

NATEXPO 2026 ALIGNS WITH THE MARKET RECOVERY MOMENTUM

Natexpo is actively preparing its 2026 edition, scheduled to take place in Lyon on September 28–29, in line with its strategic objectives. **To date, more than 250 exhibitors have already committed to the event.** This strong level of engagement confirms that the trade show remains a key opportunity for industry players to drive growth, enhance visibility, and build meaningful connections.

This momentum comes within a more favorable market context. According to the latest barometer from Agence Bio, published at the end of February, 59% of French consumers report purchasing organic products at least once a month in 2025, an increase of 5 points compared to 2024. Weekly consumption is also on the rise, climbing from 30% to 35%. This renewed interest, observed across all demographic groups, reflects a positive and encouraging shift in the market.

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already registered
exhibitors here!*





Among the first confirmed exhibitors are **A.Vogel, Argiletz, Atlantic Nature, Bio Équitable en France, Bord à Bord, Ecodis, Halle Bio d'Occitanie (Relais Vert), Helpac, Huilerie Vigean, Moulin Meckert, Pain du Village, Pollenergie, Prosain, and Pural**. Their participation offers an early glimpse of the high-quality lineup being assembled for this Lyon edition.

One presence deserves particular attention: **Bio Équitable en France**. As a member of La Maison de la Bio, **the organization will, for the first time in Lyon, showcase a collective pavilion twice the size of the one presented in Paris in 2025**. This is a strong signal, reflecting the sector's commitment to long-term growth and investment.

This positive momentum is also evident in the evolving product offering. **At this stage, more than one-third of exhibitors are already planning to unveil new products. Several key trends are emerging: the growing prominence of plant-based and alternative proteins, the rise of healthy and indulgent snacking, and the expansion of functional and wellness products.** These innovations demonstrate a sector that remains highly attuned to consumer expectations while staying true to its core values.

With this Lyon edition, Natexpo continues to fully embrace its role as a leading trade show supporting a dynamic and evolving industry, one that is advancing with confidence and a strong spirit of innovation.

The early indicators are clear: stronger engagement, more innovation, and a genuine desire among stakeholders to reconnect with the market. Natexpo 2026 will be the event that embodies this renewed confidence.



A show by...

LA MAISON DE LA BIO For more information : <https://lamaisondelabio.com>

LA MAISON DE LA BIO brings together 10 professional organizations representing the key players in France's organic sector, including producer groups, processors, distributors, and certification bodies. It serves as the collective voice of the economic stakeholders across the organic value chain.

Organised by...

Spas Organisation For more information : www.spas-expo.com

SPAS ORGANISATION is France's leading organizer of both consumer and trade events dedicated to organic products, nature, well-being, and lifestyle. The company runs 20 events, develops trend-focused spaces, and supports federations, organizations, and local authorities in the strategy and implementation of their events.