

Natural Products Expo East 2016 Flash Facts: Trends, Themes & Growth

[Natural Products Expo East](#), produced by [New Hope Network](#), will be held September 21-24 at the Baltimore Convention Center. Projected to be host to more than 1,300 exhibiting brands and 25,000 attendees, this sister event to Natural Products Expo West & Engredea is the industry's second-largest conference and an important venue for established brands and young brands just getting their start.

Natural Products Expo East is expecting more than 400 new exhibitors this year, including several entrepreneurs launching innovative products in food, beverage, beauty and health. To accommodate this growth, the show is expanding the Hot Products Pavilion to Level 300 and Level 400. The popular Harvest Festival will return on September 21, featuring an array of products in a tabletop farmers market inspired setting that allows for sampling and networking.

"As a whole, the natural products industry is experiencing rapid growth of 9% per year, which has spurred increased interest in emerging brands and a rise in mergers and acquisitions. Expo East is one of the biggest events for spotting new trends and seeing brands in action. Walking the show floor attendees are surrounded products and companies poised for growth," said Adam Andersen, Managing Director, New Hope Network.

Trend Spotting:

The content and research team at New Hope Network will be tracking the following macro forces and consumer trends this year: Ancient Wisdom, Transcendent Transparency, Snackification, The Rehabilitation of Science, Feed Me! and The Values Shopper(s). Follow @NatProdExpo on [Instagram](#) and [Twitter](#) or [Facebook.com/NaturalProductsExpo](#) for all the latest #ExpoEast buzz and a detailed look at trends and product examples as the event nears.

Education Highlights:

[The 2016 Education Conference](#) will focus on: Supplement Opportunities, Climate Friendly Foods, Mindful Leadership, Natural Storytelling, and Nutrition Science.

[Featured keynote speakers](#) will bring conference themes to life with Paul Hawken, natural products industry pioneer and New York Times bestselling author; Robyn O'Brien, a former food industry analyst and national voice for change in the food system; and Walter Robb, co-CEO of Whole Foods and Chairman of Whole Kids Foundation and Whole Cities Foundation.

About New Hope Network

The New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people. For more information visit www.newhope.com.

Contact:

Carrie Kocik
New Hope Network
617-694-5971
ckocik@newhope.com