



NATEXPO 2020 SHOW REPORT: PROFESSIONALS OUT IN FORCE FOR THIS EXCEPTIONAL EDITION!

NATEXPO confirms its status as a must-attend event in the organic sector. In spite of the unprecedented circumstances faced by public gatherings today, the show registered the attendance of 7,965 professionals on 21 and 22 September. Held under the banner of dynamism and conviviality, this reunion edition, keenly awaited by the sector since the outset of the pandemic, observed all the health guidance currently in force. In



particular, a counting system was used to regulate visitor numbers, in compliance with official directives. As a true reflection of the spectacular boom in the organic market during the Covid-hit period, NATEXPO's resilience offered professionals a valuable all-round view of all the latest developments in French and international organic markets. The leading market players turned out in force for the event which covered the following sectors:

- Organic food,
- Ingredients and Raw Materials,
- Cosmetics and Hygiene products,
- Dietary supplements,
- Household and personal products and services,
- Services and equipment for retail and brands.

All the post-Covid organic products at NATEXPO 2020

The numerous events organised at the show gave buyers and decision-makers an opportunity to learn about the latest trends in order to seize new opportunities and forge new partnerships: indeed, nearly 500 face-to-face business meetings were held at the show.

This edition of NATEXPO was an exceptional opportunity to get a complete overview of all the new organic trends from the last few months: traceability, anti-waste, circular economy, eco-responsibility, indulgence, new technology, etc. A powerful solution to support all the players in the sector, NATEXPO is a means of gaining a better understanding of market developments, particularly following the Covid-19 crisis, which turned the world on its head. The lockdown was a catalyst for the emergence of many underlying consumer expectations: a desire for local products, proximity, online services, home deliveries, etc.



The resilience of the organic sector in the limelight over two days in Lyon

Brands, retailers, buyers and decision makers from the organic sector all demonstrated their resilience to adapt to the sudden restrictions. NATEXPO enabled them to exchange with one another about their best practices and at last come together following several long months of quite atypical commercial relations, to discover all the latest organic developments of the year.

During these 2 days, the exhibition offered special features, advice and talks to find out all about the latest organic news in France and around the world. Designed to make life easier for professionals and enable them to develop their business, the exhibition offered theme-based trails, including the new "Zero waste" trail, alongside the "Frozen food", "Organic catering", "Organic private label", "Gluten-free" and "Vegan" trails

NATEXPO Digital: online until 25 September!

NATEXPO innovated this year by creating a virtual exhibition to allow all those who were unable to travel to Lyon to exchange among professionals. Opened in parallel with the physical exhibition, "NATEXPO DIGITAL" will run until 25 September. Accessible online to visitors from anywhere in the world, this is an innovative way to discover, at a distance, all the latest market developments.

2020 NATEXPO Awards: showcasing the best organic innovations

The 2020 NATEXPO Awards, presented during the exhibition, reflect the very high innovation capabilities of companies operating in the organic sector. This year, the judges singled out the best in eight different categories: fresh products, sweet grocery products, savoury grocery products, beverages, dietary supplements, cosmetics and hygiene products, household and personal products and services, and finally equipment and services for retail and brands.

Next show: October 2021 in Paris

NATEXPO invites organic sector professionals to its next exhibition to be held from 24 to 26 October at Paris Nord Villepinte – Hall 6.



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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 Cosmébio, Forébio, 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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