



BIOBRAZIL FAIR

BIOFACH AMERICA
LATINA

into organic

19th INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY



**natural
tech**

19th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIR



POST SHOW
REPORT 2025



BIOBRAZIL FAIR
BIOFACH AMERICA
LATINA
into organic

**natural
tech**

The largest trade fairs for healthy and organic products ended the 2025 edition, proving the leading role of the Brazilian market for healthy items and which has fairs as its main business showcase.

Over four days, the Anhembi District in São Paulo welcomed **61,000 visitors** — a **10% increase** compared to the 2024 edition — from **all Brazilian states and 41 countries**. Attendees included retailers, health professionals from multiple fields, entrepreneurs, producers, cooperatives, associations, industry authorities, and end consumers, all eager to explore over **1,700 brands** and **836 exhibitors**.

NUMBERS 2025



61mil

Visitors



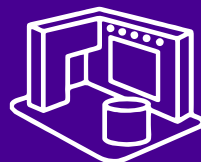
1.700

Brands



836

Exhibitors



54

Thousand sqm
of Exhibition



42

Countries



27

Federative Units

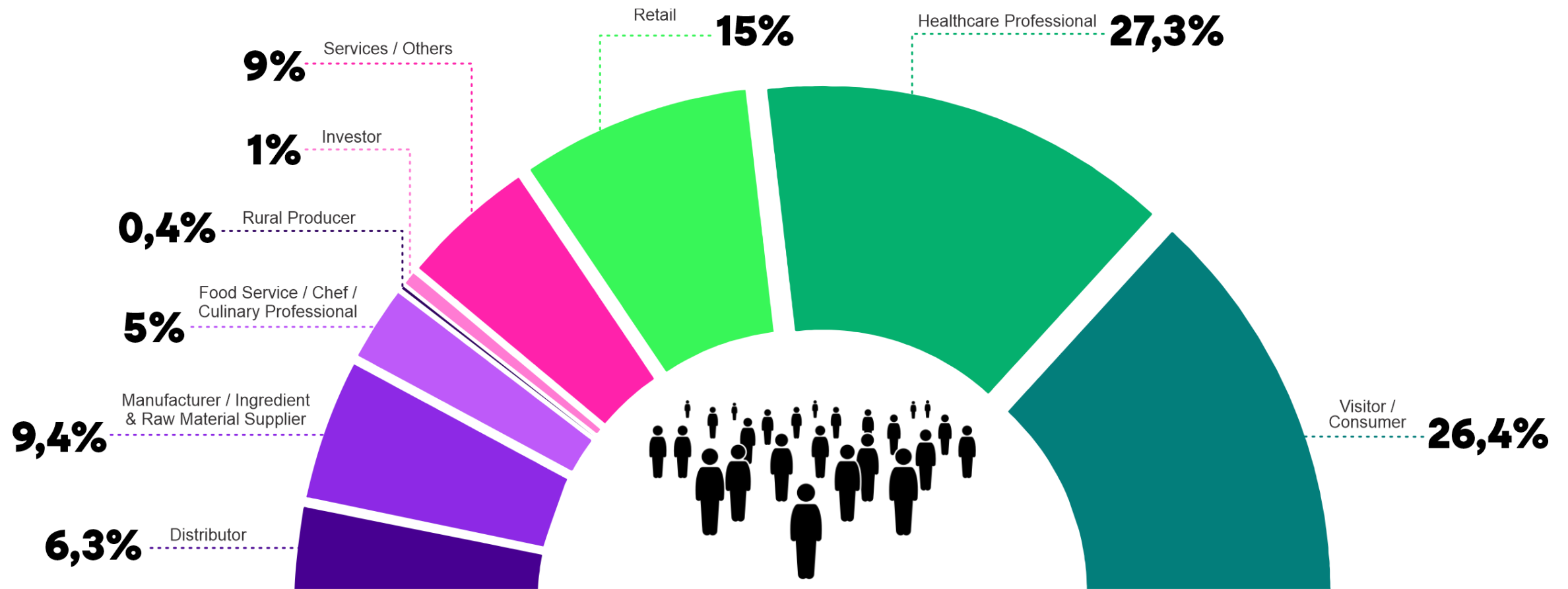


+135h

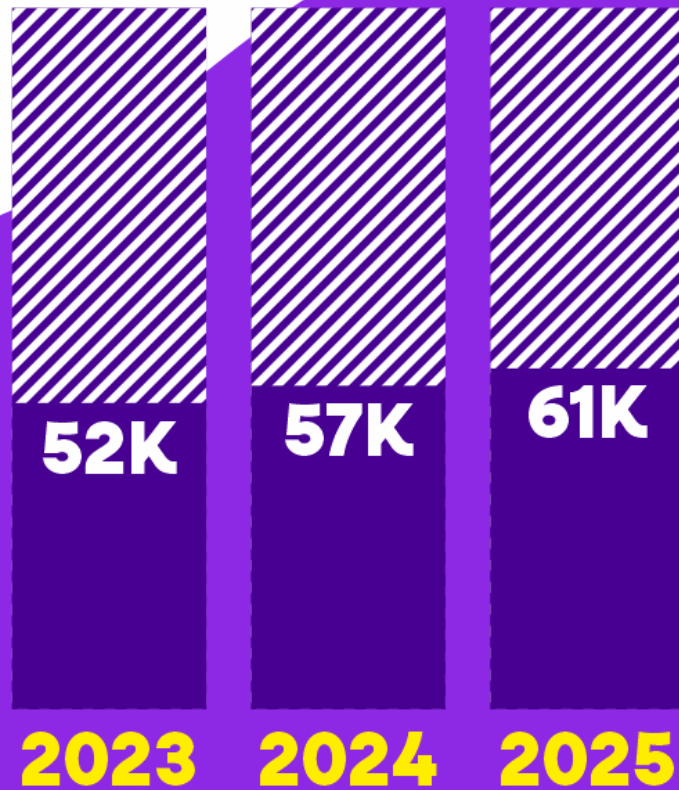
Programming



VISITOR'S PROFILE



2025 AUDIENCE SEGMENTATION



B2C

26%

B2P

27%

B2B

46%

**B2B Service, Investor, Food Service, Manufacturer,
Distributor, Retail**
B2P Healthcare Professionals
B2C Visitors/Consumer

THE 2025 EDITION CONSOLIDATES THE SUCCESS OF THE EVENTS FOR THE MARKET AND FOR THE GENERATION OF BUSINESS

53%

Hold management positions

93%

Participate in the purchase process

49%

Visited the trade shows for the first time

TOP 3

OBJECTIVES WHEN
VISITING THE EVENT



28%

Learn about trends and new launches



16%

Meet new suppliers



15%

Close deals

BRAZIL CAME TOGETHER AT BIO BRAZIL FAIR AND NATURALTECH!

ALL 27 STATES
were represented



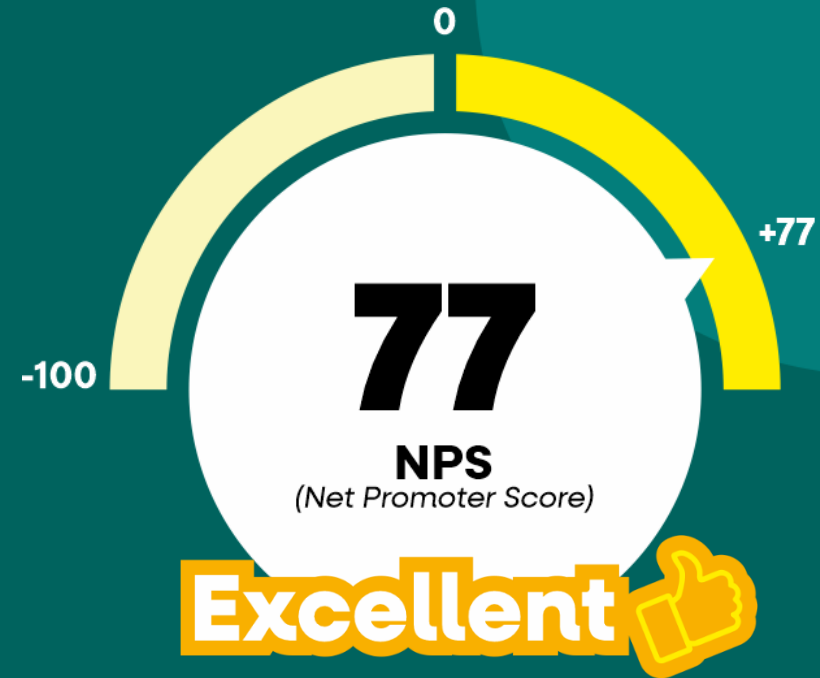
VISITORS FROM **42 COUNTRIES**

- Argentina
- Bolivia
- Chile
- China
- Colombia
- Ecuador
- USA
- Paraguay
- Peru
- Uruguay



Visitor Evaluation

We measure trust and the possibility of
Indication of the fair for acquaintances



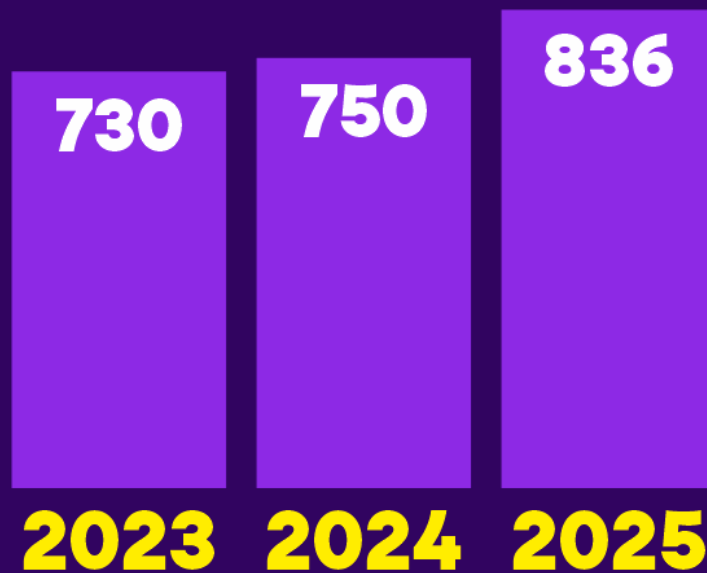
BUSINESS EXECUTION

93% ↗

CSAT
(Customer Satisfaction Score)

95,21%

More Exhibitors Each Year



11% Growth Compared
to the Previous Edition

Exhibitor Profile



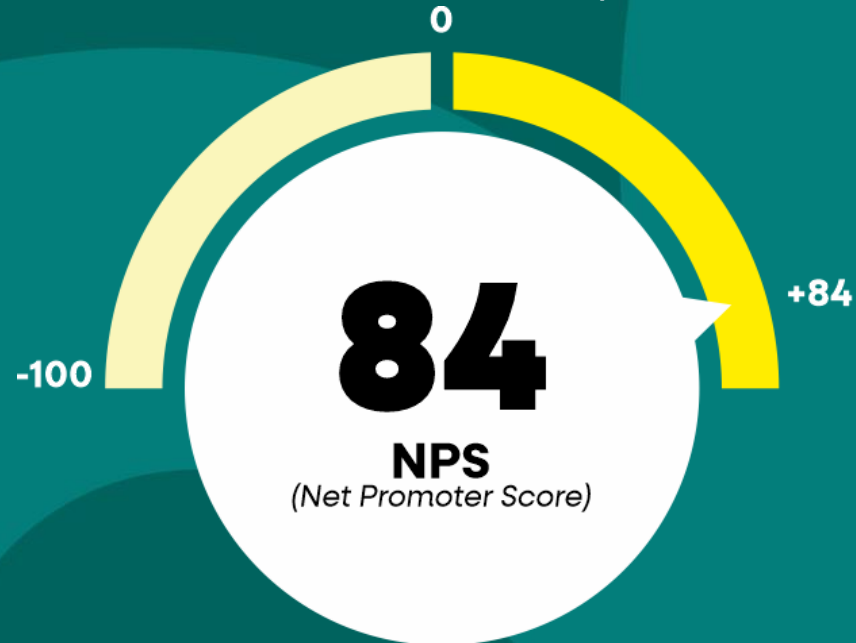
- Juices and beverages;
- Chocolates, milk, dairy products and eggs;
- Honey and derivatives;
- Fruits, vegetables and legumes;
- Breads, pastas, cakes and cookies;
- Fresh organic food, meat, coffee, frozen in general;
- Gluten-free foods and lactose-free foods.
- Aromas and essences;
- Creams, shampoos, soaps, tonics;
- Raw materials, makeup;
- Cleaning products in general.
- Input and fertilizers;
- Equipment and machinery
- Certifiers, publishers, consultancies, packaging, transportation, solar energy, among others;
- Technologies, means of payment and logistics.
- Biojewelry, clothing, fabrics;
- Footwear, Accessories



- Functional Foods and Probiotics
- Whole Foods
- Vegetarian Foods
- Diet and Light Lines
- Honey and Derivatives
- Sports Nutrition and Aesthetics
- Gluten Free
- Ice cream
- Superfoods
- Supplements & Shakes
- Seasonings
- Zero Lactose
- Natural Customs
- Herbal
- Flowers
- Pet Line
- Nutraceuticals
- Essential Oils & Candles
- Vegan Products
- Packaging
- Equipment
- Filters
- Logistics
- Payment Methods
- Technology
- Complementary Treatments
- Kitchen Utensils

Exhibitor Evaluation

We measure trust and the possibility of
Indication of the fair for acquaintances



BUSINESS EXECUTION

95%

CSAT
(Customer Satisfaction Score)

90%



MEET SOME BRANDS WHO VISITED THE EVENT

amazon

apexBrasil



ATACADÃO
DIA-DIA
TODO DIA MAIS BARATO!

ATACADÃO

Atakarejo

Athletica
NUTRITION



itaú

Safrá

Bauducco

Bio Mundo
PRODUTOS NATURAIS

Boali

Braskem

Business
France

CacauShow

Carrefour

D'avó

dengo

DIVINA
TERRA
HEALTHY MARKET

Droga
Raia
Prazer em cuidar

ARAUJO
DROGARIA DRUGSTORE

Drogaria
São Paulo

DROGASIL

OXO

HIROTA
FOOD
SUPERMERCADOS

Mundo Verde
Você mais saudável

oba
HORTIFRUTI

OUTBACK
STEAKHOUSE®

CIDADE DE
SÃO PAULO

Redepharma
A farmácia do menor preço

Shopee

sodexo

Soneda
A CASA DA BELEZA

st|marche
SUPERMERCADO

Zona Sul
Cariocas de Coração



ultrafarma

Vida Saudável
PRODUTOS NATURAIS
& Suplementos

yogoberry



Attractions & Programming

THE EVENT HAD AN EXTENSIVE PROGRAM FOR ALL
CATEGORIES OF VISITORS.



ARENA



BIOBRAZIL FAIR

BIOFACH AMERICA
LATINA

into organic

A space where speakers, industry leaders, and professionals shared insights and the latest updates from the world of organic products. Highlights included the 19th International Forum on Organic and Sustainable Production, *ESG in Focus*, and *Clean Beauty in the Spotlight*.



ARENA



In this space, speakers, industry personalities, and professionals took the stage in lectures and panels covering key topics for the healthy products sector, such as the Marketing Marathon, Healthy Retail Summit, and *Natural em Pauta*.

ARENA SPONSORSHIP

ambev



Top Speakers



**RONY
MEISLER**
Rebel



**CAIO
CAMARGO**
Varejocast



**CRIS
ARCANGELI**
Shark Tank



**DANIEL
CADY**
Vero Brodo



**HANDEMBA
MUTANA**
Tik Tok



**CRIS
DIOS**
Laces and Hair



**ELÓI
ASSIS**
TOTVS



RAUL LEMOS

Head Chef CasaLab Gastronomia



Talk & Taste was once again one of the highlights of the fairs, featuring live recipes prepared by renowned chefs. For four days, visitors were able to experiment and learn about the richness of organic inputs, with two days dedicated to exclusively organic recipes, a full day focused on vegan delights on "Vegan Friday" and a day with various preparations that expanded the gastronomic repertoire.

SPONSORSHIP

HYGIENE & COMFORT PARTNER

Cajueiro

LOVE NUTS

nutrella

biowash
DIFERENTE POR NATUREZA



Health Beauty & Wellness Area



The exclusive space dedicated to the Personal Care and clean beauty sector brought together lectures and talks, live demonstrations, showcases with launches and the special exhibition of the finalists of the Clean Beauty Award. An environment that celebrated innovation, body care and commitment to sustainability.



Luciano Bruno

PhD and Master in Nutrition

LOUNGE VIP

FOR NUTRITIONISTS

Space for the meeting of health professionals, chats with experts, pitches, demonstrations and actions of exhibitors.

VIP LOUNGE SUPPORT NUTRITIONISTS

100%VOCÊ
HEALTHY & NUTRITION

a tal da
castanha

CATARINENSE
NUTRIÇÃO

FourLab
NUTRITION

GLORYFUL
NUTRITIONAL SUPPLEMENTS

KÖRIN
Alimentos

Cajueiro
LOVE NUTS

MAHITA

NATIKOS

omix

puravida

Tetra Pak®



Anny Chueh, Débora Leite e Fernando Bicaletto
Raiar Orgânicos | Food Category Winner

BIOBRAZIL FAIR
BIOFACH LATINA

natural
tech

Award
2025

+180
Registered
Companies

In its 3rd edition, the award aims to recognize products in the market and strengthen the positioning in health and nutrition for visitors to the event, the media and the entire sector.

Divided into categories: food, beverages, innovation, plant based, sustainability and supplements, the latter exclusive to Naturaltech, the winners were recognized on the first day of the fairs.



MEET THE 2025 WINNERS





Gabriela Matte, Vanessa Geraldles & Rui Cabral
Representing Khor – Winners of the Market Category & Best Product Award



+50
Companies
Entered

In its 1st edition, the pioneering award in Brazil, aims to recognize products in the market and strengthen the positioning in clean and transparent beauty for event visitors, media and the entire sector. Divided into categories: innovation, market, sustainability and best product, the winners were recognized on the first day of the fairs.



MEET THE 2025 WINNERS





Business Roundtable

NATIONAL

The Food, Beverage and Supplements business roundtables, in the space dedicated to uniting buyers and suppliers, promoted good opportunities and strategic partnerships:

33

Buyers

389

Meetings

R\$ **26.000.000,00**

Estimated Business Volume



Business Roundtable

INTERNATIONAL

The International Business Roundtables, in the space dedicated to unite buyers from other countries and exhibitors of the fairs, promoted good opportunities and strategic partnerships:

06

Buyers

198

Meetings

R\$ **110.063.000,00**

Estimated Business Volume



Clean Beauty

Business Roundtable

The Clean Beauty business roundtables were an unprecedented action aimed at this growing sector and prominent at fairs. In the space dedicated to uniting buyers and suppliers, the connections promoted good opportunities and strategic partnerships.



NETWORKS SUPPORT

Participation of national and international governments, marks the 2025 edition. The Bio Brazil Fair and Naturaltech had the active presence of government representatives, reinforcing the institutional and political relevance of the fairs for the development of sustainable chains.

Among the highlights were:

- Government of Bahia, through CAR and the Povos da Mata network;
- Government of Ceará;
- Government of São Paulo, with CPOrg;
- Government of France.



EXCLUSIVE

B U S I N E S S H U B

Exclusive area at the event, equipped with all the necessary amenities so that the guests of the exhibiting brands can enjoy it to the fullest, taking advantage of business and relationship opportunities.

+645

Leaders/Decision-makers/CEOs
passed through the exclusive
space



News



'AMAZÔNIA'

P R O J E C T

Amazon Project: a showcase of sociobiodiversity towards COP30. In line with the global debates leading up to COP30, Bio Brazil Fair and Naturaltech 2025 took a step forward by integrating the Amazon Project, reinforcing its commitment to sustainability and valuing the territories of origin.

Sponsored by Sebrae Nacional and ApexBrasil, exclusive spaces were carefully planned within the fairs to celebrate innovation, native ingredients and the protagonism of Amazonian communities. The result was a true showcase of Brazilian socio-biodiversity, connecting impact businesses to a greener and more conscious future.

News



Instituto Mulheres do Varejo

During the four days of Bio Brazil Fair and Naturaltech 2025, the space of the Women in Retail Institute has consolidated itself as a hub of connections and visibility for entrepreneurs and brands led by women. The program included a showcase of products aimed at supermarket retail, lectures, mini business roundtables and strategic moments.

The environment attracted industry professionals, buyers and opinion leaders, promoting exchanges and new commercial opportunities for participants.



INDIE BRANDS.

The Indie Brands Project was one of the great attractions of Bio Brazil Fair and Naturaltech 2025, bringing together emerging, daring and purposeful cosmetics brands. The space was dedicated to presenting to the public alternative, innovative products with differentiated proposals, from startups to small producers with their own identity. Curated with a focus on originality, the project provided strategic visibility for companies that are transforming the natural and organic universe with creativity, authenticity and vision of the future.

News



BN Cast

Organic & Natural

The videocast has evolved, and now has an even more defined name, format and purpose: BN CAST was born, the new official content platform of Bio Brazil Fair and Naturaltech, with new episodes periodically available on YouTube and the main streaming platforms.

In a format with multiple presenters, each episode brings thematic blocks led by experts, with segmented content, special guests and a lot of relevant information for those who follow the natural, organic and healthy universe.

58 EPISODES

32 HOURS OF PROGRAMMING

PRESENTERS



Caio Camargo

[varejocast]



Marcelo Quinn



Janes e Zani



Leandro Luize



Barty Lamanna



Guests



Francine Tolotti



Ana Paula



Giovanna Meneghel



Bruna Habka



Julio Aoki



Tati Brandão



Vivian Jacomini



Estevam Sartorelli



Alexandre Guerra e Bruna



Cris Arcangeli



Fernanda Matta



Fábio Ferreira



FAMILY ZONE

RECEPTION AND CARE AT THE FAIRS

The fairs had a Family Space, an action carried out in partnership with the Women of Retail Institute. The place was specially designed to welcome families, with special attention to mothers, offering a comfortable and safe environment for breastfeeding and baby care. An initiative that reinforces our commitment to inclusion and the well-being of all audiences.



Marketing & **Results** Communication

EFFECTIVE ACTIONS THAT INCREASE VISIBILITY OF BRANDS AND THE AND



EMAIL MARKETING

322

Campaigns sent to

+89k

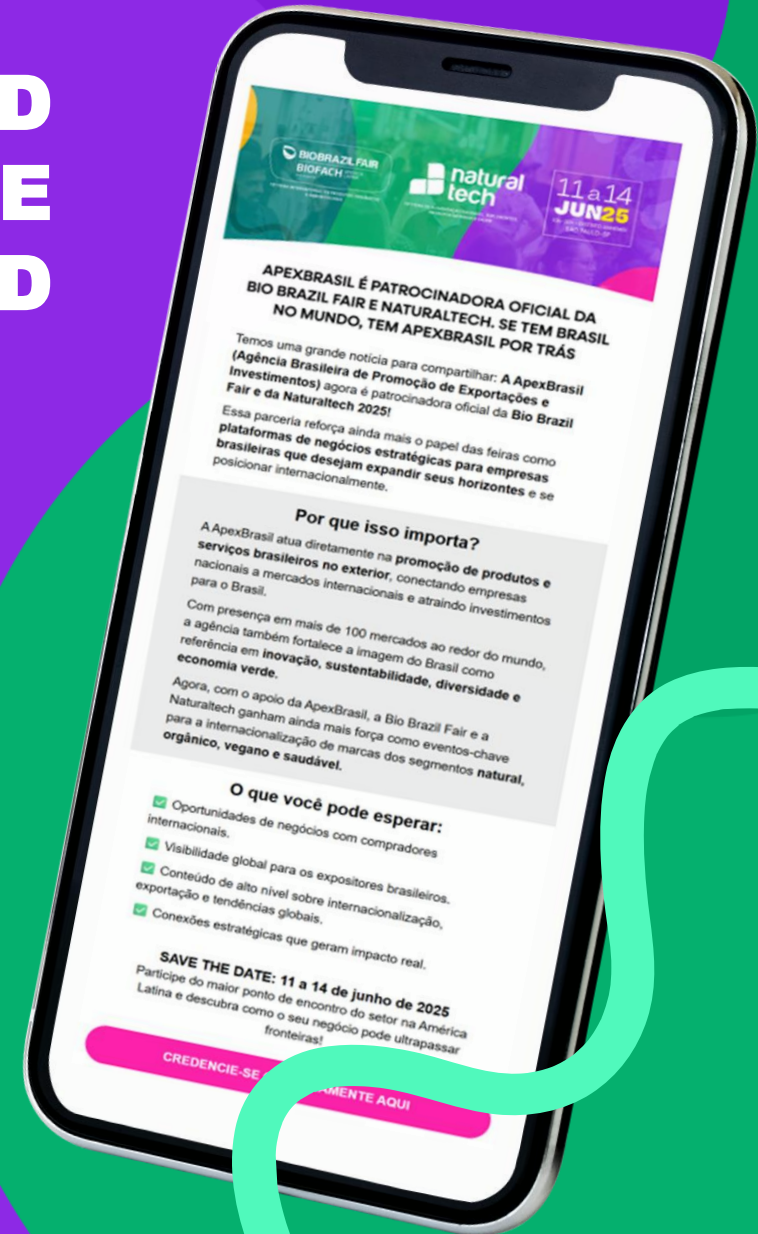
Trade Show Database Contacts



WEB

345k

Access



SPONTANEOUS MEDIA

838

Matters

R\$ 4.241.514,43

Estimated in valuation



SOCIAL NETWORKS

THERE ARE MORE THAN 181
THOUSAND FANS
ENGAGED ON OUR CHANNELS



1.6 mi

Scope

34k

Commitment



1,7 mi

Scope

167,7k

Commitment



220k

Prints

16k

Channel views



9.049

Scope

3.334

Commitment



99.543

Scope

789

Commitment



SOCIAL NETWORKS



**+830
Publications**

between Stories and Feed
Impacting



**+1,7
millions**

users during the fair period



45

Publications
on the website



14mi

views between feed
posts and stories on
social networks



37.579

MENTIONS on Instagram,
LinkedIn and TikTok

**COVERAGE IN
REAL-TIME
IN THE 4 DAYS OF
THE FAIR**



**AUGUSTO
ICHISATO**

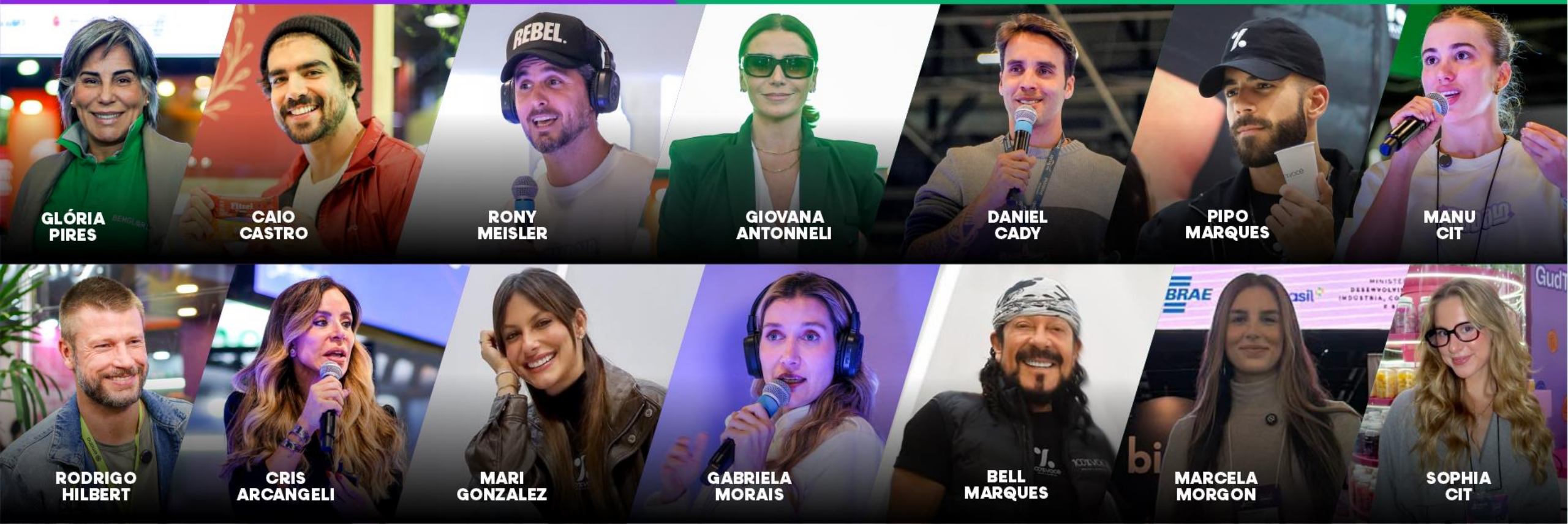
@_foodbrasil



**MARCELA
RODRIGUES**

@anaturalissima

Influencers & Celebrities





Unprecedented partnership with TikTok, as Official Media Partner, expands the reach and engagement of fairs

In a pioneering action in the events sector, Bio Brazil Fair and Naturaltech 2025 had TikTok as their official media. The unprecedented partnership reinforced the innovative positioning of the fairs and generated a high volume of spontaneous content, in addition to significantly expanding engagement with new audiences.

TikTok Bio Brazil Fair:

46K
views

TikTok Naturaltech:

111K
views





BIOBRAZIL FAIR

BIOFACH AMERICA
LATINA

into organic



natural
tech

ESG



196.7 TONS OF WASTE SORTED AND CORRECTLY DISPOSED OF

Franca is following a more sustainable path towards carbon neutral events.

At Bio Brazil Fair and Naturaltech 2025, more than 81.7 tons of recyclables were separated, more than 17 tons of reused wood and 99 tons of organics destined for composting, in an ATERRO ZERO operation. In addition to correctly disposing of waste, we collaborate with the Central Cooperative of Tietê.

RECYCLED

Paper: 27.6 tons

Plastic: 20 tons

Metal: 918 kg

Glass: 35 kg

Bagun: 21.5 tons

COMPOSTING

Organic waste: 99.3 tons

IMPACT ON THE FUTURE OF THE PLANET

Each year we seek a more sustainable event and, this year, we took another big step to minimize our environmental impacts:

We offset 100% of the recyclable waste generated throughout the event, through the eureciclo seal.

Both reports can be accessed on the event's website.



AND THERE'S MORE!

Small initiatives can be giants to contribute to sustainability: Our Bio Brazil Fair and Naturaltech arena was planned to be mostly reused, reducing post-event waste.

Biowash, our hygiene and comfort partner, provided sustainable hygiene and cleaning materials that are free of toxics and petrochemicals.

Partnership with Pacco for hydration points, encouraging the use of reusable bottles and cups.

Our free shuttle also helped reduce emissions from individual vehicles, transporting more than 32,940 people during the 4-day event.



CARBON FREE EVENT

The 2025 edition of Bio Brazil Fair and Naturaltech will have its carbon emissions offset, in partnership with Carbon Free Brasil. Emissions will be offset through carbon credits certified by VERRA+.

In addition to neutralizing emissions, Naturaltech will also contribute to the planting of native trees in degraded areas of the Atlantic Forest – through the environmental cashback program, promoted by Carbon Free Brasil.

ESSE EVENTO É CARBON FREE



carbonfreebrasil.com

ID 40027101

LITTLE RECYCLING STATION

For almost two decades, we have been carrying out structured waste management work at Francal events, carrying out selective collection and correct disposal of waste, a practice that has always reinforced our concern with reducing the environmental impacts of all events in our portfolio.

At Naturaltech and Bio Brazil Fair this effort is even greater and, in 2025, seeking greater engagement from visitors and exhibitors, we created the Recycling Plant, a space to give visibility to selective collection and amplify recycling results.





VIVA VERDE SEAL CAMPAIGN

A campaign that engages and highlights exhibitors committed to creating more sustainable events! To earn the VIVA VERDE SEAL, they must meet a series of sustainability criteria in their booth setup. During the fairs, we promote the brands that have earned the VIVA VERDE SEAL on our website and social media — so you can visit and support them!

CLICK TO MEET THE 2025 EXHIBITORS

WITH THE VIVA VERDE SEAL



TESTIMONIALS EXHIBITORS BIO BRAZIL FAIR



"We had the goal of closing four chains during the fairs, we are already in most of the large chains in Brazil, but there were some that we had not yet been able to reach. And here at the event, we managed to achieve our goal, which was to close the four."

Carlos Leandro
Relationship Manager at biO2

"It's our first time here at Bio Brazil Fair and Naturaltech. We are talking to a lot of nice people, everyone is getting very interested in our app. We are the only app at the fair. It's been super cool, everyone engaging, everyone excited. We will have a super work after here."

Carlos D'elia
Co-founder of Wellp

"For us, at CAR Bahia, it is charming to have this space to bring healthy and organic products from family farming. It is a great satisfaction to have this space here, the representation of our cooperative members, our farmers, you know, the people who are really at the forefront. So, I just have to thank you for being here at the Bio Brazil Fair."

Débora Queiroz
Agente Comercial at Companhia de Desenvolvimento e Ação Regional – CAR

NATURALTECH EXHIBITOR TESTIMONIALS



"The first two days were excellent for business, we closed some contracts and many shopkeepers took proposals for future negotiations. Now, the fair continues with a lot of direct sales as well, which is very good."

Marcella Boneder
Founder of FITO

"The fair provided us with valuable connections, closing deals and points of sale. I leave here with a heart full of gratitude and the certainty that I could not have chosen a better place to launch R2ALL."

Nádia Moura
CEO R2ALL

"This was our second year, we liked the experience so much that this time we set up a bigger booth, to make a lot of noise and attract the public even more. It's always surprising, we know that every year the numbers are good, but we didn't expect it to sell so much this year, especially for B2B."

Lica Toledo
Marketing da Guday



SPONSORSHIPS

SPONSORSHIP



DIAMOND SPONSOR BIO BRAZIL FAIR



DIAMOND SPONSOR NATURALTECH



GOLD SPONSOR NATURALTECH



SILVER SPONSOR NATURALTECH



SUPPORTERS AND PARTNERS

COLLABORATION BIO BRAZIL FAIR



OFFICIAL SUPPORT BIO BRAZIL FAIR



OFFICIAL SUPPORT NATURALTECH



INSTITUTIONAL SUPPORT



OFFICIAL MEDIA PARTNER



OFFICIAL INSURANCE PARTNER



HYGIENE & COMFORT PARTNER



OFFICIAL COFFEE PARTNER



DATA PARTNER



CONTENT PARTNER



HYDRATION PARTNER



PARTNER BUSINESS SCHOOL



ESG PARTNER



BN CAST PARTNERS



See How the 4 Days of *Bio Brazil Fair & Naturaltech Went*

Day

11

[Click to Watch](#)

Day

12

[Click to Watch](#)

Day

13

[Click to Watch](#)

Day

14

[Click to Watch](#)



19th INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY



19th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIR

SEE YOU IN **2026!**

10 to 13 JUN

10AM-8PM | DISTRITO ANHEMBI | SÃO PAULO



@biobrazilnaturaltech
@biobrazilfair
@naturaltech.official