

nordic
organic
foodFAIR

The
GOOD
FOOD
Fair

natural
beauty
SHOW

natural
health
SHOW

EVENT ANALYSIS 2024

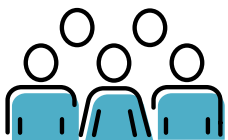
ANALYS AV MÄSSAN 2024

Nordic Natural & Organic Expo provides the perfect platform for the natural and organic sectors to grow and network

Nordic Natural & Organic Expo är den perfekta plattformen för den naturliga och ekologiska branschen att växa och nätverka

  www.nordicorganicexpo.com





3264

Professional Attendees
Branschbesökare



240+

Hosted Buyers
& VIPs



36+

Media Representatives
Media representanter



450

Exhibitors
Utställare



50+

Seminars
Föreläsningar



5772

Total SQM
Totala kvadratmeter

2024 MARKETING CAMPAIGN

Marknadsföringskampanj 2024

OVER
200

Advertisement pieces within the Nordic and European media

Över 150 annonser inom nordisk och Europeisk media

40

Association, trade body and media partnerships

40 branschorganisationer, näringsliv och mediapartners

6
MONTH

Multi-channel visitor marketing campaign in 3 languages

En 6-månaders marknadsföringskampanj på 3 språk

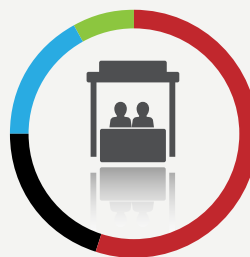
50,000

Buyer contacts across Europe

50,000 kontakter inom inköp runt Europa

EXHIBITORS BY SHOW AREA

Utställare per område



Organic Food 55%
Good Food 20%
Beauty 17%
Health 8%

EXHIBITORS BY REGION

Utställare per område



Europe 65%
Nordics 19%
Rest of the World 16%

VISITORS BY SHOW AREA

Besökare per område



Food 66%
Beauty 20%
Health 14%

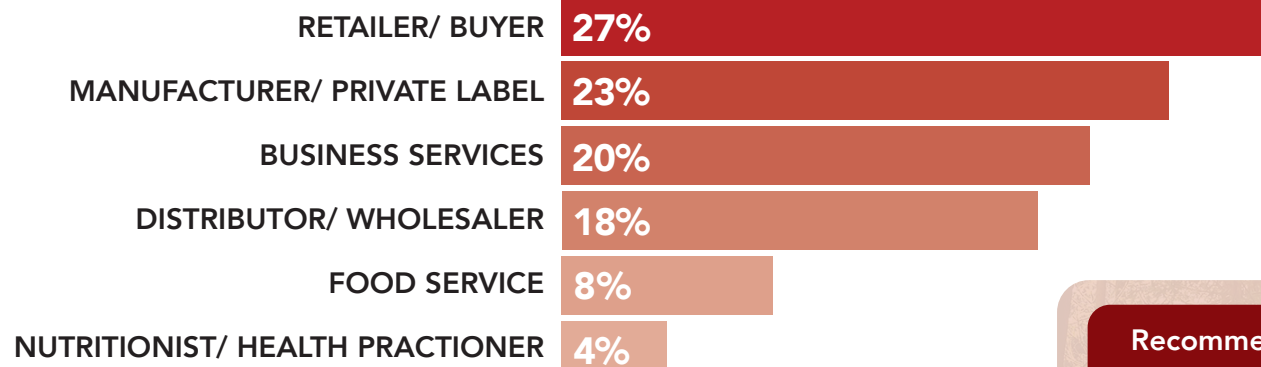
VISITORS BY REGION

Besökare per land



Europe 17%
Nordics 62%
Rest of the World 21%

Visitor Business Type | Verksamhetstyper



“This is a place filled with so much life and energy. There is a strong drive and will to increase organic products on the market, and it’s exciting to be part of that momentum.”

Anneli Bylund,
Sustainability manager,
Lidl Sweden

Visitors by Job Function

Besökare efter jobbfunktion

- **PARTNER/OWNER** | Partner/Ägare
- **BUYER** | Inköpare
- **MD/CEO** | VD/ordförande
- **MANAGER** | Chef



Recommendation | Rekommendationer

VISITORS likely to recommend
Nordic Natural & Organic Expo...

Besökare som rekommenderar
Nordic Natural & Organic Expo...

Likely | Sannolikt: **90%**

EXHIBITORS most likely to recommend
Nordic Natural & Organic Expo...

Utställare som rekommenderar Nordic Natural & Organic Expo...

Likely | Sannolikt: **89%**



Event Supporters for 2024 | Våra samarbetspartners 2024



KOSMETIKK





CONTACT US



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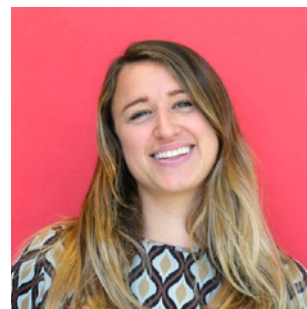
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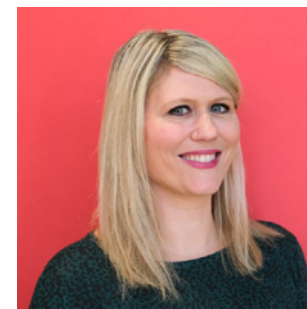
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See you next year!

12-13 NOVEMBER 2025
KISTAMÄSSAN, STOCKHOLM



  www.nordicorganicexpo.com

Organised by **diversified**