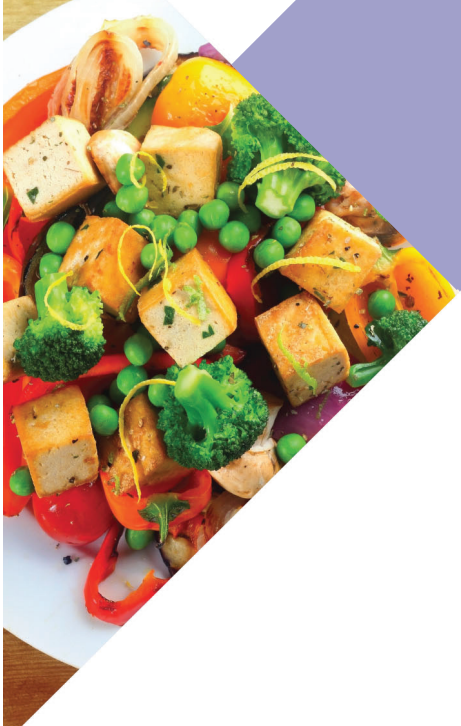


# EVENT REPORT 2019



 **FREE FROM  
FUNCTIONAL  
FOOD EXPO**

 **FREE FROM  
FUNCTIONAL  
HEALTH INGREDIENTS**

**28-29 MAY 2019 BARCELONA**

**FREE FROM • ORGANIC • VEGAN • FUNCTIONAL • INGREDIENTS**



[WWW.FREEFROMFOODEXPO.COM](http://WWW.FREEFROMFOODEXPO.COM)



# Introduction

The 7th edition of Free From Functional & Health Ingredients was held from Tuesday 28th until Wednesday the 29th of May in Fira Barcelona, Gran Via, Spain. So far the event was organized for the third time in Barcelona. The show was co-located next to Free From Plastics Packaging 2019 all under one roof in a particularly privileged way.

The most important figures regarding Free From Functional & Health Ingredients 2019 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 and 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, 355 (co)exhibitors participated at Free From Functional & Health Ingredients 2019.

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 from functional categories:

Gluten free	Lactose free	Dairy Free	Probiotics
Functional	Soy free Dietary	Beverages	Protein Snacks
Vegan free from	Organic food	Certified/Non-Certified	Palm Oil Free
Yeast free	Food Supplements	Protein Supplements	Wheat free
Sugar free	Sport Bars	Isotonic Instant	Beverages Egg free
Fat free	Sports Nutrition	Nutritional Supplements	No sugar
GMO free	Nutrition's	Less Sugar	No additives
Vitamins	Omega 3	And many more	



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, 7.820 visitors from more than 69 different countries attended the Free From Functional & Health Ingredients. A growth of 52% in visitor numbers compared to 2018! 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 Functional & Health Ingredients was possible by pre-registration at the official website [freefromfoodexpo.com](http://freefromfoodexpo.com) and through distribution of several printed invitation cards and digital invitation tools by the organizer and the exhibitors. Visitors could also make use of on-site registration at the venue.



### Improvements

We improved the show on several levels:

- We worked with many new media titles;
- We extended the number of conferences with 3 more, to a total of 5 speaker programs;
- Initiated NetworkTables;
- We organized co-located Free From Plastics Packaging;
- We organized 2 new Innovation Pavilions: Free From Plastics Packaging and Free From Food Awards;
- We realised more activities and increased involvement on social media;
- Increased the number of matchmaking meetings;
- We sent more Food Scoop interviews and e-shots;
- The market is still strong growing on retail shelves, new product launches and by product solutions in the food processing industry.

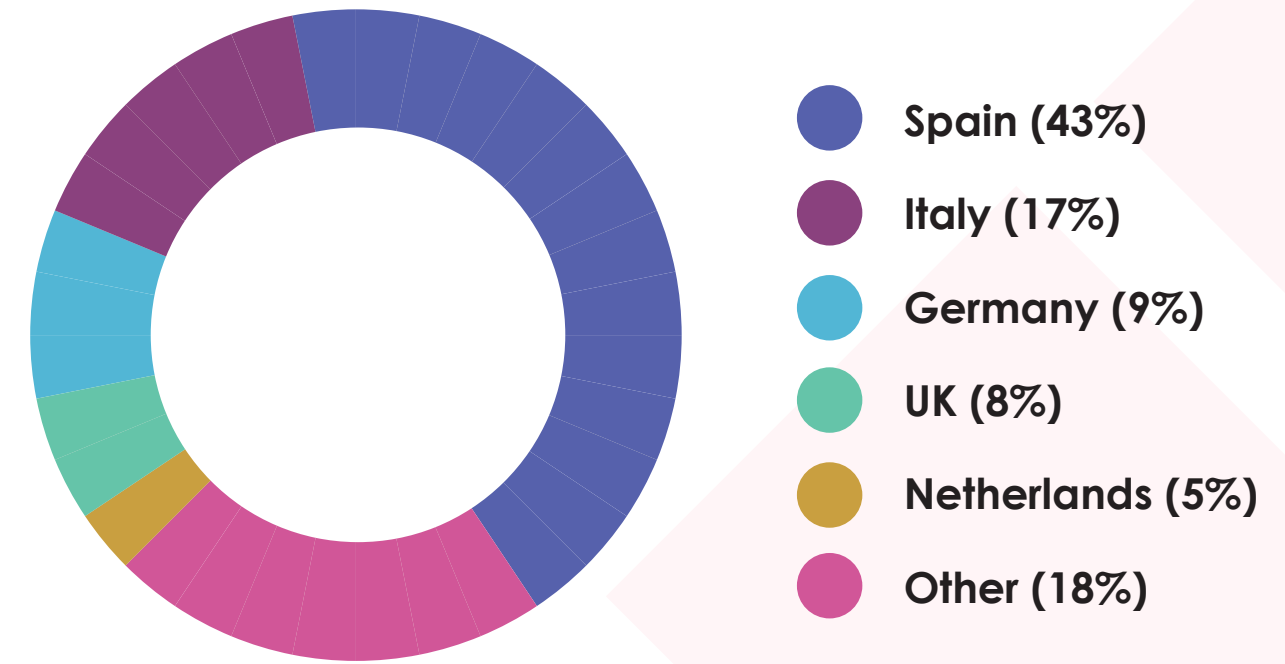
# Visitor Analysis

**Number of visitors:** 7.820

**Tuesday 28th of May:** 4.370 visitors

**Wednesday 29th of May:** 3.450 visitors

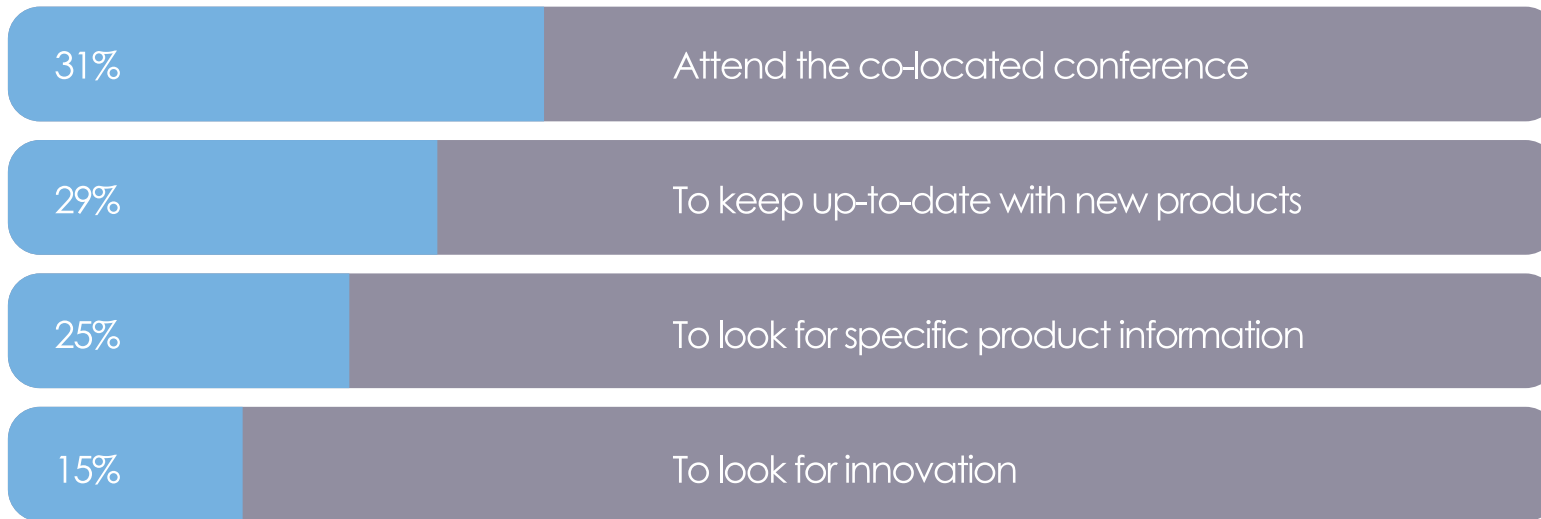
\* The number of visitors has not been counted on the basis of the number of visits, but on the number of individual persons. E.g. if one person entered the exhibition twice (on the same day, or another day), this will only count as one visitor.



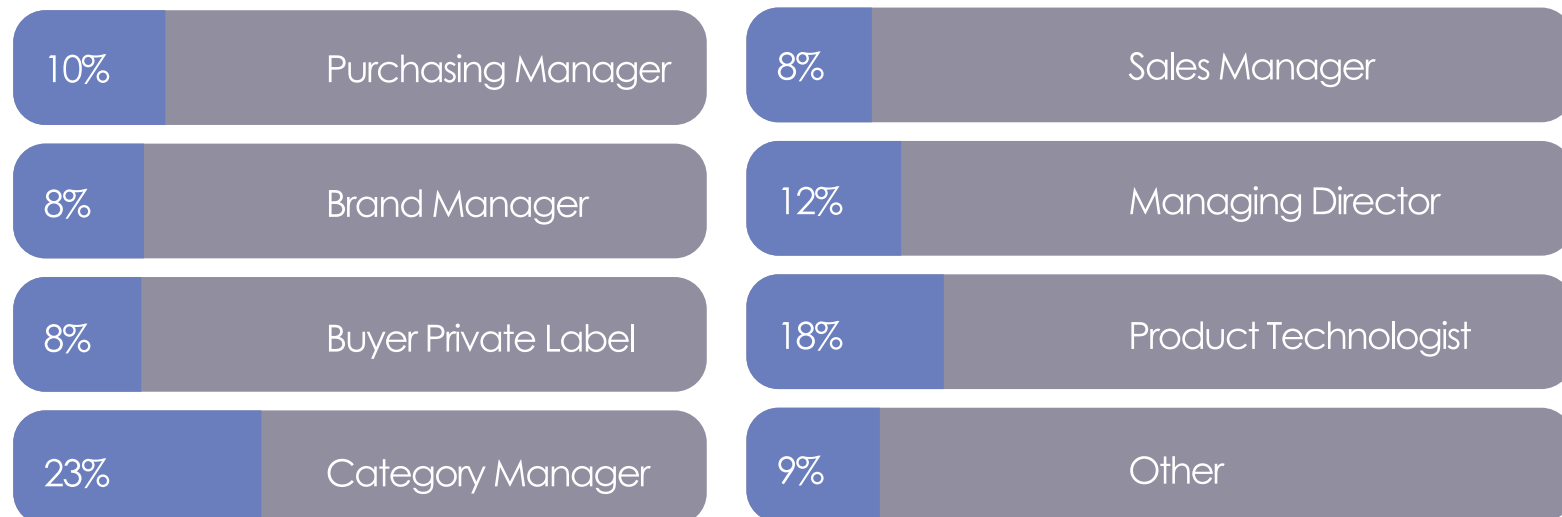
Albania	Canada	Finland	Italy	Montenegro	Serbia	United Kingdom
Andorra	Chile	France	Japan	Netherlands	Slovakia	United States
Argentina	China	Gambia	Korea	New Zealand	Slovenia	Uruguay
Australia	Colombia	Germany	Latvia	Nigeria	South Africa	
Austria	Croatia	Greece	Lebanon	Norway	Spain	
Belarus	Cuba	Guatemala	Libya	Panama	Sri Lanka	
Belgium	Cyprus	Hungary	Lithuania	Peru	Sweden	
Bolivia	Czech Republic	Iceland	Malaysia	Poland	Switzerland	
Brazil	Denmark	India	Malta	Portugal	Tunisia	
Bulgaria	Egypt	Ireland	Mexico	Romania	Turkey	
Cameroon	Estonia	Israel	Monaco	Russian Federation	United Arab Emirates	



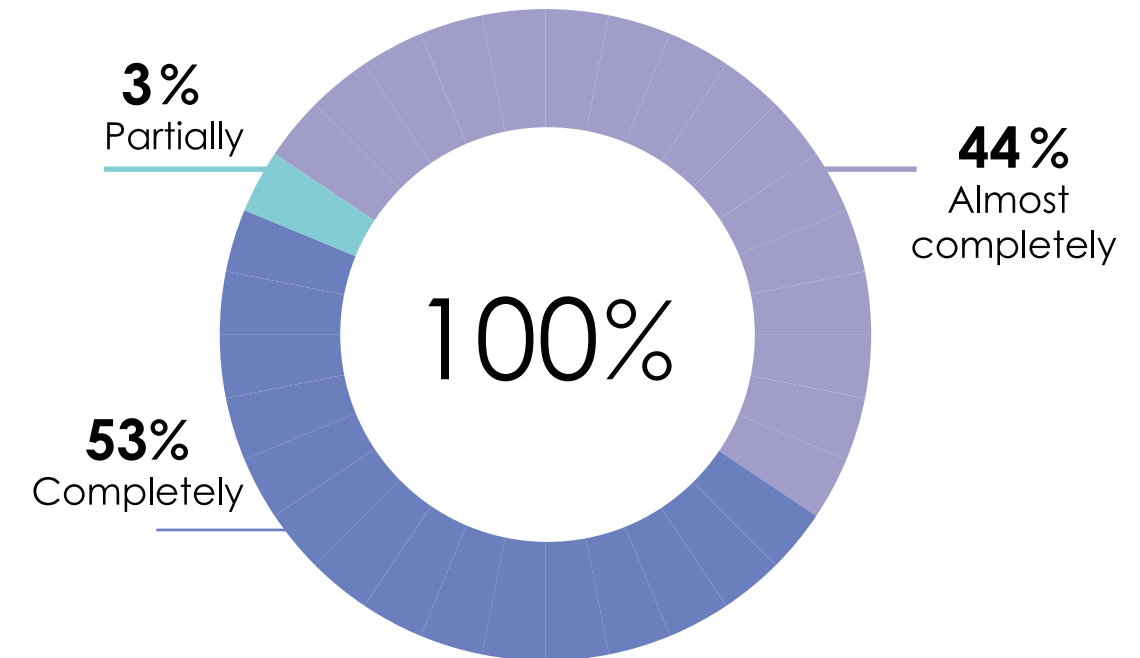
• What was/were your primary reason(s) for visiting the show?



• What is your job function?



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



• In what segment are you active?



• Which following Product Categories are you interested in?

Snacks

Bread

Beverages

Functional

Ingredients

Pasta

Dry Food

Ready Meals

Cereal

Gourmet

Dairy

Confectionary

Frozen

Fresh

Private Label

Plastics Free Packaging

Flour

Baby Food

Fine Food

Sauces & Seasonings

Meat

Canned

Chilled

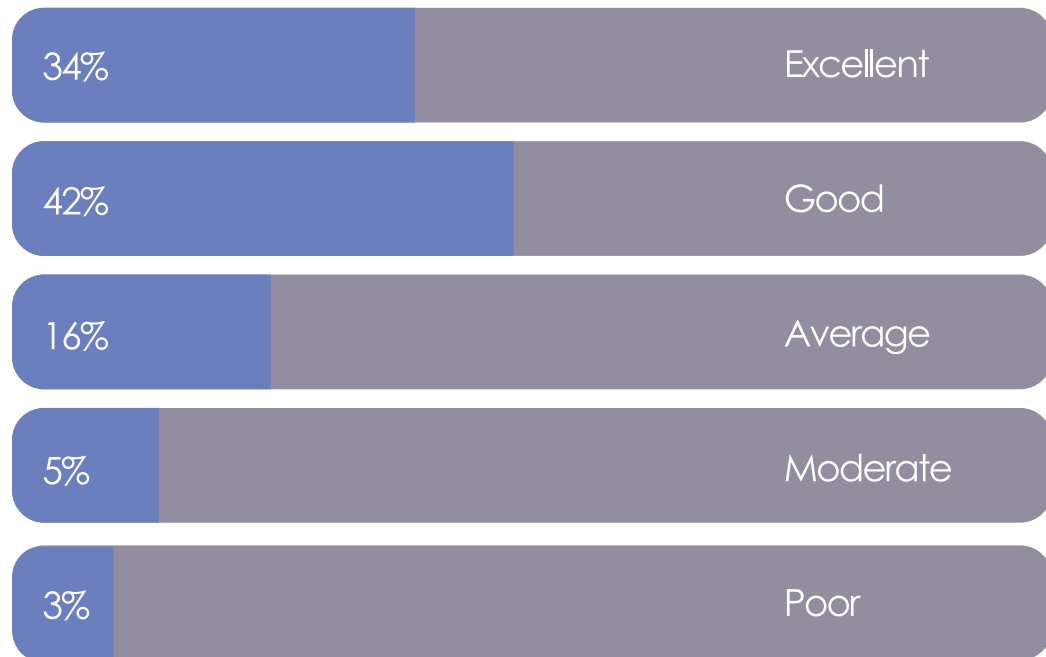
Laboratory Analyses/ Testing

Kosher

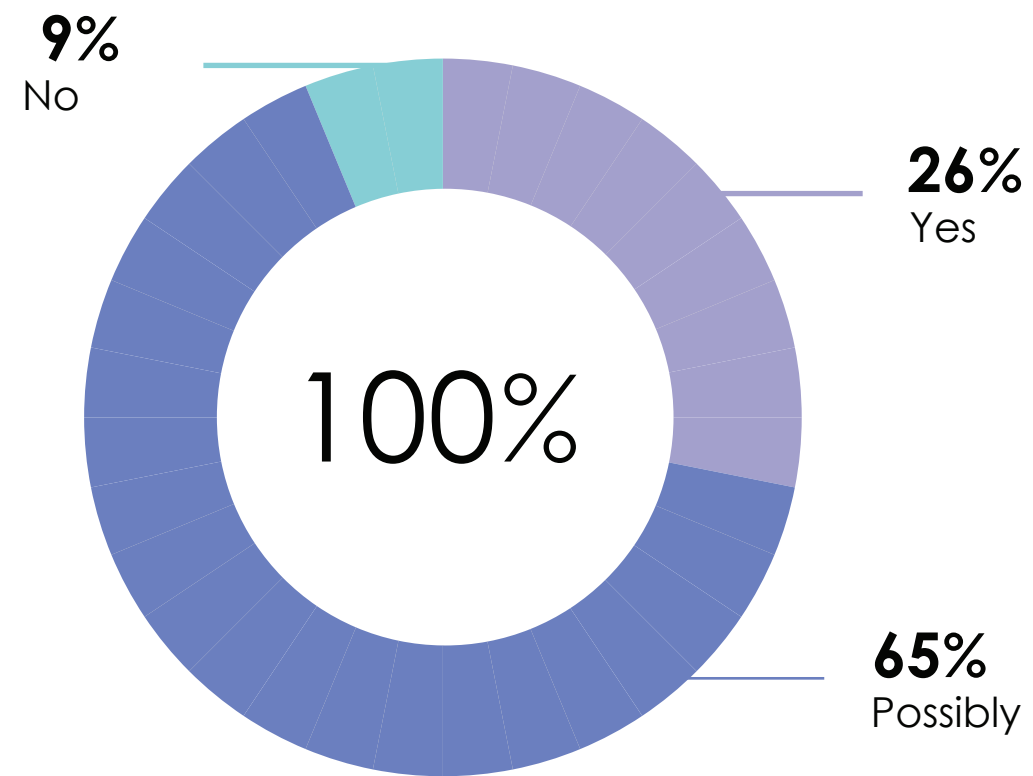
Other i.e.



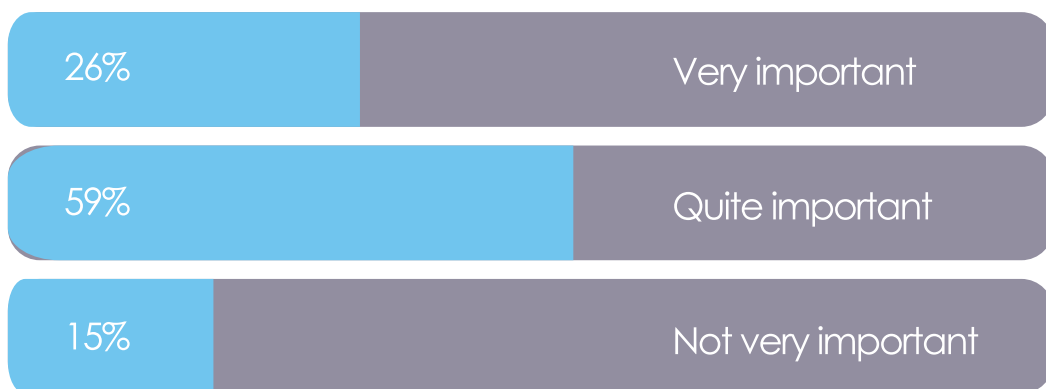
• How do you rate the quantity of the visitors?



• Are you planning on placing orders with any exhibitors within the next 6 months?



• How important is it to your business that you visit the show?





• Which following Free From Categories are you interested in?

Allergen Free

Dairy Free

Fat Free

GM Free

Vegan

Egg Free

Gluten Free

Intolerance-free

Lactose Free

Substitutes For Dairy Protein

Low Gluten Solutions

Meat Free

Organic

Nut Free

Soy Free

Sugar Free

Yeast Free

Taste Free

Wheat Free

Plastics Free

Calorie Reduction

No Hydrogenated Fat

Non-GMO

Clean label

No Preservatives

No Additives

Low Gluten Solutions

Reducing Fat

Replacing Egg

Sugar Reduction

Other i.e.



# Exhibitor Analysis

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



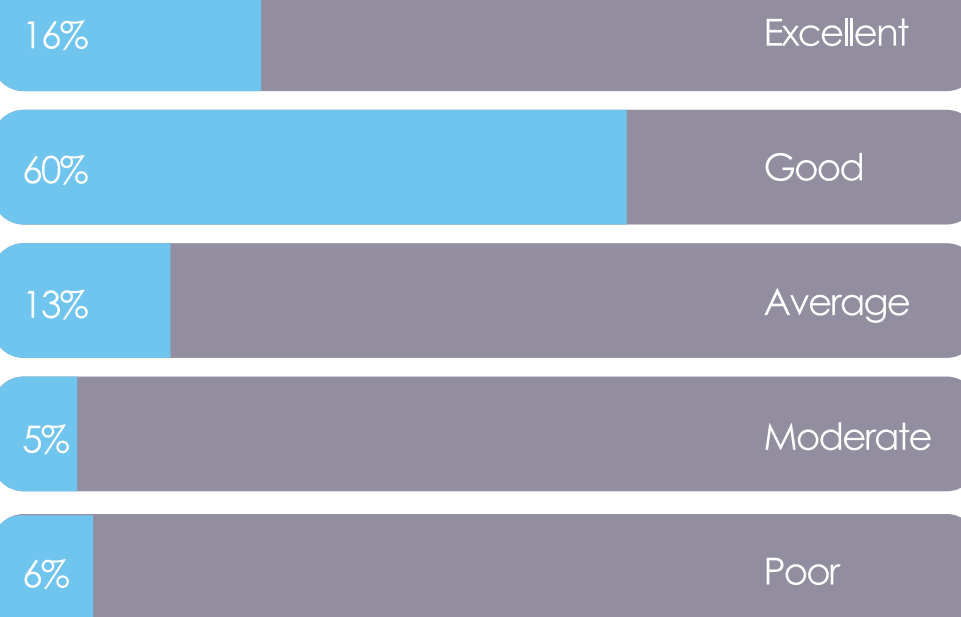
• Have you made new business contacts?



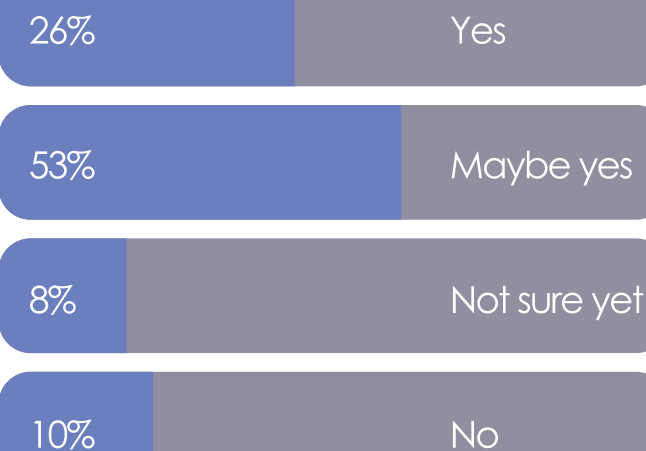
• In case you did not make sales during the event, do you expect to make sales afterwards?




• How do you rate the quantity of the visitors?



• Free From Functional & Health Ingredients 2021 will be organised in Amsterdam from 15 till 16 of June. Will you exhibit again?







**FREE FROM FUNCTIONAL & HEALTH INGREDIENTS  
2019 BARCELONA, SPAIN**



**Fira Barcelona**