



EXCEPTIONAL RESULTS AT NATEXPO 2021: 15,567 PROFESSIONALS ATTENDING THE GRAND REUNION

NATEXPO 2021 has drawn to a close, with excellent results to match an outstanding edition. Coming in the wake of an unprecedented period for business and society, the event allowed organic market players to meet up again physically in the largest hall of the Paris Nord Villepinte exhibition centre, booked for the purpose: Hall 6. More than 15,500 visitors made the journey from all over France and from many countries across the world to discover all the latest developments in the organic sector over the space of three days, from 24 to 26 October. On an exhibition area spanning 35,000 sqm, 1,200 stands and pavilions representing 2,500 exhibitors and brands – among them many start-ups – came together to present their activities and innovations to the sector's buyers and decision-makers. More than 150 talks and workshops were also held to decipher the new trends of a market which is resolutely in step with consumer expectations, and which is set to reach 20 billion euros in sales in France by 2027 according to Maison de la Bio (excluding textiles).

Patricia Berthomier-Massip, CEO of SPAS Organisation, the organisers of NATEXPO, comments: "We are proud to have persevered and gone ahead with holding this show which marks the grand reunion of organic market stakeholders following the Covid crisis. We are delighted to observe the enthusiasm of exhibitors and visitors who have taken real pleasure from coming together again face-to-face to exchange and build constructive ties. These meetings are essential to fulfil consumers' expectations with regard to organic products, in all market segments. Conviviality is one of the watchwords of this edition which will enable professionals to continue to develop their business in a sector with extremely high growth potential. We are already looking forward to seeing everyone again at our next show, in September in Lyon!"



Unveiling latest trends from the wider organic market

As the only trade show to represent the entire organic market, Natexpo 2021 reflected the impressive energy of a fast growing sector, over the space of three days. This edition also showcased the sheer volume of ideas that firms have conceived to meet new expectations from society beyond organic: anti-food waste, zero packaging waste, upcycling, local sourcing, decarbonisation, seasonality, fair remuneration to all the links in the chain, etc. The new FoodTech Village this year brought together 12 start-ups developing ambitious initiatives. Le Lab, the exhibition and pitch forum dedicated to firms working in the circular economy and technical eco-innovation, beat all its previous records with 46 participating firms. The new Eco-Products Eco-Services sector making its debut this year at Natexpo also met with great success. This new space thus closed the loop in the all-round vision of the latest organic trends offered by this show like no other, around key sectors: Food, Ingredients, Cosmetics and Personal Hygiene, Dietary Supplements, Services and equipment for retail and brands.



2021 Natexpo Awards:

The best organic innovations rewarded

Presented during the show, the 2021 Natexpo Awards distinguished the best new products from the past 12 months. The winning innovations are a perfect illustration of the main trends of the times: authenticity, proximity, simplicity, eco-responsibility, etc. Visitors in search of innovative products also had the New Product Gallery to visit to discover the latest trends, in the fields of health, gastronomy, minimalism or new ingredients. More than 230 products could be found in this area which drew a large visitor audience.



Strong international appeal

This year, international professionals accounted for 13% of the attendance at Natexpo, with more than 75 countries represented. This edition thus enabled professionals to get a full overview of the organic market around the world and find out more about new distribution channels abroad. Following a long period of restricted travel opportunities, the tradeshow enlarged the horizons of organic products to discover all the latest international developments and innovations. Exhibitors came from 22 different countries, including Belgium, Germany, Austria, Spain, Italy, the Netherlands, the United Kingdom, Peru, Switzerland and Greece.

Business meetings and networking

More than 2,000 business meetings were scheduled during the three days of the show.

To allow people who were unable to make the journey to enjoy the event all the same, Natexpo Digital this year inaugurated a new networking solution to amplify dialogue between professionals. In addition to the list of exhibitors and the presentation of innovations in the New Product Gallery, this platform also streamed about 50 talks in catch-up mode. Another way of prolonging the experience of the physical show.

Next meeting: 18, 19 and 20 September 2022 in Lyon

After this 2021 show marked by the dynamism of companies in an evolving environment, Natexpo invites organic professionals to attend its next show in Autumn 2022 in Lyon. For the first time in its history, the Lyon show will be held over three days in 2022 instead of two, to offer people enough time to gain insight from an abundant market!

A show by
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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, 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 25 events: events dedicated to organic and natural products, exhibitions on wellness and art de vivre, the Zen & Bio exhibition network in the French regions, and the digital marketplace sevellia.com.

SPAS ORGANISATION - 160 bis rue de Paris – CS 90001 - 92645 Boulogne-Billancourt Cedex - France
Tel : +33 (0)1 45 56 09 09 / Fax : +33 (0)1 44 18 99 00

International media enquiries:

Mathilde Lapersonne – Communication Officer
Tel: +33 1 77 38 89 16 – E-mail: mlapersonne@spas-expo.com