



## Natexpo, the showcase for a high-vitamin market Dietary supplements and health food

Health food and dietary supplements have a substantial following in France. In 2016, the dietary supplement market recorded growth of 5.3% compared to 2015. NATEXPO is an accurate reflection of this vitality: its health food and dietary supplements sector is already 15% larger than that of the previous exhibition.

### Found in all distribution channels

Health food and dietary supplements can be found everywhere today. While chemists remain the leading sales channel for dietary supplements, accounting for 52% of the market in value in 2016 (+5% compared with 2015), these are also increasingly found in mass retail (+6.1% for the same period), in specialist shops (+12.4%, and even +14.9% in organic stores), and also sold directly or by mail order (+1.7%).

### A wide variety of products on show

There are ranges to suit all types of subject and objective: children, sleep, stress, tone, digestion, slimming, marine-product-based products or vegan products, etc. More than a hundred suppliers from France and abroad will be in attendance at Paris-Nord Villepinte in October to display their main innovations and flagship products to visitors.

### Traditional market players and newcomers

This is an opportunity to meet and exchange with the sector's long-standing players and to discover newcomers to the market who will unveil products which have never been seen before. In addition, professionals will be able to come together on collective spaces devoted to certain French regions: **Dev'Up** for the Centre region, **Organics Cluster** for Auvergne - Rhône-Alpes and **Sud de France** for Occitanie.

**Dietary supplements: €1.62 billion in TURNOVER**

**+5.3% in 2016 vs 2015**

**Dietary supplement sales breakdown in value by retail channel**

**52% Chemists**

**18% Direct selling / Mail order**

**17% Specialist retail**

**7% Mass retail**

**6% Drugstores**



## All the main market players in attendance at NATEXPO

Of the hundred or so brands present in the Health Food and Dietary Supplements sector, nearly 25% will be exhibiting for the first time or making a noteworthy comeback.

This is an illustration of two remarkable trends: an expanding sector and a trade fair in excellent health.



Alongside historical and loyal brands such as **Biofloral, Vit'all+, Super Diet, Solgar Vitamins, Noria Distribution, Thera Sana** or **Comptoirs & Compagnies**, Natexpo will see the return of - or will be welcoming for the first time - brands such as **Api-Nature, Biolidis, Frenchtop Natural Care Products, Laboratoire Ortis, Nature et Partage** – and many more!

### Abiocom is 10 – happy birthday!

ABIOCOM, a firm specialising in the distribution of natural and organic dietary supplements and cosmetics, was founded in 2007 by Christophe Clamen. As an exclusive partner to organic stores, Abiocom markets its own brands and also offers products through retail. Every year its turnover increases by 20 to 25%, reaching nearly 5 million euros in 2016. This year ABIOCOM is celebrating its tenth anniversary by introducing new brand graphics and a new logo and launching several major innovations in both its dietary supplements and its cosmetics: an exhaustive offering, close to consumer needs and for the benefit of professionals.

## Product innovations and an extensive range: the drivers of the sector

Among the exhibitors present, visitors will notably have the opportunity of meeting **Laboratoire Ortis, Biolidis, the pharmaceutical laboratories Trenker, Nature et Partage, Phytextra, Arthrospira Gourmet Spiruline** and **LT Labo** which will present its latest innovation based on organic moringa from southern Africa. The health food and dietary supplements sector will also welcome **Api Nature** which will present its new krill oil supplement, **Lemon Pharma** with its combinations of organic Bach flower remedies, **Nature Zen France** with its organic vegetable protein, etc.



Among the exhibitors who will be showing again in 2017, visitors will notably be able to meet **Ballot Flurin Apiculteurs**, **Pollenergie** or **Montasell**, all specialists in bee pollen health products. Attendees will also find vegan products with **Salvia Nutrition** and **Catalyons Laboratoires**, and supplements made from marine products with **Alpha Biotech / Algosource** or **Flamant Vert**. Special ranges for children's health will be presented by **Boutique Nature** and **Atlantic Nature**. And for everyone interested in the health benefits of grapefruit, **Source Claire** and **GPH Diffusion** will present their supplements which use grapefruit pip extract to deal with bacteria and parasites, cleanse the liver or kidneys, detoxify the digestive system, etc.



## Professionals committed to sustainable development

A large number of players in the health food and dietary supplement market are strongly committed to sustainable development initiatives. This is the case in particular of **Guayapi** who pledges to pay fair prices to producers and develop production which protects biodiversity, guaranteeing exceptional quality to consumers. Guayapi obtained certification for this approach from the organisation Forest Garden Products. Other professionals make commitments to production: **Vegetal Water**, with the association Terre & Humanisme, works for education and development of agroecology; **Daniel Rouillard** has established his activity locally, with plants grown on his farm, oil extracted in the surrounding region and local partners selected. **Comptoirs et Compagnies** applies carbon offsetting to 100% of its products, while **Laboratoire Carrare** supports the charity Mécénat Chirurgie Cardiaque.

## The know-how of manufacturers

A great many manufacturers will also be exhibiting at NATEXPO. Visitors will thus be able to discover **SLP Laboratoire**, a specialist in the manufacture of soft capsules, **Lustrel Laboratoires**, which develops and manufactures packaging solutions for dietary supplements and sells natural ingredients, **Vecteur Energy**, which makes customised and white label products, and **Laboratoires Yves Ponroy** which will present their Bioconseils range: plant therapy products comprising dietary supplements and organic infusions.



## An increasingly international outlook

The health food and dietary supplement sector at NATEXPO draws a large number of international exhibitors at each edition. Many of them have decided to return to the show in 2017. Exhibitors who will be back in 2017 include **Natural Distribution (Santé Verte and Diet Horizon)**, from the United Kingdom and **Dietlux (Oxyphyteau)** from Luxembourg. Belgium also has a significant contingent at this edition, with **Laboratoires Bio-Life, Herbalgem, Lambo Laboratories NV, Laboratoire Equi Nutri, etc.**

Other exhibitors from outside France will be showing at Natexpo for the first time, with firms such as **Laboratoires Ortis**, also from Belgium, and **Naturamedicatrix, Frenchtop Natural Care Products, Laboratoires Pharmaceutiques Trenker SA** and **Hifas da Terra**, the latter from Spain.



## A feature forum dedicated to dietary supplements with Synadiet

This venue for innovation and information aims to enable buyers and sellers from the sector to develop their business and skills.

Through a series of short talks and a permanent exhibition of raw materials used in dietary supplements, this space will offer advice, information and training to visitors on a wide range of subjects: nutritional advice to offer people with specific diets (vegetarians, vegans, athletes, elderly people, mothers-to-be, low-calorie or gluten-free diets, etc.), plants to use for everyday wellbeing, regulations governing plant-based dietary supplements, etc.

In addition to discovering plants and ingredients used in dietary supplements, SYNADIET will present their history and their use through the ages in several parts of the world.



Syndicat National des Compléments Alimentaires

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

SPAS Organisation is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 20 events, dedicated to organic products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network in large French cities and in Belgium, professional events relating to cleantechs, and the digital marketplace [sevellia.com](http://sevellia.com) specialising in online retail of organic and natural products.

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