

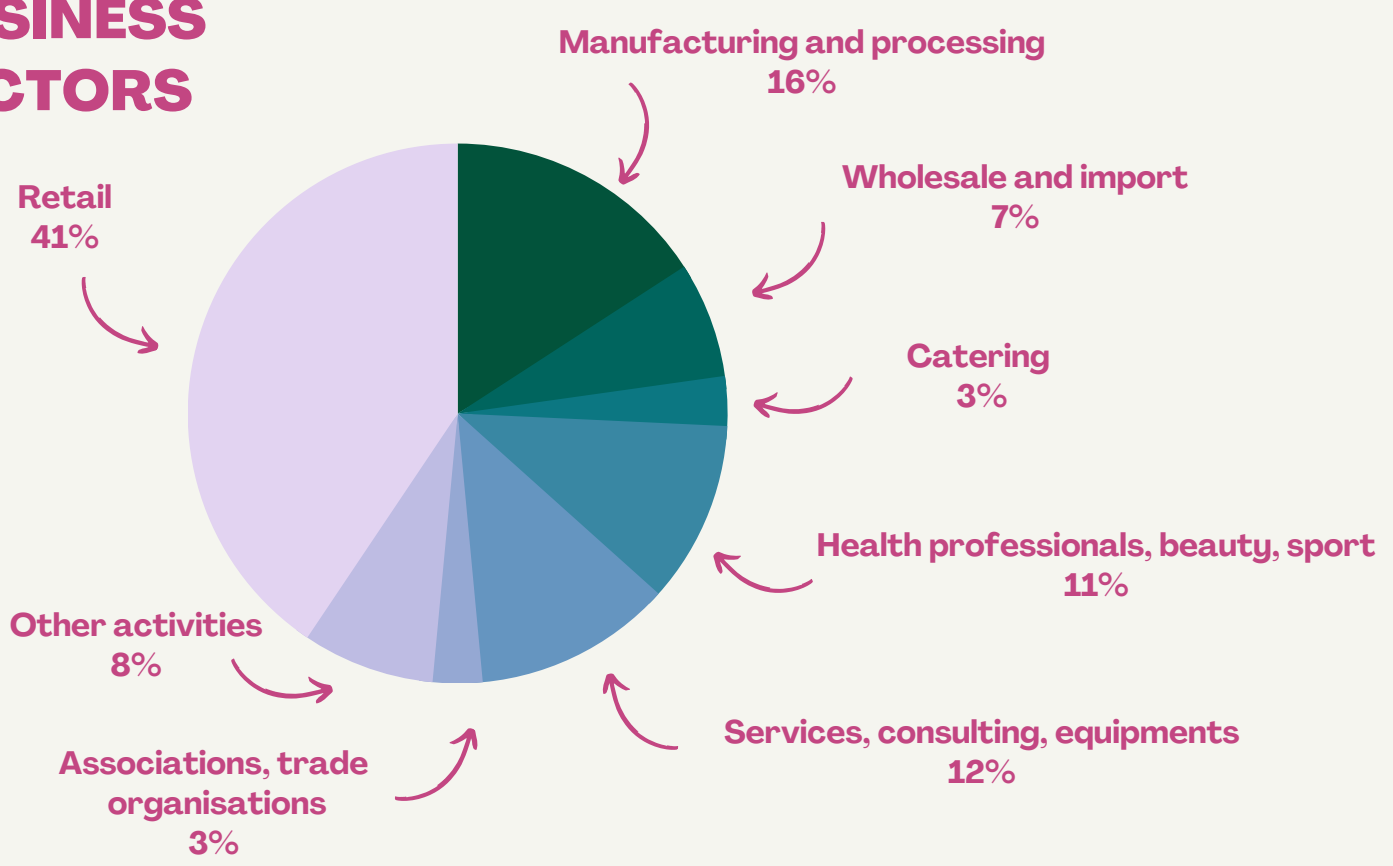
Natexpo visitors profile



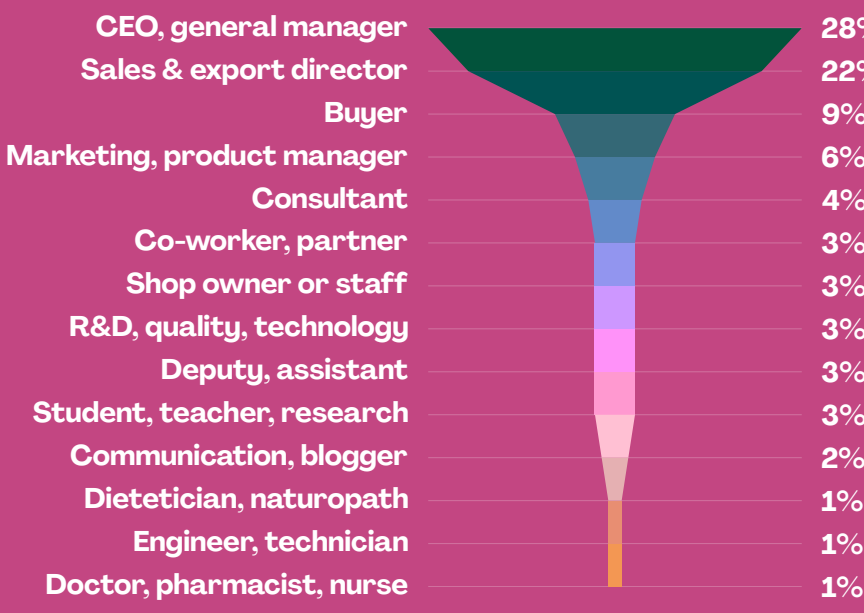
VISITORS
2023

11,056 professionals

BUSINESS SECTORS



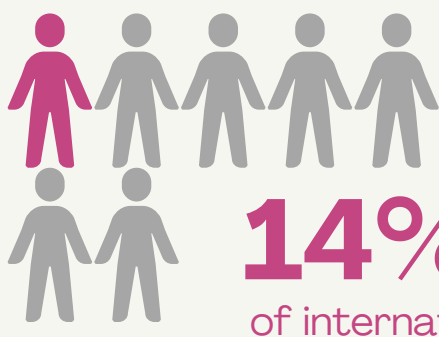
POSITIONS



11%

of visitors plan to open an organic shop

INTERNATIONAL



including **20%** on the Sunday alone

68

visiting countries

Top out-of-France visiting countries

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

WHAT ARE THEY LOOKING FOR?

93 %

of visitors come to Natexpo to find out about the **latest organic trends and innovation**

81 %

are here to **discover new products**

74 %

want to meet **new committed exhibitors**

Natexpo 2023 visitor badge request form

THEY VISIT NATEXPO

Main retailers

Organic retailers: Accord Bio, Bio c'Bon, Biocoop, Bio&Co, BioFrais, Biomonde, Coop Nature, Côté Nature, Elan Nature, GVA Bio, GRAP, Koalibio, L'Eau Vive, La Fourche, La Vie Claire, Label Vie, La Coop Bio, Le Grand Panier Bio, Léopold, Les Comptoirs de la Bio, Marcel&Fils, MyBioShop, Naturéo, Naturalia, Queues de Cerises, Satoriz, So.bio...

Alternative grocery stores and bulk stores: L'Épicerie des Julie, La Louve, Le Drive tout Nu, Le Fourgon, Nous Anti Gaspi, Vrac'n Co...

Mass retailers: Aldi, Auchan, Carrefour, Casino, Cora, E. Leclerc, Franprix, Intermarché, Migros, Monoprix, U Enseigne...

Purchasing offices and wholesalers: Desmettre Bio, GALEC, Groupe Pomona, Halles de Rungis, Scamark...

Specialist retailers and department stores: Aroma Zone, Botanic, Galeries Lafayette, Herboristerie du Palais Royal, Nature&Découvertes, Picard...

Pharmacies and drugstores: Anton&Willem, Giphar, Laf Santé, Les Pharmaciens Associés (Santalís), Pharm'Up...

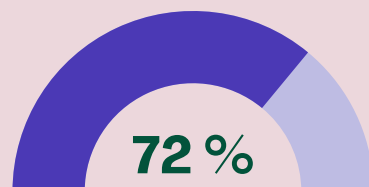
E-commerce: Alibaba, Amazon, Aventure Bio, Beauté Privée, Biotyfull Box, Blissim, Greenweez, Houra.fr, Kazidomi, Onatera, Quitoque, Veepee...

Hospitality: Biocoop Restauration, Cojean, Elixir, Lenôtre, Marriott, Transgourmet, Quadrature Restauration, Westin...

Out-of-France retailers: AlBinète, Biofresh, Färm, Sequoia (Belgium), Biomarket (Bulgaria), Bio&Co (Switzerland), Whole Foods Market (United Kingdom)...

Natexpo 2023 Visitors

and independents



of visitors come from a company employing less than 50 people

Data collected from Natexpo Paris 2023



www.natexpo.com

#Natexpo2024



A show by



Organized by

