



Post Show Report

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

2024 VISITOR

HEADLINE STATS

3,700+

Total Visitor Attendance

200+

Exhibitors

89%

of visitors consider attending Naturally Good important for their business

70%

of visitors are likely to spend with an exhibitor as a result of Naturally Good





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

Top Job Functions



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. ”

2024 VISITOR

Top Visiting Objectives



To see new products and innovations



To keep up to date with market trends



To network among the industry



89% OF EXHIBITORS

said they met their objectives at Naturally Good 2024



Increasing brand awareness

was the main reason for exhibiting in 2024

84% of exhibitors were satisfied with meeting the right buyers

“ This expo is next level to get quality leads - first time exhibitor and we couldn’t believe how many leads we got. ”

2024 EXHIBITOR



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.

NEW
IN
2024

SPONSORED BY

BENNETTO™



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. ”

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


NATURALLY GOOD
Summit

“ 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



2024
KEYNOTE
SPEAKERS

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

Best Australian Manufactured Product: Noumi Limited – Milkclub 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) Osborne Health Supplies – Gillian & Barry Osborne

People's Choice: Natures Farmer Sea

HEADLINE STATS

7
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



Mark your calendar for next year

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


The leading business event for natural, organic & healthy products

Naturally GOOD


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.


Contact the team


 naturallygood@divcom.net.au

 1300 DIVCOM (1300 348 266)

 naturallygood.com.au/exhibit

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