

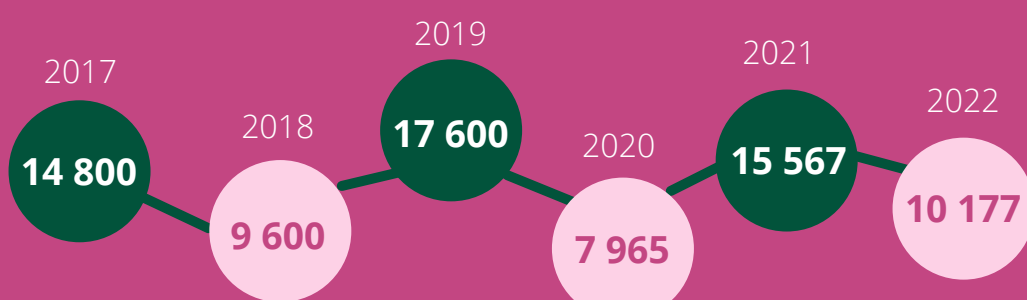
Natexpo visitors profile



Data collected from Natexpo 2021-2022

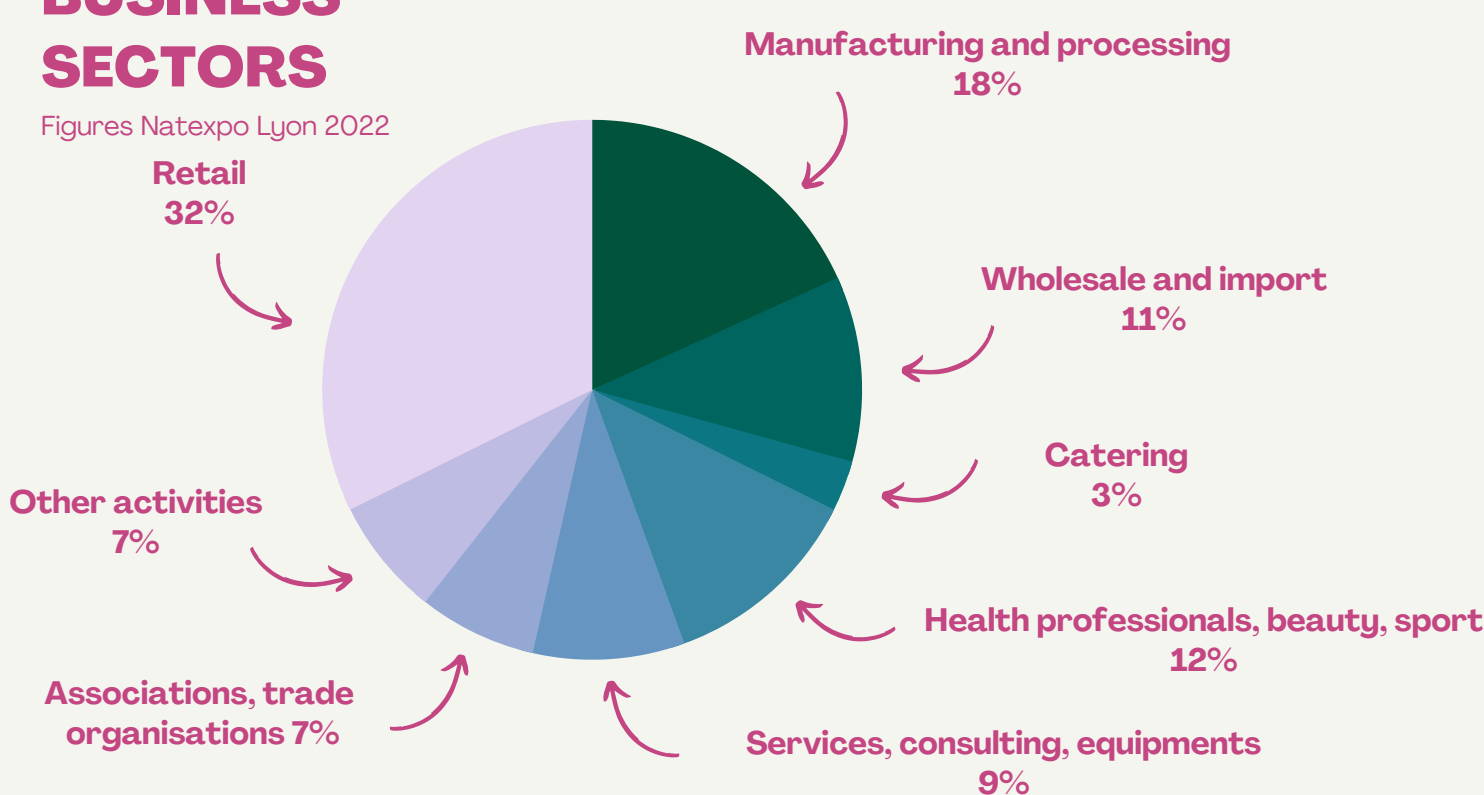
VISITORS EVOLUTION

— Natexpo Paris
— Natexpo Lyon



BUSINESS SECTORS

Figures Natexpo Lyon 2022



POSITIONS

Figures Natexpo Lyon 2022



13%

of visitors plan to open an organic shop

Figures Natexpo Paris 2021

INTERNATIONAL AT NATEXPO



of international visitors

68

visiting countries

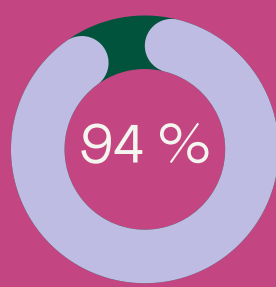
Top out-of-France visiting countries

1. Belgium
2. Spain
3. The Netherlands
4. Italy
5. Germany

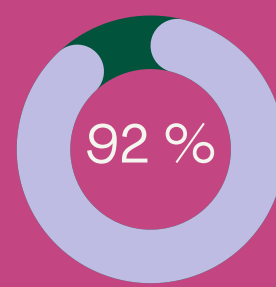
VISITORS' OPINION



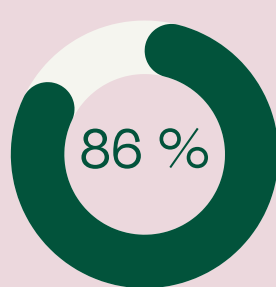
of visitors are satisfied with their visit of Natexpo 2022



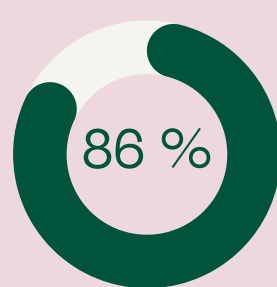
of visitors see Natexpo as the place to get information about organic trends



are acknowledging that Natexpo is the federating event for the entire organic sector in France



of visitors discovered new products



of exhibitors met visitors who had short- or long-term purchasing intentions

Source: Visitors and Exhibitors Survey 2022

THEY VISIT NATEXPO

Main retailers

Mass retailers and purchasing offices: Aldi, Auchan, Carrefour, Casino, Cora, E. Leclerc, Franprix, Galec, Intermarché, Monoprix, Provera, Scamark, Système U...

Specialist stores: Accord Bio, Bio c' Bon, Biocoop, Biomonde, Coopérative La Louve, La Vie Claire, Le Drive tout nu, Les Comptoirs de la Bio, Les Nouveaux Robinsons, Mademoiselle Vrac, Marcel & Fils, Naturalia, NaturéO, Nous Anti Gaspi, Queues de Cerises, Satoriz, So.bio...

Non-food retailers and department stores: Aroma Zone, Beauty Success, Botanic, Cultura, Galeries Lafayette, Gamm Vert, Go Sport, Herboristerie du Palais Royal, La Belle Boucle, Mademoiselle Bio, Gamm & Découvertes, Printemps, Zodia...

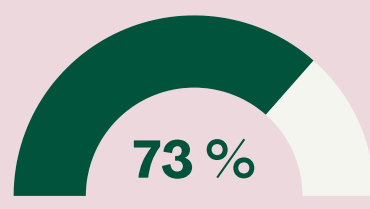
Pharmacies and drugstores: Aprium Pharmacie, Astera, Giphar, Hello Pharmacie, Laf Santé, Pharmavance, PharmaVie, Pharm O'naturel, Pharm'Up, newpharma.fr, Socopharm, Unipharm...

E-commerce : Amazon, Aurorm Market, Beauté Privée, Bébé Boutik, Chronodrive, Greenweez, Houra.fr, Kazidomi, La Fourche, Leaves&Clouds, Onatera, Private Green, Veepee...

Hospitality: B&B Hôtels, Big Mamma, Cercle vert, Cojean, Economat des Armées, FoodChéri, Hyatt Regency, Lenôtre, Métro, Sodexo, Transgourmet...

International retailers: Alnatura GmbH, Bio Planet, Colruyt, Mercadona, NaturaSi, Whole Foods...

and independants



of visitors come from a company employing less than 50 people

Visitors most requested products



Source: Visitors Survey 2021

See you there!

Natexpo Paris 2023 : 22-24 October 2023

Natexpo Lyon 2024 : September 2024



A show by **NATEX BIO**
Fédération des transformateurs et distributeurs bio

Organized by **Spas**
Organisation