

Naturally GOOD

MONDAY 5 JUNE

TUESDAY 6 JUNE

2023

ICC SYDNEY, DARLING HARBOUR

Post Show Report

“ If you’re in the industry, want to stay relevant and see where you stand currently, this is definitely an event not to miss. It is great for networking too ”

2023 VISITOR

HEADLINE STATS

3,700+

Total Visitor Attendance

250

Exhibitors – including
over 100 new brands

93%

of visitors consider
attending Naturally Good
important for their business

70%

of visitors are likely to
spend with an exhibitor
in the next 12 months as
a result of visiting
Naturally Good





84%
OF VISITORS

are likely to attend
Naturally Good next year



87%
OF EXHIBITORS

were satisfied with
Naturally Good this year

Top Industry Sectors

Retail

Distribution/Import
Export/Wholesale

Manufacturer

Health Care

Foodservice

Beauty

Media



Top Job Functions



Owner &
Proprietor



Buyer &
Procurement



C-level
Management



Health Practitioner
(Dietitian, Nutritionist,
Naturopath, Homeopath)

Top Visiting Companies

- ALDI
- Amazon
- Coles
- Costco
- Ezymart
- Foodworks
- Go Vita
- Harris Farm
- Healthylife
- IGA
- Pharmacy 4 Less
- Qantas Marketplace
- Terry White Pharmacy
- TJX / TK MAXX
- Woolworths



Product Areas of Interest

Food & Drink	50%
Beauty	11%
Vitamins, Supplements, Remedies	9%
Wellness	8%
Complementary Medicine	6%
Personal Care	6%
Home and Living	4%
Business Services	3%



Top Visiting Objectives



To see new products and innovations



To keep up to date with market trends



To network among the industry



80
AVERAGE LEADS
generated per exhibitor

Exhibitors expect to **generate \$89,310 in sales** on average as a result of exhibiting

“Attending Naturally Good is an essential part of the work I do. My clients depend on me to be aware of the best products available and for my recommendations. At Naturally Good I am exposed to a huge variety of what is available in a time efficient way”

2023 VISITOR



Increasing brand awareness

was the main reason for exhibiting in 2023



Naturally Good Summit

Offering a snapshot into the future evolution of Australia's marketplace for natural, healthy, and sustainable packaged goods, the Naturally Good Summit left attendees feeling inspired and informed.



WHO ATTENDED?

- C-Level Management, Consultants, Dietitians, Owners, Project Managers, Buyers, Sales, Marketing

TOP INDUSTRIES

- Retail, Beauty, Distributor, Health Care, Import/Export, Manufacturing, Wholesaler

26%
INCREASE
in ticket sales
YoY



22 INDUSTRY RENOWNED SPEAKERS FROM COMPANIES SUCH AS;



“The Naturally Good Summit was an exceptional gathering of industry professionals sharing their expertise on navigating the health food industry. The event covered a wide range of fascinating trends and provided valuable insights. The speaker panel was impressive, and the interactive format allowed for engaging discussions. The summit successfully facilitated networking and collaboration among like-minded individuals.”

2023 NATURALLY GOOD SUMMIT ATTENDEE

Naturally Good Awards

The Naturally Good Awards celebrate and recognise the products and brands that are moving and shaking the industry. Judged by industry leaders, our winners receive invaluable recognition in a fast-moving segment.

2023 AWARD WINNERS;

Best Food Product: Proper Crisps – Cheeza Peno Tortilla Chip

Best Beverage Product: teaesk – Black Tea & Lemon Iced Tea

Best Functional Food or Beverage Product: Buderim Bioactive – Ginger+ Shots

Best Free From Product: Elato Ice Cream – Vegan Dark Chocolate Truffle Ice Cream

Best Australian Manufactured Product: Solid Teknics – AUS-ION cookware range

Best Socially Conscious Brand: Little Ripples

Best Organic Product: Meru Miso – Mushroom Miso Soup

Best Home & Living Product: The Naturool Co. – One Wrap

Best Beauty & Cosmetics Product: Antipodes – Lime Caviar Collagen-Rich Firming Cream

Best Complementary Medicine Brand: Herbs of Gold

Best New Brand (Sponsored by Consult Group): teaesk

Trailblazer: Dale Parkes – Unique Health Products

Retail Leader: Martine Cooper – healthylife



125
SUBMISSIONS

50
FINALISTS

250
TICKETS SOLD
for Gala Evening

93%
OF ATTENDEES
were satisfied with the
Naturally Good Awards
Gala Evening

PLATINUM PARTNERS



INDUSTRY PARTNERS



“ I am in contact with other start up businesses and would recommend to them that the investment in exhibiting should be part of their strategy to grow their business ”

2023 EXHIBITOR

Next Event

MONDAY 3 JUNE

2024

TUESDAY 4 JUNE

ICC SYDNEY, DARLING HARBOUR



Interested in exhibiting at Naturally Good 2024?

Join the brands who are already booked to exhibit and see why Naturally Good needs to be part of your annual calendar.

Contact the team

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- 1 300 DIVCOM (1 300 3 48 2 66)
- naturallygood.com.au/exhibit

Naturally GOOD

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