



# Post Show Report

## Headline Stats

**2,600+**

Total Visitor Attendance

**150+**

Exhibitors

**6400+**

Leads generated

**81%**

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

“Naturally Good is Australia’s best trade show. It’s where we find new products and brands to keep our offering fresh and exciting.”

2025 VISITOR

“Our business has benefitted considerably from this event. We would not be where we are without attending this event in the last 3–4 years.”

2025 VISITOR



# Our Visitors

## Top Industry Sectors

Retail\*

Distribution/Import  
Export/Wholesale

Manufacturer

Health Care

Foodservice

Beauty  
/Salon/Spa

Media

\*6% growth in retailer  
attendance from 2024.



## Key Job Functions



Buyer &  
Procurement



Owner &  
Proprietor



C-level  
Management



Health Practitioner  
(Dietitian, Nutritionist,  
Naturopath, Homeopath)

“ I love attending the show. It has a great collection of exhibitors showcasing the future trends that will be hitting the shelves for the everyday consumer. ”

2025 VISITOR

## What our visitors are looking for

Food & Drink	52%
Beauty & Personal Care	22%
Vitamins, Supplements & Remedies	15%
Home and Living	9%
Business Services	6%

## Where our visitors work

Attracting a range of retailers ready to purchase new products - from independent supermarkets, pharmacies, specialty and convenience stores, to corporate retailers and department stores.

### Top attending companies



87%  
OF VISITORS

are likely to attend  
Naturally Good next year

# Our Exhibitors

Brands exhibit at Naturally Good to:



Increase brand awareness



Network among the industry



Generate high value sales leads



**93%**  
OF EXHIBITORS

would recommend Naturally Good to a friend or colleague in the industry



**91%**  
OF EXHIBITORS

were satisfied with Naturally Good this year



**85%**  
OF EXHIBITORS

feel they met their objectives at Naturally Good 2025

## 91% of exhibitors consider exhibiting at Naturally Good important for their business

“ A truly valuable experience. Highly recommended for anyone looking to explore serious business in the natural products space ”

**2025 EXHIBITOR**



# Driving Connection

## New Event App

Making it easier for buyers and exhibitors to connect.

- 6,400+ leads scanned
- 1,000+ users
- 1,300+ product interests logged
- Smart match-making

## Buyer Program & Lounge

A dedicated space for targeted meetings between exhibitors and qualified retail buyers- driving real product discovery and business growth.

- Pre-booked, high-value connections
- Access to key decision-makers
- Strong buyer demand for 2026



**82%**  
OF BUYERS

consider attending  
Naturally Good important  
for their business



## Buyer Bags

Curated product bags were gifted to key buyers to drive discovery and spark new business opportunities, putting exhibitor products directly into the right hands.

## Thanks to the brands involved!

BearWell / Coast of Gold / Earthly Souls / Ere Perez / Holy Sanity / K9 Organic Hemp Oil / Little Harvesters / Purple Universe / Sanctum Organics / Two in a Bush / The Australian Camel Milk Company

“A fantastic opportunity to connect with current suppliers & emerging brands. Thoroughly recommend. Will return!”

**2025 BUYER**



# The Pulse Stage

A free, two-day stage packed with fresh retail insights and ideas.

## Themes:

- Growth of Australia's Healthy Packaged Goods
- Global retail trends & regulations
- The evolving pharmacy landscape
- Indigenous ingredients & sustainability
- Building online communities around products
- Changing regulations in complementary medicine

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## 2025 Key Speakers



**Jarna Mclean**  
Circana,  
Director Health & Lifestyle



**Despina Lord**  
Wellbeing Empowered,  
Founder



**Karen Green**  
Buyerology Ltd, UK  
Grocery Industry Expert & Sales Growth Strategist

# Pitch Fest

Emerging brands pitched live for a \$10K prize - giving retailers a first look at the next big products in natural.

A powerful platform for brands to get noticed and for buyers to discover.

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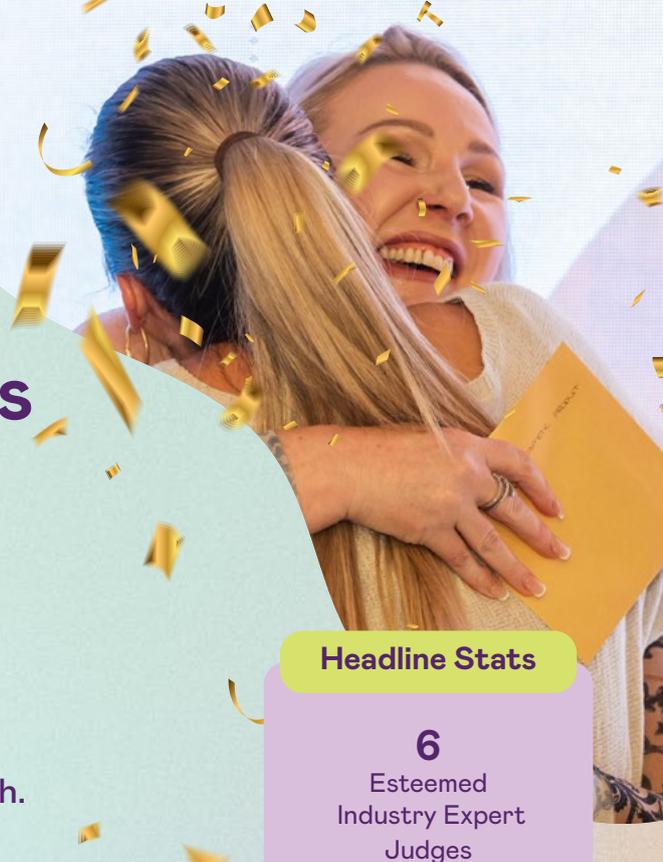
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**Congratulations to our Pitch Fest Winner 2025: Not Coffee**





**10** Years of Naturally Good



# Naturally Good Awards & 10 Year Celebration!

A night of networking and celebration, where the 2025 award winners were announced.

Naturally Good brings the industry together, creating powerful networking moments that spark new connections, collaborations, and business growth.

## Headline Stats

**6**  
Esteemed Industry Expert Judges

**48**  
Finalists

**300**  
Attendees

**12**  
Award Winners

## 2025 Award Winners

**Best Beauty & Personal Care Product:**  
Mud Organics – Peptide Collagen Moisturiser

**Best Beverage Product:** Sunday Club Beverages – Sunday Club Coconut Water Seltzer

**Best Complementary Medicine Product:** Herbs of Gold – Sea Buckthorn Oil

**Best Food Product:** Loco Love – Classic Chewy Caramel

**Best Home & Living Product:** NATPAT – PET ZEN

**Best New Brand:**  
Nimbus Plant Milk – Nimbus Powdered Plant Milk

**Best Certified Organic Product:**  
Sanctum Organics – Women’s Natural Uplifting Deodorant

**Retailers’ Choice:** Loco Love

**Retail Leader:** Ryan McLintock – Vitalus

**Retail Leader:** Ann Cattelan – Go Vita

**People’s Choice:** Little Harvesters

**Pitch Fest Winner:** Not Coffee

Thanks to WellBeing & EatWell Magazine

Official Gold Sponsor for the Naturally Good Awards 2025



# Thank you to our Partners



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## Awards Gold Sponsor



## Awards Category Sponsors



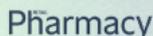
## Charity Partner



## Additional Sponsor



## Media Partners



## Mark your calendar for next year

WEDNESDAY 3 JUNE

THURSDAY 4 JUNE

2026

ICC SYDNEY, DARLING HARBOUR

“ I love seeing all the new products and meeting the suppliers. It’s a fun, exciting and informative event. I will be back next year. ”

2025 VISITOR



Thinking of exhibiting in 2026?

## Contact the team

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