

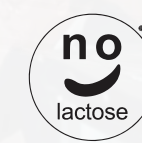


# FREE FROM FOOD & HEALTH INGREDIENTS

22-23 NOVEMBER 2022 - RAI AMSTERDAM



[amsterdam.freefromfoodexpo.com](https://amsterdam.freefromfoodexpo.com)



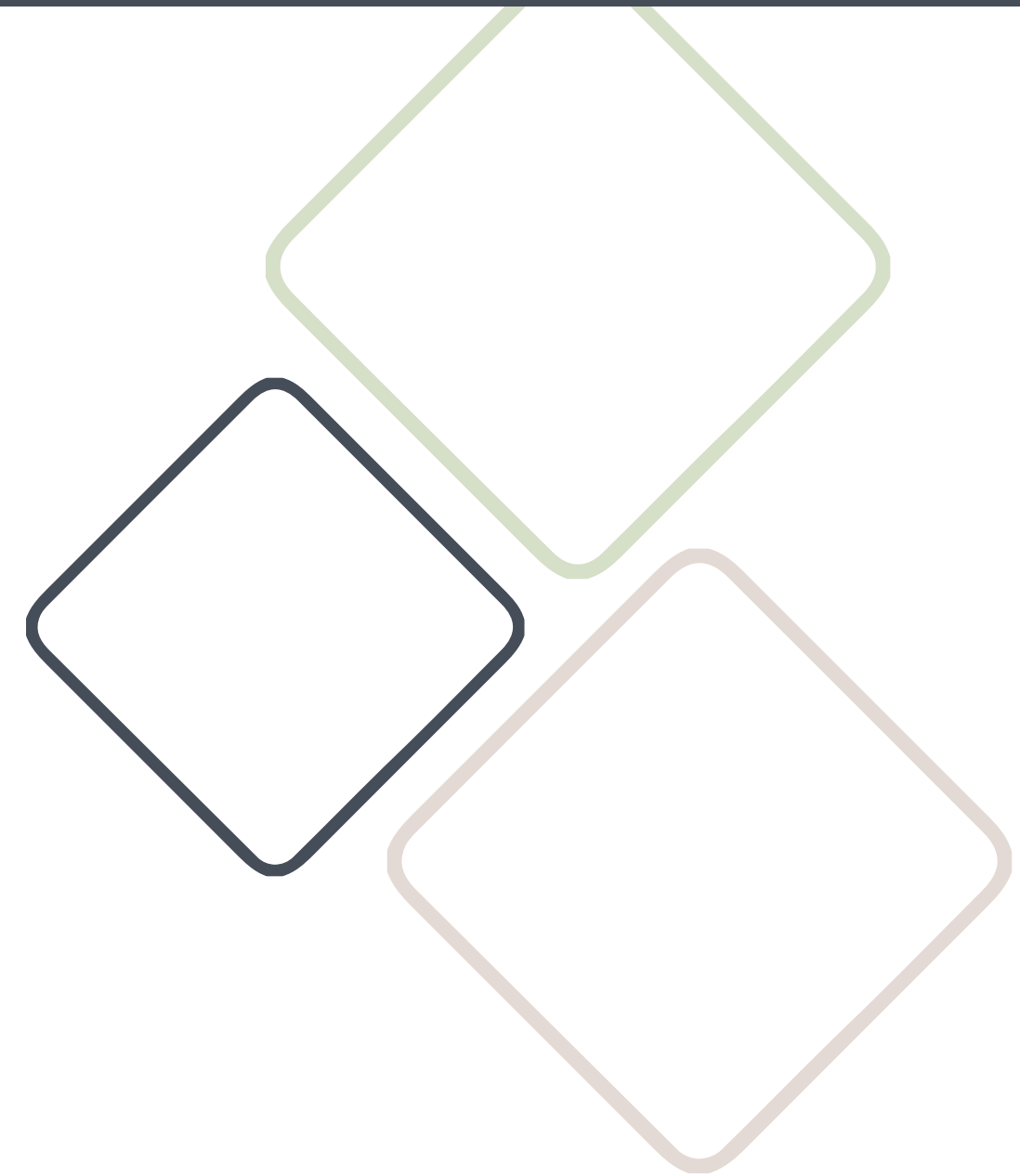
FREE FROM PLANT-BASED VEGAN HEALTHY ORGANIC FUNCTIONAL INGREDIENTS





# INTRODUCTION

The 10th Anniversary edition of Free From Food & Health Ingredients was held from Tuesday 22nd until Wednesday the 23rd of November in RAI Amsterdam, The Netherlands. The most important figures regarding Free From Food & Health Ingredients 2022 are included in this Event Report, based on research executed directly after the closure of the show.



## MARKET RESEARCH

The results of the Event Report were retrieved from questionnaires conducted amongst the visitors and exhibitors of this year's edition. Furthermore, interviews were done with founding members, top pre-selected speakers at the conference and well - known marketing analysts and consultants. The analysis was executed with the support of N200, an independent market research and registration center, specialized in exhibitions and events.



# EXHIBITORS PROFILE

In total, 286 (co)exhibitors participated at Free From Food & Health Ingredients 2022. The food exhibitors are free-from food manufacturers, organic food manufacturers, vegan food manufacturers, brand owners and/or private label, wholesalers, distributors, traders and other free-from solution providers like Ingredient manufacturers who are active in the European free-from and functional food markets from the following free categories:

GLUTEN FREE	LACTOSE FREE	DAIRY FREE	PROTEIN SNACKS
FUNCTIONAL	SOY FREE DIETARY	BEVERAGES	PALM OIL FREE
VEGAN FREE FROM	ORGANIC FOOD	CERTIFIED/NON-CERTIFIED	WHEAT FREE
YEAST FREE	FOOD SUPPLEMENTS	PROTEIN SUPPLEMENTS	BEVERAGES EGG FREE
SUGAR FREE	SPORT BARS	ISOTONIC INSTANT	NO SUGAR
FAT FREE	SPORTS NUTRITION	NUTRITIONAL SUPPLEMENTS	NO ADDITIVES
GMO FREE	PLANT-BASED FOOD	LESS SUGAR	PLANT-BASED FOOD
VITAMINS	OMEGA 3	PROBIOTICS	AND MANY MORE



286

(CO) EXHIBITORS

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.



# VISITORS PROFILE

In total, 5116 visitors from more than 110 different countries attended the Free From Food & Health Ingredients. A growth of 29% in visitor numbers compared to 2021! The exhibition attracts a high quality target group. The food visitors are buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels. The food visitors are looking for free from, organic, vegan, functional food products and solutions.

Entrance to Free From Food & Health Ingredients was possible by pre-registration at the official website [freefromfoodexpo.com](https://freefromfoodexpo.com) and through distribution of several printed invitation cards and digital invitation tools by the organizer and the exhibitors. There was also a possibility for exhibitors to invite 20 VIP guests. For the buyers with the ultimate profile there was a buyer program. Visitors could also make use of on-site registration at the venue.



## OUR VISITOR CAMPAIGN

- Advertisements were placed online/offline
- The advertisements appeared in different food-trade magazines
- Online newsletters/banners
- Social Media campaign on platforms: LinkedIn, Facebook, Instagram and Twitter
- Inviting people personally
- Providing exhibitors with banner/advertising material ourselves



# VISITOR ANALYSIS

Total number of visitors:

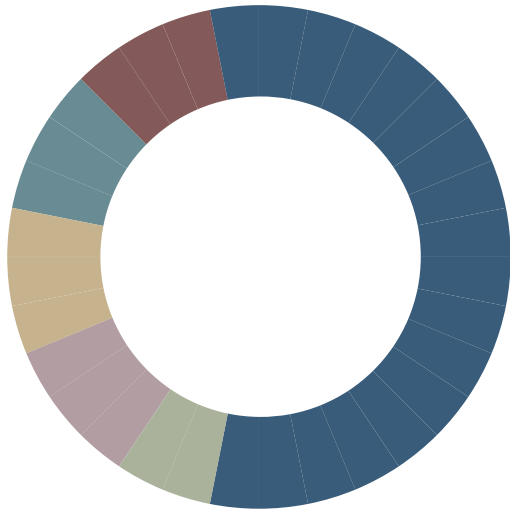
5.116 visitors \*

Tuesday 22 November:

2.977 visitors

Wednesday 23 November:

2.139 visitors



## TOP COUNTRIES

- Netherlands (36%)

Belgium (11%)

Germany (8%)

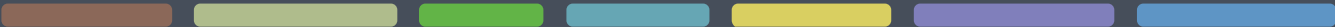
Spain (8%)
- Algeria (6%)

Indonesia (5%)

Other (26%)

Afghanistan	Bangladesh	Côte d'Ivoire	Finland	Iraq	Lithuania	North Macedonia	Senegal	Taiwan	Vietnam
Algeria	Belgium	Croatia	France	Ireland	Luxembourg	Norway	Sierra Leone	Tanzania	Yemen
Andorra	Benin	Cuba	Gambia	Israel	Malaysia	Oman	Singapore	Thailand	
Angola	Bolivia,	Curaçao	Germany	Italy	Mali	Pakistan	Slovakia	Tunisia	
Anguilla	Brazil	Cyprus	Ghana	Japan	Mauritius	Peru	Slovenia	Türkiye	
Antarctica	Bulgaria	Czech Republic	Greece	Jordan	Mexico	Poland	South Africa	Uganda	
Antigua / Barbuda	Cameroon	Denmark	Grenada	Kenya	Moldova	Portugal	Spain	Ukraine	
Argentina	Canada	Dominican Republic	Honduras	Korea	Morocco	Qatar	Sri Lanka	United Arab Emirates	
Armenia	Chile	Ecuador	Hungary	Kuwait	Nepal	Romania	Sudan	United Kingdom	
Australia	China	Egypt	India	Latvia	Netherlands	Russia	Suriname	United States	
Austria	Colombia	Estonia	Indonesia	Lebanon	New Zealand	Saint Vincent	Sweden	Uruguay	
Bahrain	Congo	Ethiopia	Iran	Libya	Nigeria	Saudi Arabia	Switzerland	Venezuela	

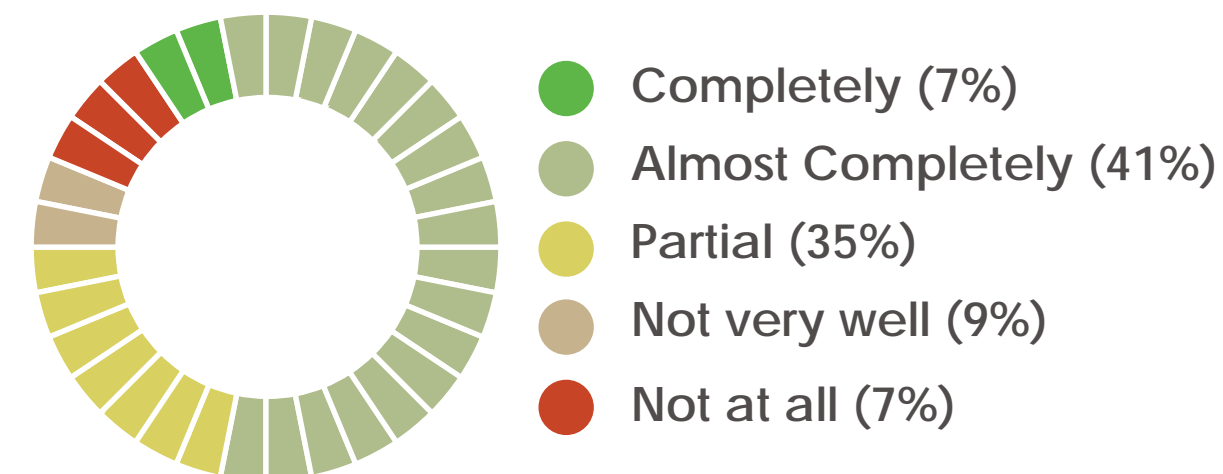
\* The number of visitors has not been counted on the basis of the number of visits, but on the number of individual persons.  
E.g. if one person entered the exhibition twice (on the same day, or another day), this will only count as one visitor.



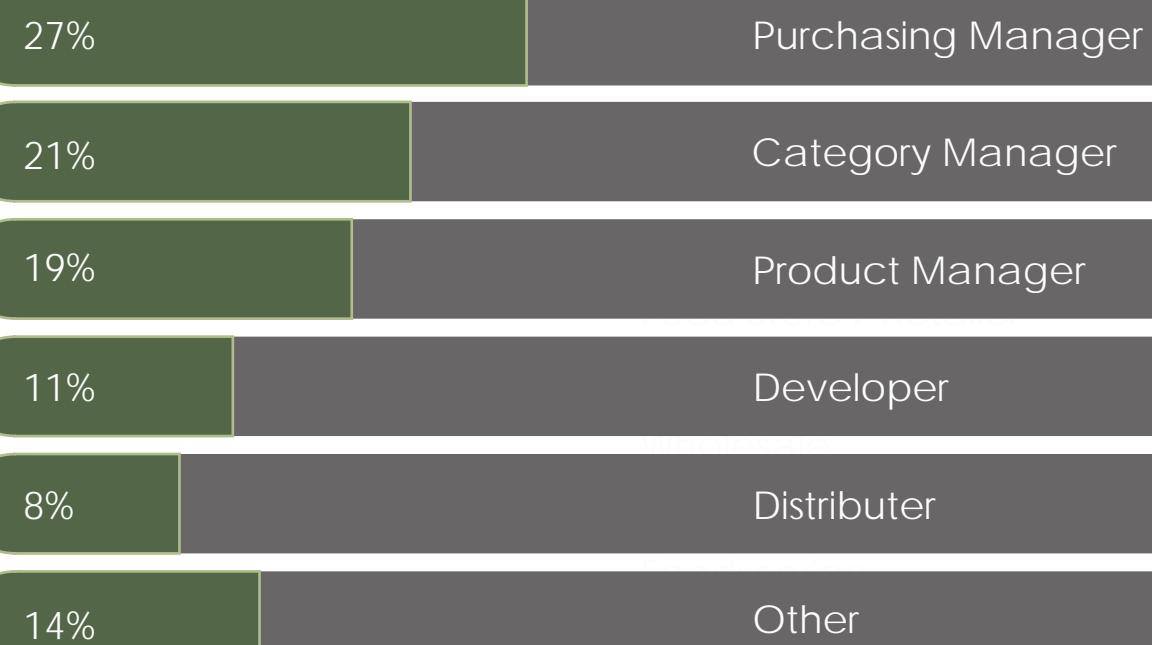
## What is your company's main activity?



## Overall, how well did you meet your company's objectives at the expo?



## What is your job function?



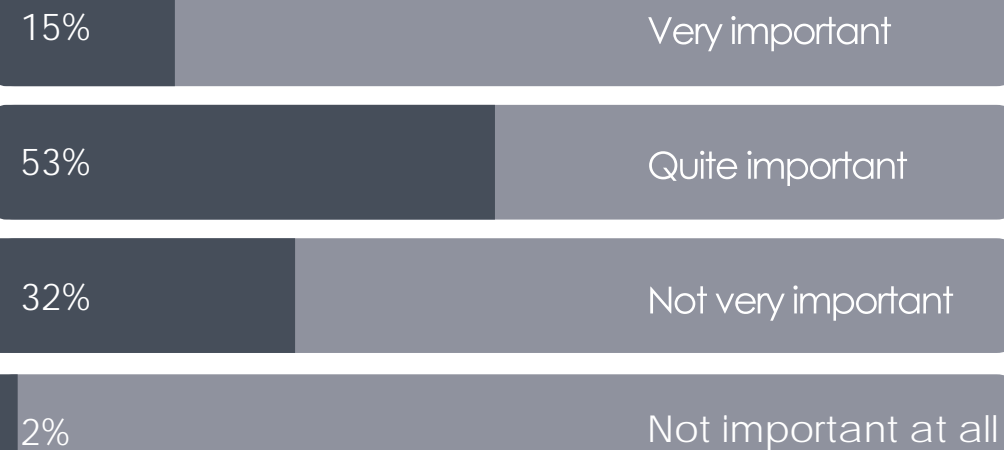
## What is your department's annual spend on the types of goods/services exhibited?



### How did you experience the 2022 edition?



### How important is it to your business to visit the show?



### Would you like to visit the next edition 21-22 November 2023 in Amsterdam?



### Would you like to visit the next edition 30-31 May 2023 in Barcelona?



### Would you like to visit the next edition 19-20 September 2023 in Dubai?



### Would you like to visit the next edition 5-6 July 2023 in Bangkok?



# EXHIBITOR ANALYSIS

What was/were your primary reason(s) for exhibiting at the show? (Multiple answers possible)

45% Introducing new products or services

96% Meeting new prospective customers

29% Meeting existing customers

0% Finding agents/representatives

11% Making direct sales

0% Other

In case you did not make sales during the event, do you expect to make sales afterwards?

88%

12%

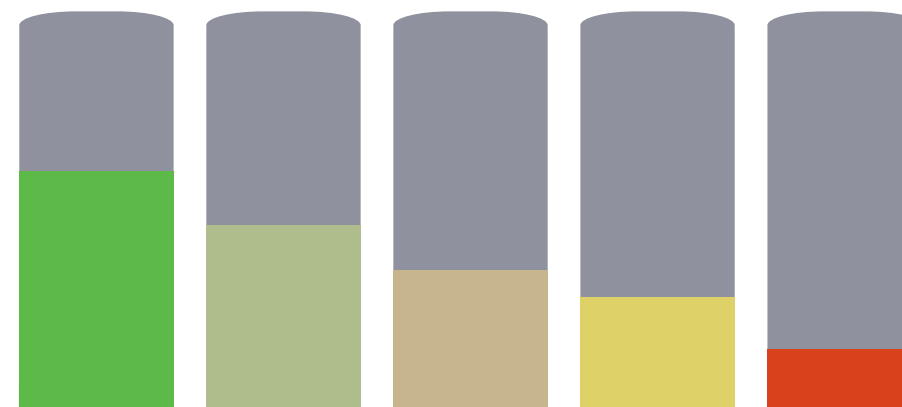
Have you made new business contacts?

94%

6%

How do you rate the quantity of the visitors?

Excellent Good Average Moderate Poor



Are you interested in participating at the Amsterdam Edition in 2023?

71% Yes, I already signed up

23% Possibly, send me a proposal

6% No, I have no interest

Are you interested in participating at the Barcelona Edition in 2023?

55% Yes, I already signed up

27% Possibly, send me a proposal

8% No, I have no interest

Are you interested in participating at the Dubai Edition in 2023?

12% Yes, I already signed up

67% Possibly, send me a proposal

21% No, I have no interest





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