



natural
beauty
EXPO

12-13 May 2025 | ExCeL London

The home of conscious beauty

Natural Beauty Expo is the most important face-to-face business event for you to secure product listings with UK and worldwide retailers.

**+6.8%
growth in
2022**

of Soil Association
certified organic
and natural
products

**Grow your
business**

Meet UK &
Overseas natural
beauty buyers

**89% of UK
consumers**

say sustainability is
important to them

*NielsenIQ 2023

**USD 467m
(GB £341m)**

UK Market for Natural
& Organic Personal
Care Products

**12th
consecutive
year of
growth**

for certified natural
& organic beauty &
wellbeing market

COMPANIES YOU WILL MEET:

Big Green Smile | TK Maxx | **Amaranth** | Holland & Barrett UK, The Netherlands & UAE | **Miraz Trading Oy** | Horan's | **Jasmin Beauty, Saudi Arabia** | Pharmacy at Mayfair | **Eighth Day Co-Operative** | Life Pharmacy UAE | **Natural Dispensary** | Bellevue Pharmacy | **Shoreditch Spa** | The Soho Salon | **Selfridges** | Boots UK | **Harrods Pharmacy & Day Lewis** | The Rabbit Hole Vegan Hair Salon | **Revital** | John Bell & Croyden | **Waitrose**

THE NUMBERS THAT DELIVER BUSINESS

6210	TOTAL ATTENDEES
87%	OF VISITORS AUTHORISE OR INFLUENCE PURCHASING
900+	HOSTED UK AND OVERSEAS BUYERS
72+	VISITING COUNTRIES
30	INDUSTRY SPEAKERS
28	YEARS OF GROWING THE NATURAL & ORGANIC INDUSTRY

PACKAGE	COST
Shell Scheme Inline	£536/sqm
Shell Scheme Corner	£623/sqm
Space Only	£562/sqm
Launch Pad*	£1608

*NEW EXHIBITORS ONLY, LIMITED AVAILABILITY, CRITERIA APPLIES

Over 50%
of exhibitors
have rebooked
for 2025!

www.naturalproducts.co.uk/beauty

For more information, contact the team today!



Mary Allen

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According to @mintelnews, in 2022, **78% of UK adults purchased their beauty and personal care items in-store**, indicating that post-pandemic beauty customers are returning to shops for the in-store experience.



#NOPEX

PART OF
**natural
& organic**
PRODUCTS EXPO

Visitor Testimonials

“It was another fantastic, valuable day at NOPEX getting to connect with so many new passionate, innovative brands in the health and wellness space, as well as catch up with many of our current partners. The show always has such a positive energy to it, and this year was no exception – already looking forward to the next one!”

Boots

“NOPEX is fantastic. It’s amazing to make connections with people that we’ve known for a long time, but to also build new relationships with new players, markets, and participants in the industry. Our purpose is to nourish people in the planet, and so NOPEX helps us connect with likeminded individuals who are also on a mission to educate consumers and to make the world a better place.”

WHOLE FOODS
MARKET

“We had a great time at NOPEX, the biggest showcase for retail professionals bringing together new business and thousands of pioneering natural, organic, sustainable, free-from and healthy products from across the industry.”

Holland&Barrett



Exhibitor Testimonials

“It provides super clear market research combined with practical leads. I learnt which products the market needs by speaking with many store owners. It also set the base for a wider distribution, as a lot of new customers will now start supplying our products. The whole industry is present - I have already booked for next year!”

THIERRY NOESEN, FOUNDER, BELVAS

“It’s a show that covers all bases. So, you get exposed to international business if you want to expand overseas, and you meet some great distributors in other countries too. For the UK, you meet everyone from your independent retailer to your Holland and Barrett’s and everything in between. They come here just because they are purely focused on natural products. If there’s one show to increase your B2B footprint, it’s definitely this one.”

CARLO BUCKLEY, MANAGING DIRECTOR, CBDFX

“We had so many positive upbeat conversations from buyer and suppliers alike at Natural & Organic Products Europe. In a world of worry, the vibe and engagement at the show proves things are changing.”

DAVE CHRISTIE, FOUNDER OF TAKE ON GOLIATH.

“Thank you for giving us this guaranteed opportunity to present our products to Whole Foods Market UK. This is a very exciting opportunity for us, especially as a startup company, interested in promoting natural and sustainable vegan products.”

SUBO GILL – PURE PLANT FOODS

