



MONDAY 26 MAY

TUESDAY 27 MAY

2025

ICC SYDNEY, DARLING HARBOUR



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*	Foodservice
Distribution/Import Export/Wholesale	Beauty /Salon/Spa
Manufacturer	Media
Health Care	*6% growth in retailer attendance from 2024.

“ 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



Key Job Functions



Buyer & Procurement



Owner & Proprietor



C-level Management



Health Practitioner
(Dietitian, Nutritionist, Naturopath, Homeopath)



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

Sponsored by

PATHWISE

POWERED BY

UniversalCounsel.

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.

Proudly sponsored by PATHWISE, powered
by Universal Counsel.

Sponsored by

PATHWISE

POWERED BY

UniversalCounsel.

**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

Thanks to WellBeing
& EatWell Magazine

Official Gold Sponsor for the
Naturally Good Awards 2025

WellBeing
ILLUSTRATING WELLNESS

WellBeing
EatWell

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



Thank you to our Partners

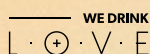
Platinum Partners



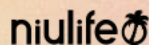
Registration Sponsor



Entrance Sponsor



Hydration Sponsor



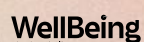
Pulse Stage & Pitch Fest Sponsor



Industry Partners



Awards Gold Sponsor



Awards Category Sponsors



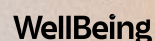
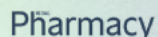
Charity Partner



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



naturallygood@divcom.net.au



1300 DIVCOM (1300 348 266)



naturallygood.com.au/exhibit



@naturallygoodex



@Naturally Good Expo



@Naturally Good Expo