

TREND BOOK



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Editorial.

Issues such as the ecological transition, environmental challenges, eco-responsibility, local production and consumption, transparency, food autonomy, and purchasing power lie at the heart of the focal points of the French population in their continued search for meaning.

These values are supported and defended by all participants in the organic sector, which is greatly concerned by and

devoted to meeting the expectations of consumer-citizens.

Conveying the values of the organic sector, upholding the benefits of a production method that protects the present and permits a future, helping people consume responsibly, consume less, but consume better and consciously this is the contribution of Natexpo and the 1,800 exhibitors and brands at

this edition. It's a sector bursting with innovation, with pioneers and newcomers increasingly driven to propose positive impact products, solutions and services.

Join us at Natexpo 2022 for three days of discovery, exploration of trends and business from 18 to 20 September.

We can't wait to see you!
The Natexpo team

18-20 September 2022 | Eurexpo Lyon – Hall 4 - France



1800
exhibitors
and brands

7 sectors

10 000
professional
visitors

11 features
areas



4
Villages

6 thematic
trails



14
exhibiting
countries

200

conferences



9 regional
pavilions

New in 2022.

NEW

New sector

E-Commerce Solutions

Natexpo launches in 2022 a tailored offering and positions it at the centre of the show: the E-Commerce Solution sector brings together specific equipment, advice for retailers looking for a support developing their online sales.

New Natexpo Discovery Tour

Organic Ingredients

In partnership with Ingrébio, Natexpo is inaugurating this year the Organic Ingredients Discovery Tour. Visitors will be welcome to join and meet the exhibitors offering innovative ingredients in cosmetics, food and dietary supplements for 1 hour.

New thematic trails

Local

The craze for local is a basic trend, which is becoming increasingly important.

Local favoritism, activism or guarantee of quality, buying as close as possible to producers is strongly supported by consumers. Natexpo gives pride of place to regional sectors and is inaugurating this year the local thematic trail in 2022 to highlight territorial know-how and identify professionals combining organic and local.

Epure

Organic cosmetics users are now attentive to the composition of their product, but also and more than ever to the product's aesthetic. In 2022, Natexpo launches a new thematic trail dedicated to cosmetics brands targeting a specific and upmarket retail segment: perfume shops, department stores, skincare and beauty professionals, subscription boxes...

The circular economy: making a paradigm shift

A society where everything is disposable is no longer viable in terms of the environment and society. The circular economy is a major lever for evolving towards a more sustainable world.

The concept of the circular economy is developing within companies, which are taking into account the overall life cycle of their products, from design until their end-of-life. Therefore, the supply, manufacturing and recycling processes of all products, from food to household products, need to be reinvented in order to make better use of existing resources and counteract over-production and over-consumption.

“ Reduce, reuse and recycle known as the 3 Rs - have become priority areas of development. Even better still, the best waste is the waste you don't create. ”



Eco-responsible initiatives: packaging reinvented

Consumers are paying more attention to the packaging used for the products they buy.

This means that brands are having to review their processes by offering new, more eco-friendly solutions to help consumers on this path: 70% of European consumers questioned during a survey in March 2020¹ said they are actively taking steps to reduce their use of plastic packaging. This increase in awareness is accompanied by a legal framework: the AGEC (anti-waste) law enacted in France 10 February 2020 provides for a ban on single-use plastic packaging on the market by the end of 2040 via a four-step process. This is a major step to fight waste and will have an impact on all production and distribution channels.

“ It provides further motivation, in addition to each manufacturer's own convictions, to be even more inventive in seeking more environmentally-friendly innovations. ”

¹ European Packaging Preferences 2020, survey conducted on 5,900 European consumers on-line in March 2020 by the Toluna institute, on behalf of Two Side

Changing ingredients: the plant protein option

Increasing the amount of plant-based food on our plates is one path towards sustainable eating. Plant protein is one of the key contributors. Ninety-two percent of French people think that plant-based protein is healthy, and 73% think that it is of good quality².

Both nutritive and offering an adequate response to environmental challenges, plant protein is part of a powerful trend which is set to gradually transform our food system by rebalancing the animal/plant protein ratio. Today, the production of plant protein in France and the structuring of its verticals are of strategic importance.

“ Having set out high ambitions in its stimulus plan unveiled in September 2020³, France wishes to become the leader in plant protein for human consumption. ”

This stimulus program aims to develop the production of plant protein in France with a view to reducing its dependency on imports and securing supplies, improve support for livestock breeders and address climate challenges by fighting deforestation.

There are therefore several levels to this national strategy, which has given itself 10 years to transform the food system in depth.



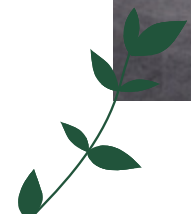
Solid cosmetics confirm their growth in a changing market

Consumer habits have been largely impacted by the pandemic. The situation has benefited certain sectors such as the solid cosmetics, which did well, with every type of solid cosmetics seeing growth in the hygiene department: a 3-point gain in market share in two years (2019-2021)⁴. Consumers were seen returning to basics, abandoning high added-value products such as make-up and fragrances.

Soaps, however, sold extremely well due to the situation. 13.4 million French people purchased solid cosmetics in 2020, i.e., more than one quarter of adults. 43% of French people think that health and beauty products have too much packaging⁵. This is why consumers interested in sustainable consumption are turning to solid versions, which have many advantages, such as zero waste, convenience, money savings, etc.

“ Manufacturers are now developing varied and qualitative formulas. This fun and innovative aspect is appealing to more and more people. ”

² GEPU-Protéines France barometer, published 17 September 2020, | ³ National strategy on plant protein: <https://www.economie.gouv.fr/plan-de-relance/profils/entreprises/strategie-nationale-proteines-vegetales> | ⁴ Agence BIO, BioAnalytics, INC, biolineaires.com : “Regards d’experts : les solides consolident leur position au rayon hygiène en magasin bio”, by Bernard Ollié, Good, March 2022 | ⁵ LSA: “Hygiène-Beauté : objectif zéro déchet” <https://www.lsa-conso.fr/hygiene-beaute-objectif-zero-dechet,383063>



The supply crisis: quality and resistance from the organic sector

Like many sectors, the food sector has been particularly hard hit by the current economic environment. Crises are occurring one after another and even overlapping, affecting production, supplies and consumption habits.

The transition to which everyone has been alluding over the past decade is now becoming urgent in view of environmental challenges: organic farming is actually part of the solution.



The levers of the transition, developed and supported by more and more players, are taking on their full meaning, now more than ever. We can find glimmers of hope in reshoring, anti-waste solutions, package-free products, social and environmental commitments, etc.



Beyond the basic principles, everyone involved is increasingly committed, on all fronts.

We must always keep in mind that the years to come will consist of many challenges to be overcome. Organic farming already preserves quality of our products, our health, our environment, our trading, and our lives.



2022 Natexpo Awards

And the winners are...



A true source of organic trends, the Natexpo Awards single out the most innovative, useful, practical and original products launched on the market during the year. In 2022, more than 240 new products – 21 % more than in 2020 – were submitted to the jury.

The winning products will be displayed in the Natexpo Awards Area, at the entrance of the show. **The prizegiving ceremony will be held on Sunday 18th September at 5p.m. on the Natexpo / La Maison de la Bio stand I80.**

Congratulations to the 2022 winners:

Fresh Products

- 🏆 **Gold Award** : TAHARAMA with smoked white beans and dulse de Bretagne by L'ATELIER V*
- 🥈 **Silver Award** : Organic stirred yoghurt by SIMPLE COMME BONJOUR

Sweet Grocery Products

- 🏆 **Gold Award** : Passion fruit and mango flavoured ewe's and goat's milk dessert by FROMAGERIE DU VAL D'ORMEZE
- 🥈 **Silver Award** : KIGNON Lemon-Almond by LA BISCUITERIE HANDI-GASPI

Savoury Grocery Products

- 🏆 **Gold Award** : Cup Couscous Curry Coco by BIOVENCE-LAZZARETTI
- 🥈 **Silver Award** : DAO Appetizer biscuits Spicy Indian Curry by BIOTOBIO

Beverages

- 🏆 **Gold Award** : Sparkteez by SPARKTEEZ BFI SARL
- 🥈 **Silver Award** : Bio Veggy Café by THE BRIDGE

Dietary Supplements

- 🏆 **Gold Award** : Nomadic Detox Blend by ARCHIE
- 🥈 **Silver Award** : Guayapi Moringa by GUAYAPI

Cosmetics And Hygiene

- 🏆 **Gold Award** : Self-tanning drops by LABORATOIRES DE BIARRITZ
- 🥈 **Silver Award** : Freyja Creamy Protecting Balm by DOUCES ANGEVINES

Household And Personal Products And Services

- 🏆 **Gold Award** : Epur powder for dilution by CHEMBO BEVIL
- 🥈 **Silver Award** : Solide Vaisselle by SOLIDE !

Services And Equipment For Retail And Brands

- 🏆 **Gold Award** : Spicoj by ULTERIA - BULK AND CO
- 🥈 **Silver Award** : Sequoia Circulaire by SEQUOIA FACTORY

International Special Mention

- 🇧🇪 **GIMBER n°2 Brut** by GIMBER (Belgium)



The new realities of the organic sector

Crisis? Yes, but not exactly

The organic market has grown strongly for over 10 years and registered double-digit growth between 2015 and 2020.

In 2021, after a remarkable peak during the Covid crisis, we are seeing a slowdown – correlated, among other things, with a drop in households' overall consumption and the listing of organic products in supermarkets¹.

The issues of this sector are central to consumers' concerns: short supply circuits, producers, naturalness and health are the essential points of consuming responsibly.

Organic players are still fully mobilised, and are using fair prices, innovation and the opening of new markets to fulfil their founding mission: to provide access to products that are healthy for both people and the environment for as many people as possible.

A 'crisis' that is benefiting producers

Is it really a crisis, or is it a change in the purchasing paradigm? Food is THE safe haven for French people, and organic food has become a permanent fixture in our consumer habits.

Supermarkets are still the most dynamic channel for buying organic products (74%), but consumers have voluntarily abandoned them (-3 points) in favour of local producers and farm purchases (26%, +6 points)².

Organic beauty is still thriving

While the organic sector has witnessed a slowdown in the food segment, the hygiene and beauty universe has never been so successful.

In 2021, the organic sector recruited over 1.7 million buyers, compared to the previous year³.

This success is thanks to the historical brands in the sector, but also to the explosion of new proposals from conventional brands, 'indie brands' and private labels⁴. Forecasts do not even hint at a crisis: in 2023, the organic sector could represent 8.5% of the cosmetic market (+2 points) thanks to sales that are set to make a 12% leap per year in value⁵.

Clarity and extended commitment

Half of French people consider that they are not sufficiently informed about organic products⁶. In fact, faced with a very competitive market and a multiplication of marketing communication on the "food transition" or "agro-ecology", consumers are struggling to understand and to believe in the specificities of organic products.



Everyone in the food democracy that is France must be informed of the collective return on investment that every euro spent in the organic sector offers.

Players in the sector must use the subject to stimulate demand and improve the clarity for each French person of the benefits of organic products.⁷



¹IRI 2021 | ²Agence Bio, 18th barometer of the consumption and perception of organic products in France, conducted with Spirit Insight, from 13 November to 1 December 2020 on 2,000 people | ³Kantar, all circuits in France | ⁴Kantar, LSA 14.04.22 | ⁵Xerfi 2021 | ⁶Annual barometer on the perception of organic products | ⁷Loïc Guines, Chairman of Agence BIO, Sandrine Faucou from the Permanent Assembly of the Chambers of Agriculture, Jean Verdier from Syna-bio, Bruno Martel from Coopérative Agricole and Philippe Henry from Fnab, in an article for LSA Green, April 2022



Macro-trend 1

The extension of the organic commitment



Trend 1

More than organic - sustainable

At a time when purpose and commitment are prerequisites, the organic sector is redesigning and improving itself and pushing its realm of commitments even further: ecological, ethical and authentic. We can no longer only talk about “pesticide-free” or organic because 46% of French people want to know the environmental impact of the products they buy¹.

Consumption has become an equation of reassurance. The ingredient is no longer the only star of the organic-ecological equation – the pack now plays a major role too. Not only upstream (growing, sourcing), but also downstream and especially afterwards. Known as circularity, it covers every step in a product's life span.

Brands, distributors and labels are now tackling the new ambitions of the organic sector.

For example, the leader in specialised organic distribution, Biocoop, is focusing on its structuring values, its militancy and is aiming to achieve 30% of its turnover from fair trade by 2025. Carrefour is now applying blockchain to its own-brand organic products to guarantee complete traceability (a QR Code to track the journey of each batch).

Cosmébio now proposes a more global approach to cosmetics, a commitment that includes packaging, with, in the future, bringing the standard in line with CSR requirements.



- 1 **Water-free toothpaste**, made using a cold production process in a workshop in Brittany. A minimalist formula of seven natural ingredients, Durable glass pack and cork stopper, by Ecodis, stand J08.
- 2 **Kignon Citron-Amande**, biscuits made and packaged by people with disabilities (30 disabled workers trained), produced from unsold organic bread (4,000 baguettes saved, i.e. the equivalent of 600,000L of water saved), supplied locally and with ecological packaging, by La Biscuiterie Handi-Gaspi, stand J152.
- 3 **Sequoia Circulaire**, a programme to buy back the brand's wooden shelving units after their use, to restore them in a sheltered employment establishment and offer them a second life, by Sequoia Factory, stand K89.
- 4 **Organic white tuna fillet with olive oil**, 100% local with full traceability, by La Sablaise, stand H118.
- 5 **IGP label palm flower sugar from Cambodia**, traceability guaranteed, a remunerative and stable price for the producers, an accessible price for consumers, by Café Michel-Terra Etica, stand F111.

¹Appinio survey for LSA, March 2022



Trend 2

Beyond local: food sovereignty

In this uncertain context of war, restrictions and uncertainty, are we moving from a society of abundance to a world of forced austerity?

Food security is becoming essential, challenging our vision of the world and globalisation and giving local produce new momentum, like a shield against raw material price increases and shortages (think of sunflower oil). 77% of consumers now prefer a local product to an organic product¹.

While the European Union has just authorised the cultivation of fallow land to offset the expected drop in global cereal production, this year marks a historical breakthrough for the organic sector in France.

For the first time, we have reached self-sufficiency for wheat: 100% of the organic wheat we consume is French. In the same way as for milk, eggs and meat. The organic sector is leading the way in food sovereignty².

Growing organic produce and manufacturing locally not only seems like an act of resistance, but a promise of resilience, both ecological and economical. For brands, it means being

able to communicate on the fact that they offer more than a product at a certain price, and on real values: improving the quality of water, soil and air, but also quality of life of farmers and consumers on a regional rather than national scale.



- 1 Mini raspberry cookie, "hand-made in Lyon" with 97% of ingredients from France, by Comme des Grands, stand I'154.
- 2 Organic black garlic, "grown and processed in Drôme", by Maison Boutarin, stand L152.
- 3 Vanilla skyr, made in Vendée from milk collected in the Loire, by La Lemance, stand G101.

¹Iri 2021 | ²Loïc Guines, Chairman of Agence BIO, Sandrine Faucou from the Permanent Assembly of the Chambers of Agriculture, Jean Verdier from Synabio, Bruno Martel from Coopérative Agricole and Philippe Henry from Fnab, in an article for LSA Green, April 2022



Trend 3

Ecology with pedagogy

Making organic produce available to as many people as possible in order to amplify its impact and motivate everyone on the path to the ecological transition is now being carried out with pedagogy and a certain degree of facility. It's the advent of happy restraint and happy ecology.

Organic brands focus on universal care for the whole family rather than hyper-segmentation. They present fun, minimal and practical offers to introduce children to zero plastic and less waste.

Loose and unpackaged goods are becoming more widespread, while at the same time making all the stages of this new supply mode more fluid for parents. Finally, retailers are facilitating access to products in every circumstance by switching to the era of service 2.0.

Like Les Nouveaux Robinsons, which are now offering Click & Collect for their entire catalogue in 14 of their 20 stores. La Fourche is integrating Aurore Market and thus strengthening its position in online organic retail. Both retailers, which operate a membership system, will thus provide access to a catalogue of 4,100 products (compared to 2,500 for

Aurore Market), around one hundred co-created La Fourche products, all from France, zero-waste delivery in large towns and suburbs (40% of the country is eligible in 2022 and 80% in 2023), a no-waste section, a glass deposit return system in Ile-de-France, etc.

Pedagogy in support of the organic sector and ecology.



- 1 Denti'Freeze for the whole family, large, refillable bottle with pump, by Coslys, stand I11.
- 2 Children's strawberry chewable toothpaste, easy and fun zero-waste for children, by Lamazuna, stand K11.
- 3 Vracomètre, an automated system with integrated scales and labelling, by Smartvrac, stand J'78.



Macro-trend 2

Healthy and delicious alchemies



Trend 1

New minimalisms

The quest for clean, i.e. a healthy formulation without any risk to health, from the United States, has been on the scene for five years. It concerns food and cosmetics. Today, 44% of French people consider Clean Beauty a reality and already apply it¹.

The clean movement is the foundation of these new 'minimalisms', with ever shorter ingredient lists, synonymous with products that undergo less processing and are therefore better for our health. "x-free" products offer many surprises: from spirits without sugar or alcohol to skincare serum with only four ingredients.



- 1 Vegan and gluten-free dark chocolate filled with hazelnut, with just two ingredients, 100% from fair trade, by Go Nuts, stand K111.
- 2 Djin Nature Immunité, alcohol-free, sugar-free and calorie-free spirit, with the highest number of rewards received in the world, by Djin Spirits, stand J'154.
- 3 Crousti'pois oignons, an organic puffed snack made from peas & onions, Clean Label and a reduced list of ingredients, by Airchips Nutrition, stand K118.
- 4 Pat'à'tartiner - Honey, Pollen, Hazelnut and Cocoa, with four organic farming ingredients and nothing else, by Propolia, stand H11.

¹ Article Sensofwellness.mag, 2021

Trend 2

Plant disruptions and fusions

Diets that restrict meat are more popular than ever: half of French people would like to reduce their meat consumption in 2022.

This food transition is gaining in strength with 17% of vegetarians saying they are interested in veganism, and just 14% of French people now saying they like animal products too much to consider going without them¹.

The vegan trend seems unstoppable... because it surprises more than it substitutes. It makes people want to eat, rather than enforcing restrictions. In fact, vegan gastronomy is becoming a wonderful culinary playground.

In terms of plants, whether new discoveries, unthinkable combinations or reinterpretations of gastronomic classics, ecological motivation and the desire for tasty food are finding common ground. Plant-based disruptions are making veganism a new kind of hedonism, rather than a diet.



- 1 Taharama, a staggering alternative to tarama, based on smoked white beans and dulse (seaweed), from Brittany, by Atelier V, stand M130.
- 2 Classic, plant-based and natural mayonnaise, gastronomic upcycling from the water used to cook chickpeas: aquafaba by Yum & Wild, stand G132.
- 3 Vanilla spread, made from red lentil purée, by Grillon d'Or, stand H81.
- 4 Mango / pineapple drink, the first natural soda without added sugar and resulting from a new fruit fermentation process, by Good Vie, stand N149.
- 5 Tandoori-coconut jackfruit, a cooked dish as an alternative to meat, by Senfas, stands H54 - I130.
- 6 Purple corn powder, a traditional food from the Peruvian Andes, with thickening properties, used as a gluten-free colouring, by Guayapi, stand G21.
- 7 Vegetable-ginger gyoza, the first organic and French gyoza, in the fresh food department, by Coquelicot Evasion, stand C118.
- 8 Green hummus with fresh spirulina, by Ammi, stand M'155.
- 9 Végé-Tranches Milanese, vegan Italian charcuterie based on seitan, by Topas GMBH, stand L128.
- 10 Chaï Maca, Ayurvedic infusion associated with Maca, Peruvian ginseng, by Yogi Tea, stand G89.



¹ IFOP and Just Eat survey, September 2021

Macro-trend 3

Material metamorphoses



Trend 1

From zero-waste to upcycling

The recyclable, reusable and biodegradable era is taking over from the disposable era, in a world of finite resources. The zero-waste trend is renewing consumption in general, and organic in particular.

Circularity is becoming the rule, or even a lifestyle. It's a virtuous circle where brands and also individuals are the artisans giving a second life to products and creating new opportunities for "waste".

It's not just recycling, it's enhancing: that's what upcycling is all about. Waste and co-products are recycled rather than disposed of and become the precious raw materials for products and packaging. In the ideal future, nothing will be thrown away!



- 1 **Bis'cuit apéritif**, the anti-waste cracker based on powder made from unsold bread, which makes it crispy, by In Extremis, stand I78.
- 2 **Fruit dessert of the moment**, a delicious recipe that changes each season, made with surplus produce from organic and local farmers, by Les bébés d'à côté, stand F91.
- 3 **Barbecued Brazil nuts and caramelised artisanal Brazil nuts**, resulting from an upcycling process: every nut damaged during shelling is upcycled: cut by hand and then caramelised with French sugar or roasted in barbecue sauces, by Natural Andesc, stand I'151.
- 4 **Ah!Table!® box for 6 eggs** in bioplastic, reusable, sustainable, washable, by Ecodis, stand J08.
- 5 **Refill for scented candle**, eco-designed product with reusable wood lid, for infinite use, by Estéban, stand L51.



Trend 2

Solid, a standard in the sector

Solid products are revolutionising the hygiene and beauty segments. In 2021, income from solid cosmetics reached €85 million, a drop compared to 2020, but a 14% increase on 2019¹. Solid products are must-haves and all brands, organic or otherwise, are trying them.

Without water and therefore without preservatives, lighter, more concentrated and smaller, solid products are becoming standard in every category (toothpaste, washing up detergent, perfume, shampoo, etc.). Everyone is convinced by this new, reduced format, which is good for the environment.



- 1 Solid Micellar Jelly, by Dermatherm, stand G18.
- 2 Coconut oil solid washing up soap, by Comme Avant, stand L39.
- 3 Solid perfume-skincare, by Oléanat, stand G15.
- 4 Chewable toothpaste - Wild mint, by Lamazuna, stand J10.
- 5 Frescoryl - Anhydrous mint toothpaste, by C.E.D. Nature, stand K38.
- 6 Washing up bar, by Solide!, stand 176.

Trend 3

The dilution revolution

It's the new solid! It has the same benefits (weight, price, performance), with new gestures and new sensory experiences... dilution using powders, pastilles or drops, is the golden goose in terms of innovation.

In addition to texture, dilution is a real innovation because it goes hand-in-hand with the refill system, which reduces our carbon and plastic footprints. Another proof of the advent of ecology-pedagogy, which combines sensory awareness and sustainability.



- 1 Distributor of refills to be diluted for bathroom hygiene and shine, by Etamine du Lys, stand I11.
- 2 Powder enhancing mask, to be diluted to obtain a hair mask, by Powder, stand K5.
- 3 Cleansing powder for the face, which transforms into a light and creamy foam upon contact with water, by PerLucine, stand K18.
- 4 Epur, poudres à diluer for household hygiene (all surfaces, de-scaler, greaser remover), by Chembo Bevil, stand J59.
- 5 Organic, eco-responsible natural toothpaste with mint crystals, which transforms into a gel toothpaste upon contact with water, by Druydès, stand K49.
- 6 Ma Recharge Shampooing, in pastilles for dilution, by Anotherway, stand J61.



¹IRI, 2021

Macro-trend 4

Well-being and holistic care

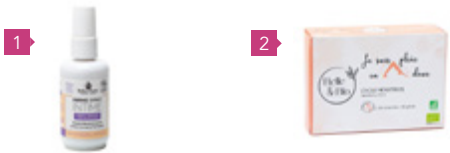


Trend 1

Liberation of female intimacy

The taboos of femininity (periods, menopause, grey hair, post-partum, etc.) are starting to be broken to highlight female well-being in its entirety. With the women’s empowerment wave, a new generation of cosmetics and food supplements is emerging in this direction, organic or otherwise.

This micro-trend could turn our society round and liberate a majority of women, when you realise, for example, that for 55% of French people, talking about periods in public is “inappropriate”¹.



- 1 Dermo Spray Intime, soothing and refreshing, by Ballot Flurin, stand E20.
- 2 Organic menstrual cycle, tablets to relieve period pains, by Phytorganic, stand G30.

Trend 2

‘High wellness’

CBD (or cannabidiol) has been a buzz ingredient for five years and is continuing its rise in cosmetics. The promise of multiple positive effects for this ‘panacea’ plant of cannabis or hemp (in addition to its analgesic, anti-oxidant and neuroprotective effects, it has soothing, balancing, anti-ageing and anti-inflammatory properties for the skin), combined with a universe that is, to say the least, euphoric (but not at all psychotropic in this use), have triggered the ‘high wellness’ trend.



- 1 15% CBD Full Spectrum Sweet Dreams Oil, based on organic-certified hemp + gentle extraction to preserve the entourage effect and therefore the efficacy of the product, by Alpinols, stand G38.
- 2 CBD Massage Oil, with use of broad spectrum CBD, with extraction of THC by flash chromatography for optimised efficacy, by Alpinols, stand G38.
- 3 CBD Cellular Relaxation Face Serum, with an active synergy of CBD + organic hemp oil, by Atelier Populaire, stand M2.
- 4 Cremigel Bones Recovery CBD, anti-inflammatory and analgesic cream, by Webotanix, stand F15.

¹ OpnionWay survey for Dans Ma Culotte, 2021

Trend 3

Holistic well-being as a lifestyle

During the pandemic, having our freedom restricted, mental and emotional well-being became a priority. In 2020, cases of major depressive disorder and anxiety orders leapt respectively by 28% and 26%¹.

Since then, emotional anti-stress solutions have been successful and have multiplied (via gummies, sprays, supplements, drinks and even podcasts), as well as solutions to optimise our rest and sleep. The ambition is to find peace and serenity at all times, by (almost) all means.

With our need to be ever closer to nature and to protect our environment, a new paradigm of well-being is developing. It is based on the emotional, but also the spiritual (not

religious), almost esoteric element, with a scientific approach. This new holistic approach, this "augmented" quest for well-being aims to achieve harmony between body, mind, soul and the environment – a physical, psychological and energetic synergy. Is it a growing phenomenon? It may even already be a revolution: in 2021, the Pinterest social media site mentioned a peak: +145% of searches to "raise your vibration", and +60% of searches on "how to protect your energy"².

Are we moving towards a higher ecological, spiritual and collective consciousness?



1



2



3



4

- 1 Essential oil sleep spray, by Galeo, stand L31.
- 2 Anti-stress gummies, by Oléanat, stand G15.
- 3 Elixir Boost Energie, food supplement that acts on stress, fatigue and sleeping disorders, by Harctic, stand G21.

- 4 Kiri Hodi - Lait d'Or, coconut milk drink with Ayurvedic spices from Sri Lanka, is part of Ayurvedic tradition, a holistic scientific approach to mental and physical health, by Guayapi, stand M'156.

¹ 2020, study in The Lancet | ² Pinterest Predict 2022





Features.

Conferences Programme

STAND I80

► Natexbio / La Maison de la Bio Forum

The relationship between organic and fair trade
With *BIO EQUITABLE EN FRANCE*

Organic and fair trade sourcing with tropical ingredients and from West Africa
With *BIO PARTENAIRE*

Drinks and talk to celebrate the 20th anniversary of Bio Partenaire
With *BIO PARTENAIRE* and *SYNADIS BIO*

V4 Cosmos
With *COSMÉBIO*

20 years of organic cosmetics with Comébio
With *COSMÉBIO*

The BioED label
With *COSMÉBIO* and *SYNABIO*

The latest organic cosmetics figures
With *COSMÉBIO*

The importance of animal farming in organic agricultural systems
With *FORÉBIO*

Food segmentation and agro-ecological transition, the role of historic 100% organic groups
With *FORÉBIO*

Environmental impact in policies in France and Europe
With *SYNABIO*

Presentation of the Jeunes Pousses programme
With *SYNABIO*

GMOs and NBTs: new risks for the organic sector
With *SYNABIO*

Bio bashing: become organic ambassadors!
With *SYNABIO*

Communicating your key messages: win back the hearts of French people!
With *AGENCE GREENSTORY*



By Bio Linéaires

Organic Trends Forum

Consumer trends

Well-being: Consumers' search for happiness

In times of uncertainty, people question the meaning of life. Customers want more than just healthy and tasty products. The Wellness (boosting physical capacities) and Well-being (inner well-being) trend, very in vogue in the United States, is the search to feel better with oneself and for happiness. In other words, feeling comfortable about your body, your mind, your life, with others, etc., and in harmony with nature. What are the consequences on eco-responsible consumer goods and communication?

With **Sauveur Fernandez**, *ECONOVATEUR*

Where does the organic consumer stand?

BIO panel will be presenting its 8th annual survey on the French organic consumer: how they have changed and what they expect compared to 2021. This annual monitoring is conducted with a community of 7,500 subscribers. In this current period of change, there will be a focus on "understanding the consumer and building their loyalty to the brand or shop".

With **François Labbaye**, *BIO DÉVELOPPEMENT*

Retail trends

Local and organic produce: an essential alliance

An update on the essential alliance between "organic and local" to reconcile the best of both worlds: what are the challenges for organic brands and retailers following the development of farm produce shops, drive-through farms and on-line sales? Micro-logistics, product listing, the perfect local brand. Is it possible to reconcile local produce and national listing? Example of slow circular chains adapted to local produce.

With **Sauveur Fernandez**, *ECONOVATEUR*

The organic shop gets a makeover: 100 inspiring examples across all circuits (France and international)

Enduring a major crisis due to competition from more accessible alternative environmental labels, and due to new, unsatisfied consumer expectations, the organic sector needs to become attractive again while avoiding the low-price trap. Here are 10 new key markers and six main mantras of the new organic shop, including alternative local groceries and supermarkets. With 100 inspiring examples of pioneering shops in France which have successfully reinvented themselves.

With **Sauveur Fernandez**, *ECONOVATEUR*

On-line sales and services: 2022 update and major trends

Although organic retailers are still wondering about the benefits of online sales, it is beginning to take root even more firmly as the practical aspect is evident to even

the most well-informed consumers. Innovative services are being developed, with unique opportunities for new economic models: marketplaces, pedestrian walk-ins, livestreaming, customer support (on-line consultation, etc.). It's the era of social shops and friendly doorsteps to avoid "sofa" shopping.

With **Sauveur Fernandez**, *ECONOVATEUR*

Retail and consumers' trends

Result of the exclusive survey on organic shop loyalty

Our survey, conducted together with BioPanel and Bio Linéaires, will be focused on the subject of loyalty before, during and after the Covid-19 pandemic. Feedback from shops and good practices.

With **Burkard Schaer**, *ECOZEPT*

Bulk and loose goods trends

The indirect benefits of buying loose

Réseau Vrac will present the results of its survey on the virtuous practices of bulk/loose professionals and the positive externalities they produce.

With **Célia Rennesson** and **Lucia Pereira**, *RÉSEAU VRAC*

Loose products: land of innovation

The loose product sector is constantly innovating to offer more and more different products in a more practical and environmentally virtuous way. This is why Réseau Vrac is launching the Lab Innovation to give impetus to innovative projects and help them develop in the long term.

With **Célia Rennesson** and **Lucia Pereira**, *RÉSEAU VRAC*

Market trends

12 families in the spotlight in organic shops

This year, good will be presenting an analysis of BioAnalytics data of 12 major families in the organic network (sweet, savoury, fresh, dietary supplements, loose, etc.). These presentations will be short (15 to 20 minutes) and will offer a market analysis (size, relative weight, growth, etc.), success stories, flops, and what changes to expect.

With **Bernard Ollié** and **Adrien Weitzman**, *good*.

International trends

Update on retail in Benelux and Belgium

What is tomorrow's strategy for exports to Benelux?

Belgium: the market is changing and threatening many organic players. We are not talking about a few closures or takeovers, but a major consolidation of the organic market. What is the actual situation? An update on the market and trends will be shared.

With **Mélanie Login**, *SALES4BIO*

The German market

While it was still growing at the start of 2022, the organic market in Germany is now slowing down, especially in organic shops. Analyses and prospects based on our current studies.

With **Burkard Schaer**, *ECOZEPT*

STAND G61

By Ingrébio

Organic Ingredients Forum

Sunday 18 September 2022

10:30am | Innovate with sustainable organic ingredients: close-up on 'local' ingredients

Geographical proximity, reshoring, origins, transparency, etc. How can we restore meaning to our supplies by controlling the supply chains?

>> Organic Ingredients Discovery Trail: meeting 'local' organic ingredient suppliers

With **Gaëlle Frémont**, INGREBIO

12:00pm | "Regulatory reactions by Synbio": developments to be aware of when processing organic products

Overview of quality information: pesticides, GMO-NBT, risk analysis and information on regulations: exemption requests, salt and cleaning and disinfection products.

With **Bernard Lignon**, SYNABIO

1:00pm | Consumer perceptions of plant-based proteins

Highlighting the main results from the consumer survey on the perception and consumption of processed or unprocessed plant-based proteins.

With **Justine Dragon**, CLUSTER BIO AUVERGNE RHONE-ALPES

2:00pm | Innovate in cosmetics with sustainable organic ingredients

>> Organic Ingredients Discovery Trail for sustainable cosmetics

With **Gaëlle Frémont**, INGREBIO

3:00pm | Roundtable – Responsible organic purchasing: understanding the risks to act in the field

With **Mathilde Gsell**, SYNABIO, **Sylvie Gérard**, EMEA Sud PROVA and **Philippe Sendral**, AGROSOURCING

Monday 19 September 2022

10:00am | Innovate with sustainable organic ingredients: close-up on an offering that goes a step further

While organic certification guarantees a foundation of positive practices, it is possible to go further by integrating, for example, fair trade, CSR, animal welfare, biodiversity, upcycling, etc.

>> Organic Ingredients Discovery Trail: meeting suppliers of organic+ ingredients

With **Gaëlle Frémont**, INGREBIO

11:00am | Plant proteins: nutritional benefits and key criteria for developing new products

Organic raw materials, benefits and limitations, optimisation by the formulation process.

With **Émilie Dalle**, NUTRIFIZZ and **Bastien Boissonnier**, CLUSTER BIO AUVERGNE RHÔNE-ALPES

12:00pm | Consolidation and pooling of organic supply chains: an opportunity in a turbulent organic market?

With **Claire Dimier-Vallet**, SYNABIO

1:00pm | How to successfully formulate simpler and more natural organic food products? Practical case with tools by RMT ACTIA TransfoBio

The RMT ACTIA TransfoBio expert network will give you the possibility to directly test its cleaner product formulation tool using proposed alternatives to additives. It will also be the opportunity to consult and reserve the new practical guide for processing organic products!

With **Paul Vandooren**, ADRIANOR and partner of RMT ACTIA TRANSFOBIO

2:00pm | Innovate in nutraceutical products with sustainable organic ingredients

>> Organic Ingredients Discovery Trail for dietary supplements

With **Gaëlle Frémont**, INGREBIO

3:00pm | Sustainable seafood supplies: which fish for tomorrow?

Challenges and outlook for the organic seafood sector.

With **Pia Leveille**, A PRO BIO and **Thomas Canetti**, FOOD4GOOD

4:00pm | Towards zero-deforestation cocoa: who will pay the price?

Deforestation, child labour, poverty of cocoa farmers and new European public regulations are increasing the responsibility of companies and their suppliers, organic or otherwise. This is good news, but who will pay the price for these efforts for transparency and traceability? Fair trade, with remunerative prices and lasting trade relations, is a strong lever for the sustainable transformation of these sectors.

With **Audrey Grelombe**, COMMERCE ÉQUITABLE FRANCE





Tuesday 20 September 2022

10:00am | Innovate with sustainable organic ingredients: close-up on the plant-based protein offering

Future ingredients with plant proteins? Suppliers have deployed their offering for a diversity of origins and purposes.

>> Organic Ingredients Discovery Trail: meeting plant-based organic ingredient suppliers

With **Gaëlle Frémont**, *INGREBIO*

11:00am | "Regulatory reactions by Synabio": developments to be aware of when processing organic products

Overview of quality information: pesticides, GMO-NBT, risk analysis and information on regulations: exemption requests, salt and cleaning and disinfection products.

With **Bernard Lignon**, *SYNABIO*

12:00pm | Creating added value by local organic sectors: illustrations with the sugar sector

Organic beet sugars as alternative and innovative ingredients: a sugar beet syrup and a whole beet sugar.

With **Eva Coudray**, *BIO EN HAUTS DE FRANCE*

1:00pm | Labels and certifications: what customers want, what producers can do

A European vision of labels and certifications as a means to reassure customers. What are the differences between labels and certifications, which ones are essential for customers and why and how is production adapting to these demands?

With **Alexandra Farnos**, *www.alexandra-farnos.bio* and **Nordine Arfaoui**, *UNIVERT*

2:00pm | The benefits of fair trade to consolidate the development of the organic sector in France

Fair trade, which has been developing strongly for 10 years in France, helps to support conversions and consolidate commitments to organic farming: illustrations with 14 partnerships in the spotlight.

With **Julie Maisonhaute**, *COMMERCE ÉQUITABLE FRANCE*

3:00pm | Natural vitamins and minerals

Consumer expectations for greater naturalness, opportunities and constraints within the framework of organic product developments.

With **Émilie Chanséaume-Bussière**, *NUTRIFIZZ* and **François-Maurice Gautheron**, *LES BIO FRÈRES*



Photos of Natexpo 2021. Masks were not obligatory according to public health guidance at the time



Programmes correct as at July 1st 2022, subject to modification. Find the latest full programmes on www.natexpo.com



STAND K20

By Cosmébio

Cosmetics Innovations Forum

Ancient and modern Aleppo soap, its specificities and virtues

With *TADE PAYS DU LEVANT*

The new generation of organic sun care

With *KERBI*

Differences between natural organic solid cosmetics and synthetic solid cosmetics

With *GALIA*

Organic snail slime for natural beauty

With *ROYER COSMÉTIQUE*

The consumer and cosmetics

With *BIO DÉVELOPPEMENT – BIO PANEL*

V.4 Cosmos: What changes to expect?

With *COSMÉBIO and COSMÉCERT*

Sustainable deprivation

With *DRUYDES*

CBD in cosmetics presented by Atelier Populaire

With *ATELIER POPULAIRE*

The benefits of white tea in cosmetics

With *LÉONIA COSMÉTIQUES*

Cosmetics innovations: how to win (back) customer trust?

With *LAO CARE*

Organic and solid products for babies!

With *LAMAZUNA*

Presentation of Natéclo

With *NATÉCLO*

Plant powders, the DNA of Powder hair care products

With *POWDER*

Foodie products from ancestral Japanese beauty rituals and recipes

With *BIJIN*

Tomorrow's cosmetics: the organic sector by 2030

With *COSMÉBIO and CLUSTER BIO*

Make your CSR project come to life with Bio ED

With *COSMÉBIO and SYNABIO*

Solid in all its states!

With *LABORATOIRE GRAVIER*

The secrets of roses

With *AIAM MAIA*

The advantage of offering your customers 100% natural French cosmetics

With *PHYT'S*

How to make a successful solid cosmetics product?

With *ENDRO*

Beauty and the Circular Economy: the feasible equation

With *COZIE*

Reuse in cosmetics

With *MBSR and COSMÉBIO*

A thousand facets of Urucum

With *GUAYAPI*

Blue Beauty – trends and opportunities

With *LE LAB NATURE*



STAND G41

By Synadiet

Dietary Supplements Forum

Sunday 18 September 2022

10:30am | Organic dietary supplements: at the crossroads of two regulations

With *Elodie Veyret, SYNADIET*

12:00pm | The organic dietary supplement market

With *Claire Guignier, SYNADIET*

3:00pm | Resveratrol and type 2 diabetes

With *Aude Aznar, SYNADIET*

4:00pm | Regulation of claims: on a pack, advert or in-store, what can we say about products?

With *Elodie Veyret, SYNADIET*

Monday 19 September 2022

11:00am | Nutraceuticals and the environment: Nutraceuticals are developing and must also meet sustainability challenges

With *NUTRIKEO*

12:00pm | The regulation for hemp-based food supplements

With *Elodie Veyret, SYNADIET*

2:30pm | CBD and THC: which analyses to control and enhance the quality of your products tomorrow?

With *Valérie Archevêque, EUROFINIS*

15:30pm | Tomorrow's ingredients via the Novel Food procedure.

With *Marie Liamin, NUTRAVERIS*

4:00pm | Administrative policy measures: how to prepare and how to react?

With *Flavien MEUNIER, LEXCAP*

Tuesday 20 September 2022

10:00am | Decoding food supplement labelling
With *Elodie Veyret*, SYNADIET

11:00am | The French sector of fragrant, aromatic and medicinal plants
With *FRANCE AGRIMER*

2:00pm | Essential oils: precautions for safe use
With *Elodie Veyret*, SYNADIET



STAND M104

Innovation Forum

Sunday 18 September 2022

11:00am | Trends: cleaning products, detergents and deodorants – how to guarantee consumer safety?
With *Sammy Laamari*, AIR LABEL SCORE

2:00pm | Trends: the vegetable, the new star on the plate
With *Elodie Germain*, LES 3 CHOUETTES

3:00pm | Drinks: trends to expect on the organic
With *Alison Fuster*, ETHICDRINKS, GIMBER, *Laura Panni*, ALLOW LE HARD SELTZER and *Fabien Marchand-Cassagne*, MODERATO, *Thomas Lemasle*, OÉ

Monday 19 September 2022

10:00am | Close-up on natural textiles: what's the situation with organic fibres other than cotton?
With *Vincent Duret*, ECOCERT

11:00am | Phygital: is the link between the digital world and the physical world the challenge of tomorrow's trade?
With *Laure Malherbe* and *Flavie Benard*, GROUPE CAMEL

2:00pm | Trends: plant proteins, the star of food design and innovation
With *Justine Dragon*, CLUSTER BIO

3:00pm | Major societal trends and new avenues for natural expression in beauty and well-being
With *Pascale Brousse*, TRENDSOURCING

4:00pm | The challenges of the organic sector (and sustainable food) in relation to the right packaging
With *Laurie Gouin*, TEAM CREATIF

Tuesday 20 September 2022

10:00am | The innovation processes of committed organic brands
With *Alexis Canto*, PIXELIS

11:00am | Food innovations
With *Olivier Costil*, LE MONDE DE L'ÉPICERIE FINE

12:00pm | The impact of raw material supply issues on FoodTech start-ups: threats or opportunities for the innovations they propose?
With *RESEAU FOODTECH*

1:00pm | Tomorrow's organic consumer: the impact of a crisis on shop promises
With *Nicolas Léger*, NIELSEN IQ

3:00pm | Solidarity between brands: a new collaborative approach to the crisis
With *Sylvain Zaffaroni*, POUR NOURRIR DEMAIN, *Jean-Philippe Lefrançois*, ALPINA SAVOIE and *Benoît Le Corre*, HERO SOLO FRANCE



STAND N120

Agora

Sunday 18 September 2022

11:00am | Ethical finance in support of the organic sector
With *Ivan Chaleil, LA NEF*

12:00am | The organic catering label: how to democratise a label that is barely used?
With *Bastien Boissonnier, CLUSTER BIO* and *Lionel Goumy, BIOCOOP RESTAURATION*

1:00pm | Development of regulations in 2022 associated with the new organic regulation
With *Michel Reynaud* and *Antoine Faure, ECOCERT*

2:00pm | Fair trade and agro-ecological transition: Which agricultural model for the south?
With *César Paz, SPP GLOBAL*, *Alexandre Bonnier, RESSOURCES BIO* and *Coopérative COOPAKE Burkina Faso*.

5:00pm | Opening a factory in France: a response to ecological and social issues
With *Kilian O'Neill* and *Geoffroy Blondel de Joigny, NATUROPE*

Monday 19 September 2022

10:00am | Alternative consumption (loose products, plants, etc.): performances and figures in France depending on the networks
With *Pauline Peyron, NIELSENIO*

11:00am | Define a responsible purchasing strategy to transform the company and provide transparency for consumers
With *Maus Roggia, Chloé Champion* and *Laurent Lefebvre ECOCERT*

12:00pm | How to promote the environmental performance of organic farming and be in compliance with the 2030 environment law?
Participants to be confirmed

1:00pm | Re-using containers: advantages, difficulties and solutions for the various actors in the sector
With *Clémence Richeux, MA BOUTEILLE S'APPELLE REVIENS*, *Hélène Person, COOPERATIVE BIOCOOP*, *Didier Loffreda, IMPRIMERIE LORGE*, *Alexandra Parfus, MAISON RAVOIRE* and *Marc Millet, AVERY DENNISON*

2:00pm | Good branding and responsible communication strategies for the organic sector (Trends and advice)
With *Alexis Canto, PIXELIS*

3:00pm | The local offering: primary selling point in organic shops
With *Marithé Castaing, CLUSTER BIO*, *Thomas Vivier Merle, RELAIS LOCAL* and *SOBIO*

4:00pm | Inclusiveness: a challenge for a more humane world and a desire from increasingly committed consumers
With *Laure Malherbe* and *Flavie Benard, GROUPE CAMEL*

Tuesday 20 September 2022

10:00am | How can organic manufacturers help their suppliers reduce their environmental impact?
With *Marine Chotard* and *Karine Ermenier, O2M*

11:00am | Food waste in the production chain
With *Guillaume Tricaud, TOO GOOD TO GO*

12:00pm | Urban commerce, how to take part in developing active forms of mobility
With *BEKILLE* and *FEDERATION DES USAGERS DE LA BICYCLETTE*

1:00pm | The impact of a local brand in supporting and developing a sector: feedback on the Isère brand
With *BUREAU ALPES CONTROLES*

2:00pm | The integrity of the organic sector: How to reassure consumers?
With members of the TOFoo project *Rodolphe Vidal, ITAB*, *Jean-François Morin, EUROFINIS* and *Hélène Debétencourt, EUROFINIS*

STAND F105

Import/Export Office

The Import/Export Office is a series of talks that **address international issues and offer country portraits of their organic market**. On the agenda: **close-up on Spain, Tunisia, Italy, etc.**

Programme available online:
<https://natexpo.com/en/animations/>



STAND J76

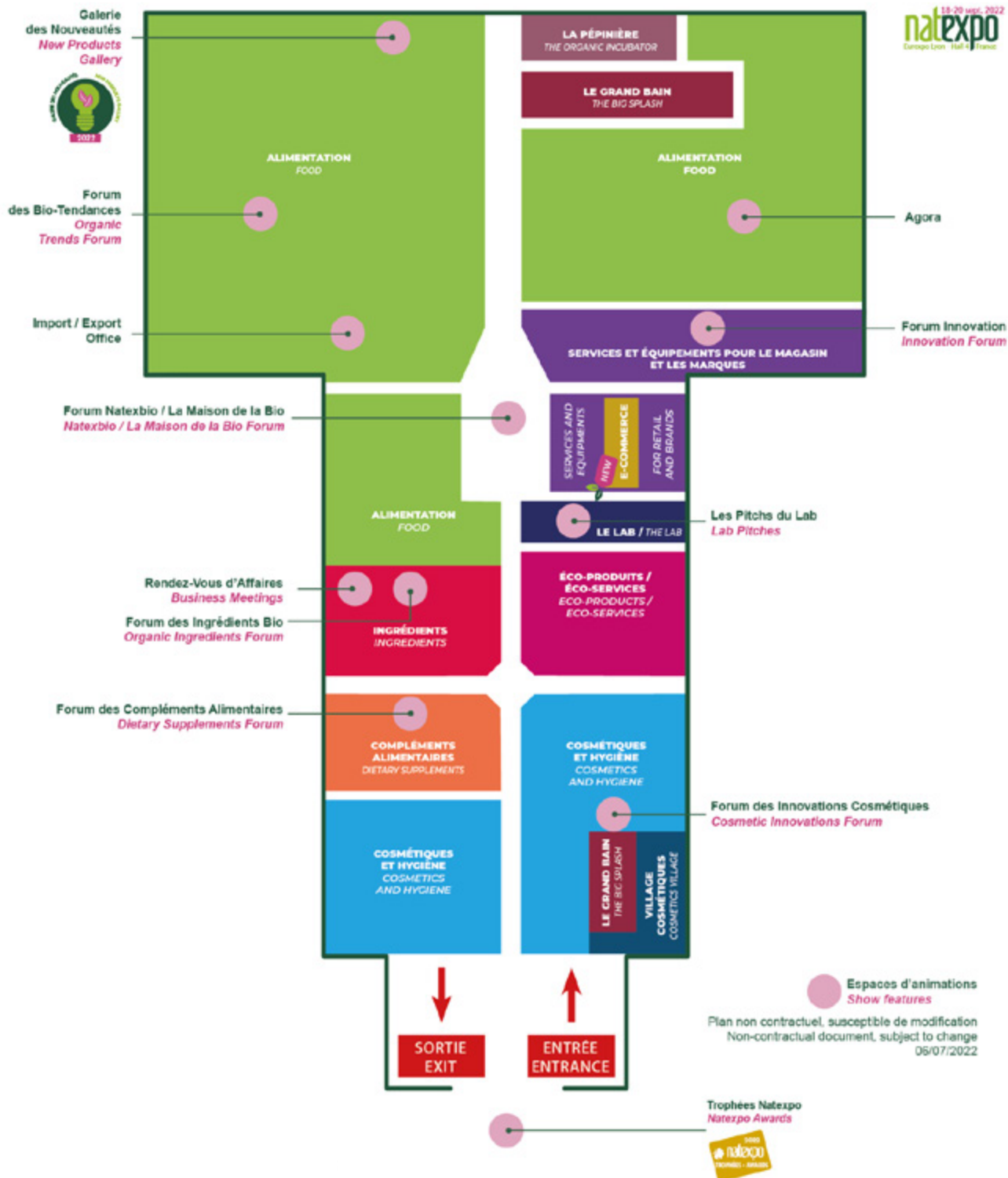
Lab Pitches

The Lab is **an exhibition and pitch area dedicated to companies from the circular economy and technological eco-innovations**. Young companies exhibiting here take a few minutes to present their products and innovative solutions as part of a pitch programme.

Programme available online:
<https://natexpo.com/en/animations/>



Floorplan.



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Natexpo Digital

Natexpo, it's more than just a show!

Natexpo will take place from 18th to 20th September 2022 in Eurexpo Lyon and we can't wait to see you there!

Cherry on the cake: once again this year, Natexpo is providing visitors and exhibitors with a digital platform in addition to the physical show: online business with exhibitors and visitors, new products presentations, networking, online talks and round tables...

Natexpo Digital is open to all visitors with a pass and exhibitors. The platform will be open from 10 to 30 September 2022, to experience Natexpo before, during and after the show that will take place in Hall 4 of the Eurexpo Lyon exhibition centre.

More information on :
natexpo.com/en/natexpo-digital

Practical information

🕒 **From Sunday 18 to Tuesday 20 September 2022**
From 9:00am to 6:00pm
 Closing at 5:00pm on Tuesday 20 September

📍 **Eurexpo Lyon - Hall 4 - France**

Exhibition open to professionals only.

- > Free entry on presentation of a visitor badge. Registration on www.natexpo.com
- > Entry fee without badge: €50 excl.VAT.

Access

🚶 Public transport

Tram line T5 or Bus line 100 "Direct Eurexpo"
 Timetable available on tcl.fr.

🚗 By road

From Lyon: A43, Eurexpo junction
 From Paris/Geneva: Take A46 (Rocade Est), junction 8: Eurexpo Visiteurs.
 From Chambéry/Grenoble: Take l'A46 (Rocade Est), junction 10: Eurexpo Visiteurs.
 13,000 parking spaces available close to the three entrances of Eurexpo Lyon.

🧺 Cloakroom / Luggage room

€2 per article

🍴 Catering

A 100% organic catering offer with vegetarian options.



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