



# Natural & Organic Products Asia

## HONG KONG

29-31/8/2018  
Hall 1DE, HKCEC



The Most Established Sourcing Event  
for Asia's Natural & Organic Industry

[www.NaturalProducts.com.hk](http://www.NaturalProducts.com.hk)



# NOPA: THE GATEWAY TO THE FLOURISHING ASIAN NATURAL AND ORGANIC MARKET

Since 2014, **Natural & Organic Products Asia (NOPA)** has been the most established trade platform for all things natural & organic in the region.

In 2017, the Expo welcomed over 250 exhibitors from 31 countries, showcasing their premium natural and certified organic products from food, beauty, health, wellness and living sectors to over 6,000 quality buyers across the region.

Riding the success of 2017, NOPA 2018 is set to take a great leap forward by expanding its show floor, enhancing its international profile and increasing the number exhibitors and visitors.

Demand for organic products has outstripped supply around the world, especially in Asia. NOPA is your ideal channel to find customers and to build your brand in Asia. Booth reservation is now open for the 2018 Expo. Contact us now to find out the opportunity for your business.



## HONG KONG: ASIA'S TOP BUSINESS HUB

- Hong Kong is an ideal base to connect with Mainland China's high-growth market.
- Hong Kong is the world's freest economy with open market policies, low tax and custom tariff rates. Put simply, it's the friendliest place to do business in Asia.
- Hong Kong is Asia's top spot for re-export trade due to its easy access to the region's high-growth markets, including Japan, Korea, Taiwan, Singapore, Malaysia and the Philippines.
- Hong Kong is Asia's most dynamic market for natural products with high purchasing power. The city is also the second largest market for USDA organic products in Asia.
- Southeast Asian conglomerates are tapping Hong Kong's role as a connector for ASEAN Belt and Road related projects.



# ASIA NATURAL & ORGANIC MARKET OVERVIEW

## NATURAL FOOD & BEVERAGE

- China is now the world's fourth-largest organic products market. Sales of such goods in China are expected to grow by more than 20% a year through 2020.
- The global organic food & beverage market is expected to reach US \$320.5 billion by 2025.
- Rice, soymilk and other plant-based alternatives have dominated the organic beverage market. Coffee & tea is expected to emerge as the fastest growing sector.
- The gluten-free products market will further expand, with countries like China and India showing the most promising growth.
- The demand for natural ingredients for enhancing food quality is increasing. Food flavourings and colourings have massive market potential in Asia.

## NATURAL BEAUTY & PERSONAL CARE

- The Asia-Pacific region is second to only Europe as the largest market for personal care products, with consumer preferences gradually shifting towards more natural and organic products.
- The market for organic cosmetics in Asia is expected to be worth US \$1 billion by 2020.
- Asian consumers are increasingly willing to purchase clean labels and natural beauty products; 69% of Southeast Asians prefer products made with natural or organic ingredients.
- Herbal beauty product markets in Asia Pacific are expected to record high growth rates in terms of value until 2026. Japan is estimated to be the largest consumer of herbal beauty products in the region, followed by China.
- Consumer demand for cruelty-free beauty products in Asia has begun to boom with consumers more aware of animal welfare.

## NATURAL HEALTH & LIVING

- The Asia-Pacific nutraceuticals market is estimated to witness a CAGR of 7.33% from 2018 to 2022. Japan and China will depict a CAGR of 7.76% and 7.15% respectively.
- The trends of ageing well and health enthusiasm in developed Asian countries has increased demand for health food, supplements, health and fitness supplies and functional foods.
- Asia-Pacific's functional protein market is projected to witness high revenue growth at a CAGR of 8.2% from 2017 to 2025. This includes significant gains in functional food & beverage production in China, India, and Malaysia.
- The Asia-Pacific vitamins (Nutraceuticals) market is estimated to grow at a CAGR of 7.0% from 2014 to 2019. The largest market is Japan, followed by China.
- Wellness spending in China is expected to reach US\$ 70 billion in coming years.

## EXCELLENT INDUSTRY FEEDBACK

This is our first time here in Asia. NOPA is a great place for us to expand our business and find business partners in Asia. We have met many people here who have expressed their interest in our products. We are planning to come back next year.

**Tamas Kalman**  
Managing Director  
ŐSIMAGNESIUM  
Hungary



I think NOPA is the best organic fair in Asia, with buyers from all over the world including distributors and retailers. We have met several retailers from Hong Kong and Singapore. The show not only brought us sales leads but also gave us inspirations for our products and provided us the latest market trends.

**Peetchai (Neil) Dejkraisak**  
CEO/ Co-founder  
Siam Organic Co., Ltd  
Thailand









This is our 4<sup>th</sup> time to attend NOPA in Hong Kong. We have been growing together with NOPA since 2014. We have potential clients from Hong Kong, and also from different parts of Asia. (Malaysia, Taiwan and Philippines). NOPA 2017 is especially good for us; the quality of the potential clients is outstanding. We will definitely attend again in 2018.

**Stephen Wong**  
Director  
Awesome Foods  
Hong Kong

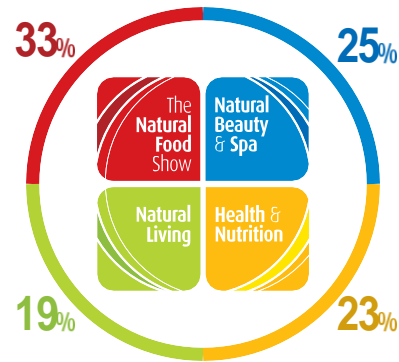


# 2017 EXHIBITOR PROFILE | 250 EXHIBITORS FROM 31 COUNTRIES

## EXHIBITOR BY COUNTRIES (TOP 6)

-  Hong Kong
-  Republic of Korea
-  Thailand
-  Australia
-  Philippines
-  Sweden

## EXHIBITORS BY PRODUCT SECTORS

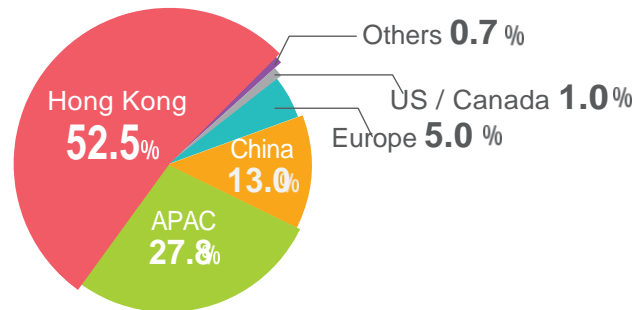


## 2017 VISITOR PROFILE

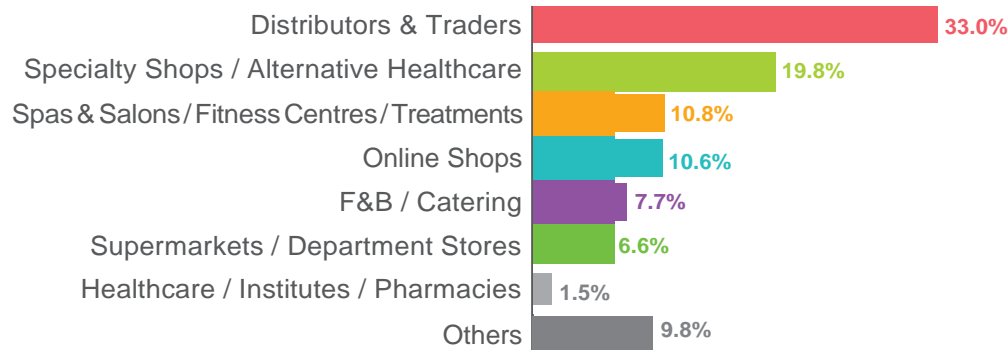
### TOTAL ATTENDANCE



### VISITORS BY REGION



### BY BUSINESS TYPE



### SATISFIED HOSTED BUYERS

NOPA provided a great platform for me to meet suppliers from around the world. I have sourced many interesting products from the expo, there are a wide variety of organic products from raw material to finished products. I will definitely visit NOPA again next year.

**Pichet Ninjertsiri**  
Procurement Manager  
Amway (Thailand) Ltd.



I've sourced many interesting products, like Manuka honey, beetroot instant powder. I also had meetings with many different suppliers from Turkey, Korea, Australia, and we are discussing possible cooperation in the future. There are many new products and I can't wait to visit NOPA again next year.

**Su Yu Wen**  
Grocery Import Category Manager  
PresiCarre Corp (Carrefour Taiwan)



# NOPA AT A GLANCE | FOUR SHOW ZONES



## NATURAL FOOD



The exhibition covers the fields of organic food, organic drinks and organic non-food products.

**Exhibits:** Healthy food and drink products, special diet / free-from, organic, Fairtrade, baby and children, Halal, vegetarian and vegan and functional food and drink.

**Visitors:** Independent, specialist and food retailers, supermarkets and department stores, wholesalers and distributors, food importers and exporters, restaurants, hotels and contract caterers.



## NATURAL BEAUTY & SPA



The exhibition covers the fields of natural and organic cosmetics, wellness products, drugstore articles and service providers.

**Exhibits:** Natural, Organic, Free-From, Fairtrade, vegan, ethical and cruelty-free personal care, skincare, hair care, cosmetics, body care, suncare, mineral, baby, and packaging products

**Visitors:** Beauty retail chains, supermarkets and department stores, beauty importers and exporters, beauty wholesalers and distributors and beauty salons.

## NATURAL LIVING



The exhibition covers the fields of green and sustainable living products, eco-household products, clothing and textiles and ethical products.

**Exhibits:** Detergents, cleaning materials / agents, other drugstore articles, textiles, pet food & care, seeds and plants, household appliances / goods.

**Visitors:** Buyers from across the retail spectrum, including health stores, pharmacies and drug stores, supermarkets and department stores.



## HEALTH & NUTRITION



The exhibition covers the fields of established brands, new start-ups and leading manufacturers and suppliers of nutritional and natural healthcare products.

**Exhibits:** Nutritional supplements, herbal remedies, sports nutrition and natural healthcare products, contracted manufacturing, packaging, and service providers.

**Visitors:** Independent and chain health stores, nutritionists, wholesalers and distributors, importers and exporters.



# NOPA 2018 FEATURES



## NATURAL BUSINESS FORUM

Gathering influential industry professionals to share their success stories and insights into running natural businesses.



## NOPA LIVE THEATRE

An ideal channel for exhibitors to select their one best and latest products to present to the buyers.



## NATURAL & ORGANIC ASIA AWARDS



Giving recognition to innovative ideas and newly-launched products, and celebrating the achievements and the contributions of industry professionals.



## PERSONALISED BUSINESS MATCHING SERVICES

Top-tier buyers across Asia will be invited to the expo. Our personalised and convenient business matching services will effectively match buyers and suppliers.



## NETWORKING EVENTS

A valuable opportunity for exhibitors to network with buyers, peers and partners and develop a long-term business relationship.



## THE NATURAL & ORGANIC ASIA AWARDS SHOWCASE

The best place for exhibitors to showcase their hottest products or new arrivals to the buyers and even the whole industry. Buyers can vote for their favourite products and the winners will be awarded at the Natural & Organic Asia Awards Presentation Ceremony.