initiative of Natexbio, the French Federation of the Organic Sector, a member of IFOAM EU network, with the support of its member associations SYNADIS BIO, SYNADIET and SYNABIO, and the participation of Cosmébio, FNAB and France Vin Bio.

Organised by:



www.spas-expo.com

**SPAS ORGANISATION** is the largest French organiser for professional and public trade shows dedicated to organic products, wellness, personal and sustainable development. SPAS Organisation organises 20 trade shows, dedicated to organic products, wellness, Zen & Bio events in Belgium, professional events relating to cleantechs, and the digital marketplace sevellia.com.

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