



NATEXPO: THE FIRST EVENT IN THE ORGANIC SECTOR TO DEFY THE CRISIS

On 21 and 22 September later this year, NATEXPO will be the first major event for organic professionals after the outset of the Covid-19 crisis. This event in Lyon will be an opportunity to take stock of a new situation, which has given a new boost to sales of organic products in France.

Indeed, at a time when the French suddenly multiplied the number of meals at home, many chose organic ingredients for their cooking. In supermarkets, sales jumped by 63% in value in the first week of lockdown compared to the same period in 2019, even surpassing the growth registered by conventional products¹ by 23 percentage points. In specialist organic stores, the average basket size also increased significantly over the period, by around 55%, as noted by 95% of professionals questioned in a recent survey initiated by BioLinéaires & Ecozept, supported by Natexbio & Synadis Bio, in partnership with Biopanel².

Organic products have clearly fulfilled the expectations of consumers in search of authenticity, proximity and quality. Many of them, produced locally, have often been less prone to stockouts and thus succeeded in fulfilling requirements at short notice. Once again, they have thus proven their importance and confirmed their essential place on the market.

Moreover, faced with the constraints of lockdown, organic retailers have displayed great agility in adapting and providing new services to make life easier for their customers. Nearly a third of the organic stores surveyed have thus set up distance selling systems: click and

collect on foot or drive-in, home delivery, sample baskets, etc.

Reflecting this vitality, NATEXPO offers the opportunity to take a comprehensive look at all the latest French and European organic and ecological trends.

In a changing market which has been boosted by the crisis, this trade show will provide an update on organic food, of course, but also on ingredients and raw materials, health food products, dietary supplements, cosmetics and hygiene, household and personal products and services, and equipment and services for retail and brands.

¹ Report, Nielsen 2020

² Survey by BioLinéaires Ecozept / Natexbio and SynadisBio / data from 933 shops collected and analysed.



NATEXPO: find out everything about the latest trends

NATEXPO is a genuine tool to accompany all the players in the sector, enabling brands and retailers to better understand market developments, particularly in view of the Covid-19 crisis, which has shaken up the sector. Visitors will thus discover how specialist stores have quickly adapted to a new situation. According to the recent survey supported by Natexbio and SynadisBio, 31% of them have set up new distance selling services in record time.

The survey also reveals that, to adapt to the context, 83% of specialist stores have used new suppliers to supplement their sourcing. 65% have strengthened their ties with manufacturers by turning to new processors. Organic stores have also strengthened their links with the farming world, by recruiting new agricultural suppliers (28%) as well as new local producers (12%). Proximity is also an issue in this crisis, with 56% of organic retailers having recruited new local suppliers.

Source: survey initiated by BioLineaires & Ecozept, supported by Natexbio & Synadis Bio, in partnership with Bio Panel. Data from 933 shops collected and analysed.

10 000 visitors expected and already 600 exhibitors registered

To date, nearly 600 exhibitors have confirmed their presence at this unmissable event for French and European organic market players. NATEXPO is still anticipating further exhibitor registrations and hopes to welcome 680 exhibitors and more than 10,000 visitors.

Following these long months during which business relations have been quite atypical, NATEXPO will finally offer organic market players an opportunity to meet up and exchange. To enable the event to take place in the safest and most comfortable conditions for exhibitors and visitors, the organisers will be taking all the security measures as circumstances require.



A show by
NATEXBIO
Fédération des transformateurs et distributeurs bio

www.natexbio.com

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NATEXBIO, the French Federation for the Organic Sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with Cosmebio, FNAB, and France Vin 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 30 events: events dedicated to organic and natural products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network around France and the digital marketplace sevellia.com.

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