



## ORGANIC MARKET: **NATEXPO** EXHIBITS SECTOR VITALITY WITH 44% MORE VISITORS PER EXHIBITOR

With 44% more visitors per exhibitor, the attendance of more than 10,800 professionals, 500 innovations unveiled and a reaffirmed international drive, Natexpo 2025 heralded the resurgence of an organic sector seeking to bounce back. Held at Paris Porte de Versailles from 30 November to 2 December 2025, the show confirmed its role as a strategic gathering where organic market players can meet up, exchange and build the future.

### **A SHOW FLYING THE FLAG OF RECOVERY**

Attendance at the show was high once again, with 10,843 professionals, similar to the last Paris show in 2023. But beyond this raw figure, **the visitor/exhibitor ratio is the standout statistic: +44% compared with 2023**, a signal of the powerful engagement of the sector's professionals.

This upturn in activity also translated into **more than 1,000 face-to-face business meetings organised on site**, offering a chance for qualified discussions to help spark new collaborations. Furthermore, approximately one in four exhibitors were taking part in the show for the first time, revealing an entrepreneurial fabric in motion.



**Florence Roublot Vadé**, Exhibition Director at Natexpo, adds:

*“ The figures are up to expectations, but most importantly we sensed an energy and a desire for progress that we hadn't seen for several years. Natexpo has cemented its status as a business and innovation hub for the entire organic industry. ”*

## A SHOWCASE FOR INNOVATION: 500 NEW PRODUCTS TO TRANSFORM THE ORGANIC LANDSCAPE



In the exhibition's aisles, the creativity of exhibitors was on full display with more than 500 innovations showcased in the Natexpo Awards, the New Product Gallery and on the various stands. Several key trends stood out this year:

- More accessible and convenient products suited to everyday uses
- Growing momentum for eco-design, reuse and less packaging
- Stronger commitments to transparency, origin and environmental impact.

These innovations, proposed by pioneering SMEs and large established market figures alike, reflect a shared desire to restore meaning, trust and momentum to organic consumption.



Anne Serrault, Managing Director at Vit'all+ - Board Member of La Maison de la Bio and Synadiet, said:

“ What an impressive 2025 edition, which has helped to confirm the essential role of Natexpo as the unmissable and structurally central event for the organic sector. The pleasure of meeting up again, the valuable discussions and the enthusiasm of so many visitors for innovation all go to show that the sector is recovering its vitality: the organic market is bouncing back and heading for a sustained recovery. ”

## A REINFORCED INTERNATIONAL DIMENSION: MOROCCO AND MILAN ON THE RADAR

The 2025 show was a resolutely global affair, with 25% of exhibitors and 16% of visitors coming from outside France. Morocco was given a special platform this year with the “Destination Morocco” pavilion orchestrated by AMDIE, the kingdom's investment and export development agency, and Maroc Bio. The inauguration was held in the presence of Madame Samira Sitail, Ambassador of His Majesty the King of Morocco to France.

The Moroccan organic sector bodies took the opportunity to engage actively with La Maison de la Bio, laying the foundations for new cooperations. The show came as a significant milestone that augurs well for fruitful Franco-Moroccan collaborations in the months to come.

In line with this international dynamic, Natexpo will be accompanying the organic sector to Milan in May 2026 for the tradeshow TUTTOFOOD, to increase the visibility of organic products in Europe.



## THE SPECIALIST RETAIL VILLAGE: A CATALYST FOR ENCOUNTERS

One of the show's unavoidable hubs, the **Specialist Retail Village** enabled exhibitors to meet key buyers from the organic network. Designed as a forum for the establishment of direct business contacts, it also staged a drinks reception on Monday to facilitate informal discussions and strategic discussions on the future of the specialist organic channel.



**Sonam Walterspiller**, CEO of Biomonde – Board Director of La Maison de la Bio – Vice-Chair of Synadis Bio, offered this conclusion:

“ *This edition of Natexpo fully rose to the challenges that the organic world is facing today, with a positive business dynamic for France and foreign markets. The Big and Small Splash sectors, reflecting the vitality of organic in France and dedicated to innovation, were a fine showcase over these three days for the entrepreneurs who embody the continued renewal of our sector of activity* ”

### KEY FIGURES FOR NATEXPO 2025

- **10 843** professional visitors over three days
- **+ 44 %** more visitors per exhibitor compared with 2023
- **16 %** of visitors from outside France (up from 14 % in 2023)
- **1,000+** business meetings arranged
- **25 %** of exhibitors were first timers
- **500+** innovations presented (Awards, Gallery, aisles of show)

Next Natexpo events in 2026

**28 & 29 SEPTEMBER 2026** · LYON EUREXPO

**11 TO 14 MAY 2026** · TUTTOBIO BY NATEXPO

INTERNATIONAL TOUR

### ABOUT...

**SPAS ORGANISATION** is the largest organiser in France of tradeshows and consumer events dedicated to organic products, nature, wellness and art de vivre. SPAS Organisation organises 20 events, trend forums, and supports federations, organisations and local authorities in event strategy and deployment. **More information at [www.spas-expo.com](http://www.spas-expo.com).**

**LA MAISON DE LA BIO** brings together 10 trade associations representing organic stakeholders in France: producer alliances, processors, retailers, certification bodies. It is the voice of the economic players of the organic market verticals. In agriculture, Organic is the leading driver of the ecological transition. **More information at <https://lamaisondelabio.com/>.**

[natexpo.com](http://natexpo.com)

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