



NATEXPO 2024 IN LYON: INSIGHTS INTO THE CHALLENGES OF THE ORGANIC SECTOR AND INTERNATIONAL PROSPECTS

Natexpo, the international organic product tradeshow, returns to Lyon for its 2024 edition on **23 and 24 September**. Taking place in hall 6 of the Eurexpo exhibition centre, the event will provide professionals from the organic sector with a valuable occasion for discussions, collaboration and business opportunities. By supporting growth and innovation in the organic sector, Natexpo 2024 is shaping up to be crucial milestone to foster synergies between exhibitors and visitors.

Florence Roublot, the exhibition director, adds:



“ Natexpo 2024 aims to mobilise all the retail channels and networks and introduce them to all the producers, processors, importers and brands in attendance. This edition is placed resolutely under the banner of productive exchange, content, message clarification, business and conviviality. ”

LIVE CONTENT an extensive and varied lineup

Natexpo's 2024 show is laying on a new content forum entitled "La Scène" (The Stage) given over to plenary talks on themes that include the environment, the **CAP, innovation, commercial and out-of-home foodservice, consumer trends and the changing face of organic markets.**

« THE STAGE » PROGRAMME¹

MONDAY 23 SEPTEMBER

ENVIRONMENT

Organic agriculture and biodiversity: a look at current scientific knowledge. What role for organic sector companies

In partnership with the Organic Agriculture Academic Chair at Bordeaux Sciences Agro. This session will explore the synergies between organic farming and biodiversity. Contributions will include presentations by Adrien Rusch (INRAE), François Duveau (Biodiscore), and Guy Deberdt (Biopartenaire).

Agriculture or Environment, What have the politicians done in the wake of the agricultural crisis?

A discussion on the impact of today's agricultural policies with Jérôme Caillé (La Coopération Agricole), and a representative of the French Ministry of Agriculture (TBC).

ORGANIC & OUT-OF-HOME CATERING

Organic products in company and school canteens: how to increase organic in collective catering

Speakers will include Marie-Cécile Rollin (Restau'Co), Julien Picq (Agence Bio), and local authority representatives (to be confirmed).

TUESDAY 24 SEPTEMBER

MARKET

The organic cosmetics and dietary supplement market will be at the centre of discussions with Damien Sineau and Nicolas Bertrand, respectively Chairman and Chief Executive of Cosmébio², along with Delphine Dupont, Chief Executive at Synadiet³.

An analysis of the reasons behind consumers' decisions to purchase organic products

This session will present the report "Consumers' consent to pay for organic: measures and motivation" with Sébastien Lecocq (INRAE), Éric Giraud-Héraud (INRAE), and a speaker from the trade journal Bio Linéaires.

INNOVATION

A look back on the winners of the previous editions of the Natexbio Challenge and the Lab: where are they now?

A talk entitled "Start-ups: how to establish yourself in the organic market" will also be held in association with Synabio⁴.

Additionally, on 23 and 24 September 2024, the Organic Trends Forum⁵ will bring together well-known experts to discuss the key themes surrounding the future of organic retail. Each day will be devoted to specific subjects to offer industry professionals insights into the challenges and opportunities in the sector.

MONDAY 23 SEPTEMBER

The day will begin with a discussion on the **future of organic brands** with Sauveur Fernandez from Econovateur, who will explore the **main trends of 2035** (fooding, the slow trend, local sourcing, extended humanism) and the **strategic challenges that await organic brands**. The morning will continue with Fabien Hennebo (Opti-Mix) on this **importance of a price audit in organic shops**, then with Bernard Ollié (good-BioAnalytics) who will analyse the **drivers of the recovery observed so far in 2024**.

The afternoon will be given over to discussions on **organic consumer behaviour** with Fabien Foulon (Retail&Détail) and **an analysis of unpackaged goods and reuse** in the sector with Chloé Liard and Cécilia Bourgeois (Réseau Vrac et Réemploi). The day will conclude with a presentation by Burkhard Schaer (Ecozept) on the **recent upturn of the organic market in Europe**.

TUESDAY 24 SEPTEMBER

The first part of the day will focus on the **outlook for the organic sector in Belgium** with Mélanie Longin (Sales4bio), who will review the figures for 2023 and the forecasts for 2024. There will then follow an **analysis of the initiatives revolving around deposit return and reuse**, presented by Réseau Vrac. The afternoon will be given over to the **outlook for the organic sector in Europe** with Burkhard Schaer, followed by **new projects on the changes that await organic retail for 2035** with Sauveur Fernandez. The day will come to a close on a discussion around the **upturn in the organic market in 2024** with Bernard Ollié and the **importance of price audits for organic shops**, again with Fabien Hennebo.

¹ Programme correct as at 31 July 2024, subject to change. Full programme available at natexpo.com.

² Cosmébio is the world's leading trade association specialising in natural and organic cosmetics

³ National Dietary Supplement Association.

⁴ National Trade association of organic agri-food companies, processors and distributors.

A STRONGER international contingent

Natexpo 2024 is welcoming a larger proportion of exhibitors from outside France: they make up **18% of the exhibitor population, of which 12% are showing for the first time.**

The top five countries represented are Germany, Italy (with a pavilion organised by the Italian Chamber of Commerce in Lyon), the Netherlands, Switzerland and Belgium. Among the most loyal German exhibitors are BIOVERDE, WHEATY TOPAS VEGAN and YOGI TEA, which have been regulars at the show since 2013 and 2015 respectively.

The show will also provide a platform for young innovative firms such as Happy Foie from Germany, Les Piments.com and Mon Bouillon from Belgium, along with REFIX Seawater Hydration from Spain, the winner of the Natexpo Gold Award in the Beverages category.

In addition, a special talk entitled "The organic sector in Belgium in 2023 and forecasts for 2024" will be given by Mélanie Longin from Sales4bio on the Organic Trends Forum organised by Bio Linéaires. She will review the 2023 figures for the organic sector in Belgium published by Biowallonie and Apaq-w.

Despite a slight drop in the number of organic farms and the area given over to organic farming in Wallonia, total expenditure on organic food products increased sharply in 2023: **+20.7 % in Belgium and +9.9% in Wallonia.**

ORGANIC MARKET FIGURES and trends in France

In May 2024, specialized organic stores recorded a notable growth of 8% compared to 2023.

However, June saw a slight slowdown with an increase of 3.72%, before picking up again in July with a growth of 9.6%. Since the beginning of the year, growth has reached 7.19%, equivalent to an additional 160 million euros in revenue, despite inflation dropping below the 2%⁶ mark.

The coming months will be crucial: it will be essential to restore the benefits of organic consumption, clarify the discourse on the legitimacy of this mode of production and consumption, and help to sort through the multitude of labels.



+7,19 %

in revenue for specialized organic stores since the beginning of the year.



18 %

international exhibitors

6_ source Bio Linéaires N°114. The months of May and June 2024 are comparable to those of 2023 in terms of working days.

MONDAY 23 & TUESDAY 24 SEPTEMBRE 2024
EUREXPO LYON - HALL 6 - 9AM TO 6PM - Closes at 5PM on Tuesday

Request your press accreditation:

<https://natexpo.com/en/demande-daccreditation-presse/>

ABOUT...

SPAS ORGANISATION is the largest French organiser of tradeshow and consumer events dedicated to organic products, nature, wellness and art de vivre. SPAS ORGANISATION organises 20 events and trend forums. www.spas-expo.com

NATEXBIO is a federation that mobilises the action of its members - national trade associations representing specialist organic processors and retailers - as part of their relations with a multitude of public and para-public organisations and those of associated partners Cosmebio and Forebio. Acting to promote the effectiveness of its members and the consistency of their initiatives, Natexbio thus contributes to a collective drive, playing its part in the development and structuring of the organic market. <https://www.natexbio.com/>

For more information about exhibitors trends [download the pre-show magazine here:](#)

