



Where innovation in nutrition
took center stage.

2025

Post Show Report

Oct. 27-30, 2025
Expo Hall: Oct. 29 & 30, 2025
Mandalay Bay, Las Vegas

- Participants trends
- Companies in attendance
- Mobile app
- Audience demographics
- Sustainability

Participants trends



20,000+

Total
participants



44%

Visitors first-time
attending the show



1,900+

Attended
educational sessions



74

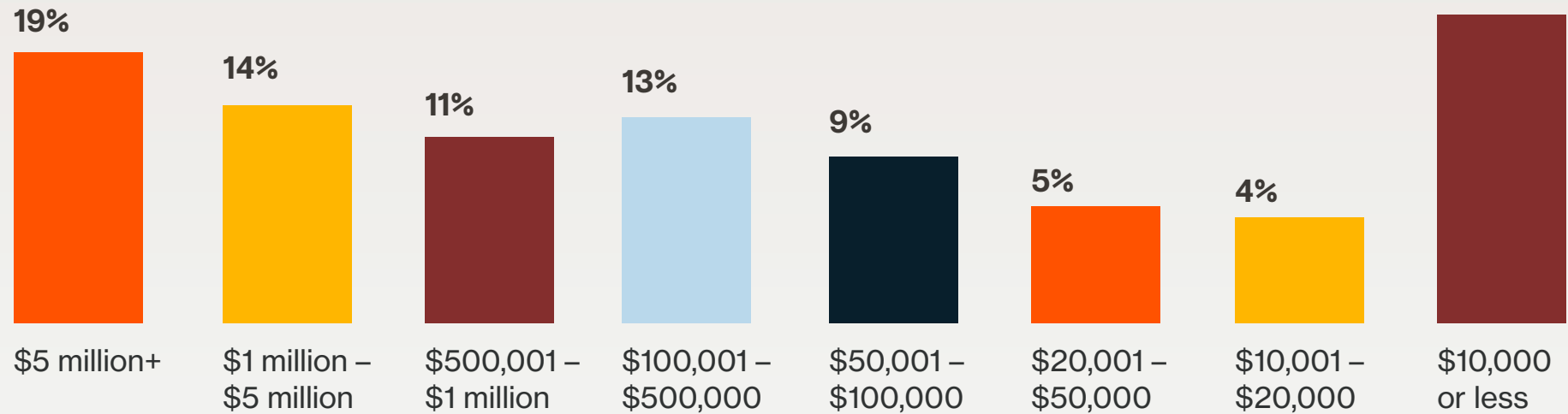
Countries
represented

Audience demographics

- Supplement brands refining formulas and exploring new opportunities.
- Food and beverage companies sourcing functional and clean-label ingredients.
- Contract manufacturers, co-packers and CPG developers creating innovative solutions.
- R&D, marketing, sourcing and executive teams driving growth.

Audience demographics

Level of purchasing



Purchasing decision involvement

Attendees that authorize purchasing



Attendees that make purchases



Attendees that recommend purchases



* All percentages are derived from the subset of respondents who reported this information.

Audience demographics

Attendee company size (employees)

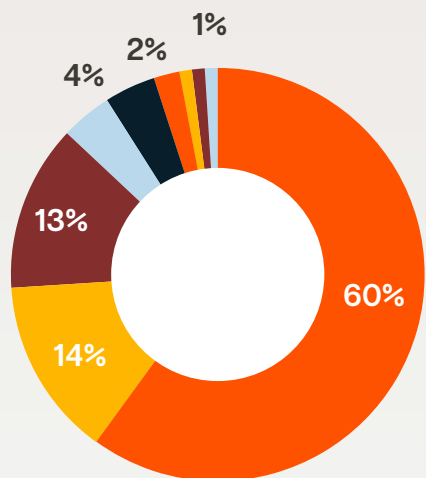
1 - 9	21%
10 - 24	12%
25 - 49	11%
50 - 99	9%
100 - 499	18%
500 - 999	5%
1,000 - 4,999	5%
5,000 - 9,999	1%
10,000 - 24,999	1%
25,000 - 99,999	1%
100,000+	1%
Other	9%

Attending company annual sales

\$0 - \$249,999	10%
\$250,000 - \$499,999	5%
\$500,000 - \$999,999	6%
\$1,000,000 - \$4,999,999	16%
\$5,000,000 - \$9,999,999	9%
\$10,000,000 - \$14,999,999	6%
\$15,000,000 - \$19,999,999	3%
\$20,000,000 - \$49,999,999	10%
\$50,000,000 - \$99,999,999	7%
\$100,000,000 - \$499,999,999	10%
\$500,000,000 - \$999,999,999	3%
\$1,000,000,000+	8%

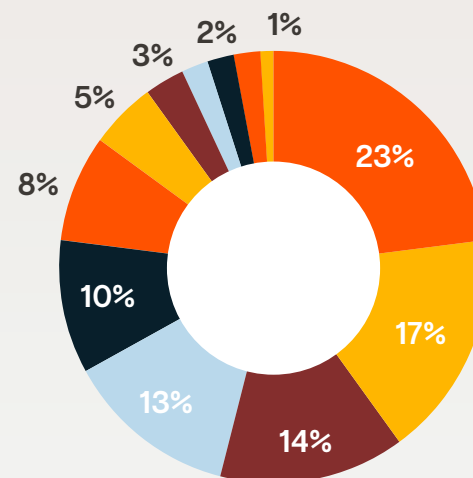
Audience demographics

Attendee primary business type



Manufacturer	60%
Business services/Other	14%
Supplier/Distributor of raw ingredients	13%
Distributor	4%
Retailer	4%
Investor	2%
Press	1%
Health practitioner	1%
Food service	1%

Attendee area of focus

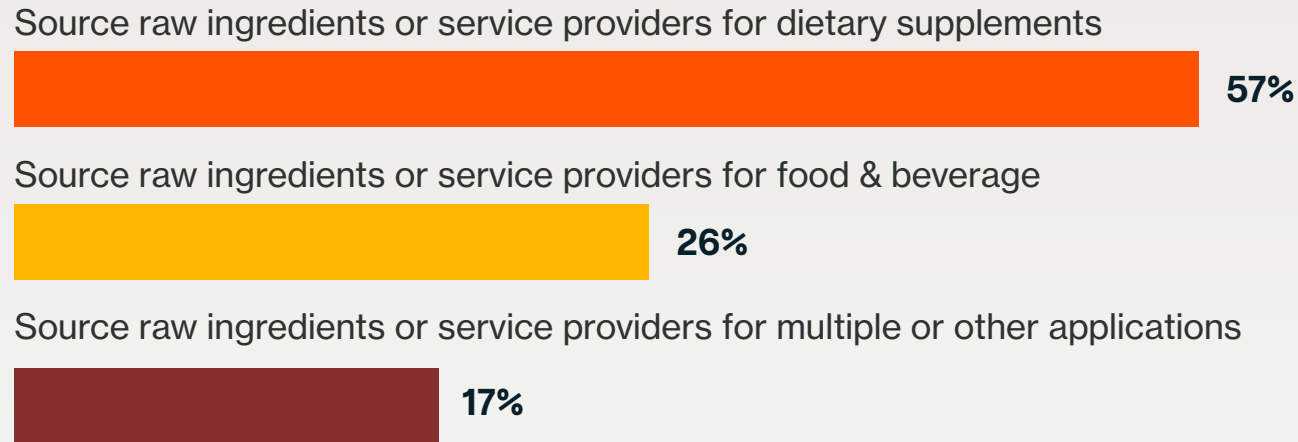


R&D/product dev/food tech	23%
Purchasing/supply chain/operations	17%
Business development	14%
Sales	13%
Marketing/brand management	10%
Manufacturing/contract manufacturing	8%
Corporate management	5%
Other	3%
Quality assurance/quality control	2%
Legal/regulatory/compliance	2%
Distribution	2%
Accounting/finance	1%

* All percentages are derived from the subset of respondents who reported this information.

Audience demographics

Attendee sourcing focus



Companies in attendance

Amazon	GNC	New Chapter	Swanson Health Products
American Egg Board	Grupo Bimbo	Nordic Naturals	Temu
Anheuser-Busch	Kate Farms	Olipop	The Coca-Cola Company
Beachbody	Kraft Heinz	Organic Valley	The Hershey Co.
Better Being Co.	Mary Ruth's	PepsiCo	The J.M. Smucker Co.
Bragg Live Food Products	Medifast	Physician's Choice	The Vitamin Shoppe
Costco	Miyoko's Creamery	Sam's Club	Thorne
Dog is Human	Morinaga	Spangler Candy Co.	Walgreens
Fresh Pet	Nature's Fynd	Starbucks	Walmart
	Nature's Way	Sun-Maid Growers	

Sustainability highlights

Carbon offsetting



Partnered with AQ Green TeC, offering event participants a way to measure, reduce and offset the carbon footprint from the impact of their travel and attendance.

Silent seminars



Silent Seminars headsets enhanced accessibility for hearing-impaired attendees, international participants needing translation and those with sensory sensitivities or mobility challenges.

Sustainable packaging



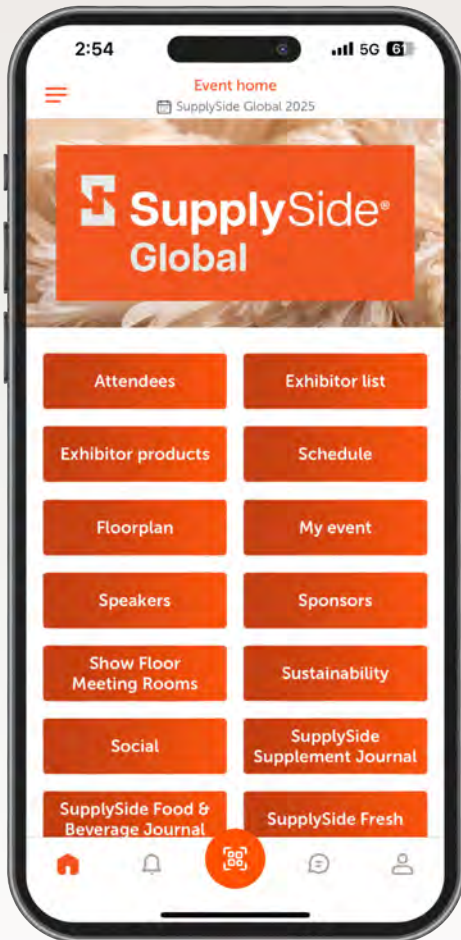
Introduced a Sustainable Packaging Help Desk, in partnership with Packaging Digest, to help attendees connect with suppliers and resources for their industry-specific packaging needs.

Tree donations



All trees in the 20-foot cross aisles were donated to the Las Vegas Tree Initiative where they will be replanted to help protect residents from the Southern Nevada heat.

Mobile app participation



8,000+ total downloads

13,800+ visits to the schedule

20,000+ visits to the exhibitor list

11,700+ visits to the floor plan