

MONDAY 3 JUNE

TUESDAY 4 JUNE

2024

ICC SYDNEY, DARLING HARBOUR

HEADLINE STATS

3,700+

Total Visitor Attendance

200+

Exhibitors

89%

of visitors consider attending Naturally Good important for their business



A must-attend for anyone serious about staying ahead in the natural products industry!

2024 VISITOR





80% **OF VISITORS**

are likely to attend Naturally Good next year



91% **OF EXHIBITORS**

were satisfied with Naturally Good this year

Top Industry Sectors

Retail

Distribution/Import Export/Wholesale

Manufacturer

Health Care

Foodservice

Beauty

Media



Owner & Proprietor



Buyer & Procurement



C-level Management



Health Practitioner (Dietitian, Nutritionist, Naturopath, Homeopath)

Retailers From All Corners

AUSTRALIA (NSW)

82%



INTERNATIONAL

5%

AUSTRALIA (ALL OTHER STATES)

14.5%

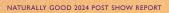
Representing Top Tier Companies

- · ALDI
- · Amazon
- · Coles
- · Costco
- · Ezymart
- · Foodworks
- · Go Vita
- · Harris Farm
- · Healthylife

- ·IGA
- · Pharmacy 4 Less
- · Terry White Pharmacy
- · TJX / TK MAXX
- · Woolworths
- · Wholefoods
- · Wild Things Food
- · Flannerys
- · WholeLife Pharmacy

From Independent to Corporate Retailers





Product Areas of Interest

Food & Drink	35%
Vitamins, Supplements, Remedies	30%
Beauty & Personal Care	14%
Home and Living	10%
Business Services	8%

What sets Naturally Good apart is the focus on unique products you truly can't find elsewhere.

From superfood snacks and probiotic drinks to vegan skincare lines and non-toxic cleaning supplies, this is where trends are born. 39

2024 VISITOR

Top Visiting Objectives



To see new products and innovations



To keep up to date with market trends



To network among the industry



Chai

89%
OF EXHIBITORS

said they met their objectives at Naturally Good 2024



" This expo is next level to get quality leads

- first time exhibitor and we couldn't believe how many leads we got. "

2024 EXHIBITOR



Increasing brand awareness

was the main reason for exhibiting in 2024



Naturally Good Buyer Program

Facilitating connections between independent and corporate retail buyers and exhibitors, making it simpler for them to find the products they need.

Buyers had exclusive access to the Buyer's Lounge to connect with innovative natural brands.

Returning in 2025, offering an even better experience.







72% OF BUYERS

said they are likely to purchase from brands they met through the Buyer Program The Buyers Program was fantastic. I could schedule appointments ahead of time, allowing me to sit down and have a 1 on 1 in chat in a quiet atmosphere.

Definitely will use this program even more next year. 33

2024 BUYER PROGRAM PARTICIPANT

Naturally Good Summit

Attendees were inspired and energised by the invaluable insights and perspectives of Australia's thought-leaders in retail and the natural, health and wellness space.

Key themes in 2024

- · Emerging trends in natural products
- · Making it: Scaling an indie beauty and wellness brand
- · Shop local: the Indie retail movement
- Sustaining growth for success as a FMCG business
- · Evolve or die: Cross-generational marketing



The Summit is invaluable, hearing from numerous experts providing insight into the real dealings of their businesses and market trends.

2024 VISITOR

Top Industries

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

Who attended?

- · CEO
- · Founder
- · Owner
- · Director
- · Buyer
- · Product Manager
- · Product Developer
- · Category Manager



Maha Corbett and Sally Obermeder
Co-Founders of SWIISH

Naturally Good

Awards

Recognising and celebrating the progress and achievements of innovative products and brands in the natural, health and wellness industry.

It's the ultimate networking event!



2024 Award Winners

Best Food Product: Fine Fettle Foods – Agogo Kettle Meal Range

Best Beverage Product: Naked
Rivals – 100% Lemon and Lime Juice

Best Functional Food or Beverage Product: The LittleOak Company - LittleOak From Fresh Sachets

Best Free From Product: Endeavour Consumer Health – Red Seal Kids fluoride Berry Bubblicious Toothpaste 70g

Product: Noumi Limited – Milklab Mini's 250mL (Almond and Oat)

Best Socially Conscious Brand: Faith in Nature Beauty Products

Best Organic Product:
Cell Squared Organic – Grass-Fed
Beef Organs Powder

Best Home & Living Product: Good Change Australia – Bamboo Reusable Towels

Best Beauty & Cosmetics Product: Lust Minerals – Probiotic Moisturiser +

Best Complementary Medicine Brand: I'm Nutrients

Best New Brand: (Sponsored by Consult Group) Tulita

Trailblazer: GR8 Health

– Samuel Godfrey

Retail Leader: (Sponsored by Retail World) Oborne Health Supplies

– Gillian & Barry Oborne

People's Choice: Natures Farmer Sea

HEADLINE STATS

ESTEEMED
INDUSTRY EXPERT
JUDGES





60 FINALISTS

150⁺
TICKETS SOLD

96%
OF ATTENDEES
were satisfied
with the Naturally
Good Awards
Gala Evening



Thank you to our Partners

Platinum Partners







Industry Partners



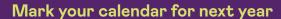












MONDAY 26 MAY

TUESDAY 27 MAY

2025

ICC SYDNEY, DARLING HARBOUR

"The show floor is a treasure trove, I can sample delicious natural foods and beverages, test luxurious plant-based beauty products and explore eco-friendly home goods all under one roof.

What sets Naturally Good apart is the focus on unique products you truly can't find elsewhere " 2024 VISITOR

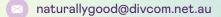


Interested in exhibiting at Naturally Good 2025?

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

The leading business event for natural, organic & healthy products

Contact the team



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naturallygood.com.au/exhibit

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