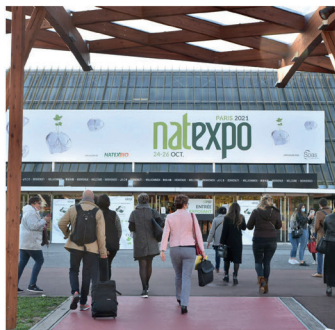


Post-event report

natexpo



Natexpo 2021 has drawn to a close, with excellent results to match an outstanding edition. Coming in the wake of an unprecedented period for business and society, the event allowed organic market players to meet up again physically in the largest hall of the Paris Nord Villepinte exhibition centre, booked for the purpose: Hall 6. More than 15,500 visitors made the journey from all over France and from many countries across the world to discover all the latest developments in the organic sector over the space of three days, from 24 to 26 October. On an exhibition area spanning 35,000 sqm, 1,200 stands and pavilions representing 2,500 exhibitors and brands – among them many start-ups – came together to present their activities and innovations to the sector's buyers and decisionmakers. More than 150 talks and workshops were also held to decipher the new trends of a market which is resolutely in step with consumer expectations, and which is set to reach 20 billion euros in sales in France by 2027 according to Maison de la Bio (excluding textiles).

As the only trade show to represent the entire organic market, Natexpo 2021 reflected the impressive energy of a fast growing sector, over the space of three days. This edition also showcased the sheer volume of ideas that firms have conceived to meet new expectations from society beyond organic: anti-food waste, zero packaging waste, upcycling, local sourcing, decarbonisation, seasonality, fair remuneration to all the links in the chain, etc. The new FoodTech Village this year brought together 12 start-ups developing ambitious initiatives. Le Lab, the exhibition and pitch forum dedicated to firms wor-

king in the circular economy and technical eco-innovation, beat all its previous records with 46 participating firms. The new Eco-Products Eco-Services sector making its debut this year at Natexpo also met with great success. This new space thus closed the loop in the all-round vision of the latest organic trends offered by this show like no other, around key sectors: Food, Ingredients, Cosmetics and Personal Hygiene, Dietary Supplements, Services and equipment for retail and brands.

More than 2,000 business meetings were scheduled during the three days of the show. To allow people who were unable to make the journey to enjoy the event all the same, Natexpo Digital this year inaugurated a new networking solution to amplify dialogue between professionals.

In addition to the list of exhibitors and the presentation of innovations in the New Product Gallery, this platform also streamed about 50 talks in catch-up mode. Another way of prolonging the experience of the physical show.

Next meeting: 18, 19 and 20 September 2022 in Lyon. After this 2021 show marked by the dynamism of companies in an evolving environment, Natexpo invites organic professionals to attend its next show in Autumn 2022 in Lyon. For the first time in its history, the Lyon show will be held over three days in 2022 instead of two, to offer people enough time to gain insight from an abundant market.

Website: <https://natexpo.com>

