

# 2024 Post-show report

Oct. 28-31, 2024 + Expo Hall Oct. 30 & 31  
Mandalay Bay, Las Vegas



**19,400+**

Total participants



**9%**

Increase in registrations from 2023



**39%**

Of our visitors indicated it was their first time attending



**1,700+**

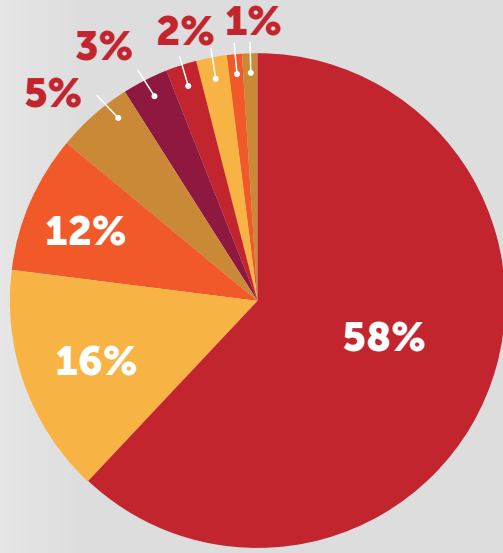
Attended educational sessions



**80**

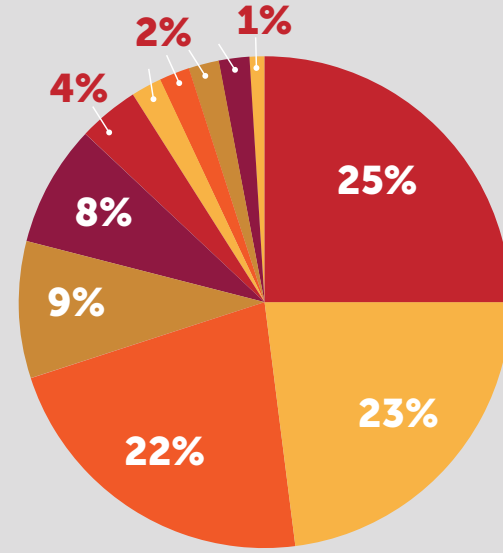
Countries represented

## Attendee primary business type



- Manufacturer 58%
- Supplier/distributor of raw ingredients 16%
- Business services/other 12%
- Distributor 5%
- Retailer 3%
- Investor 2%
- Press 2%
- Health practitioner 1%
- Food service 1%

## Attendee area of focus



- Purchasing/supply chain/operations 25%
- Business development 23%
- R&D/product dev/food tech 22%
- Marketing/brand management 9%
- Corporate management 8%
- Manufacturing & contract manufacturing 4%
- Quality assurance/quality control 2%
- Accounting/finance 2%
- Legal/regulatory/compliance 2%
- Other 2%
- Distribution 1%

## Companies in attendance

- |   |                                 |                             |                                       |
|---|---------------------------------|-----------------------------|---------------------------------------|
| Abbott Nutrition                              | Dairy Products Inc.             | Legendary Foods             | Sanofi CHC                            |
| ACH Food                                      | Danone                          | Life Extension              | Scentsy                               |
| AG1   | DoTERRA                         | Lifeway Foods               | Shaklee Corporation                   |
| Ajinomoto                                     | Dr. Mercola                     | Mary Kay Cosmetics          | Sierra Nevada Brewing                 |
| Altria  | Dr. Reddy's Laboratories        | MaryRuth Organics           | Simply Good Foods                     |
| Amazon Private Brands                         | E. & J. Gallo Winery            | McCormick Flavor Solutions  | Sonoran University of Health Sciences |
| Amway   | Ferrero USA                     | MegaFood                    | Standard Process                      |
| Arbonne International, LLC                    | Fonterra                        | Miyoko's Creamery           | Sun-Maid                              |
| Bausch and Lomb                               | Four Sigmatic                   | Nature's Way                | Sysco                                 |
| Bayer   | Fungi Perfecti                  | Nestlé Health Sciences      | The Coca-Cola Company                 |
| Bayer Consumer Health                         | Gaia Herbs                      | NOW Health Group            | The Republic of Tea                   |
| Biocodex                                      | GNC (General Nutrition Centers) | Nutra Blend                 | The Vitamin Shoppe                    |
| BODi (The Beachbody Company)                  | Haleon                          | Nutrafol                    | Unilever                              |
| BOLTHOUSE                                     | Herbalife                       | Olly                        | University of California, Irvine      |
| Cascade Organic Flour / Cascade Organic Farms | Hims & Hers                     | Onnit                       | Usana Health Sciences                 |
| ChildLife                                     | Hyland's                        | PepsiCo                     | Veritiv                               |
| Chobani                                       | Kenvue                          | Pharmavite, LLC             | Vitamin Shoppe                        |
| Church & Dwight                               | Keurig Dr Pepper                | Piping Rock Health Products | Wegmans Food Markets, INC             |
| ConsumerLab.com                               | Kings Hawaiian                  | Procter & Gamble            | Westrock Coffee                       |
| Costco Wholesale                              | Kroger                          | Pure Life Solutions         | Yogi                                  |
| Crest Foods Co, Inc                           | Land O'Lakes / Nutra Blend      | Ritual                      | Young Living                          |

## Attendee sourcing focus

Source raw ingredients or service providers for **dietary supplements** **65%**

Source raw ingredients or service providers for **food & beverage** **27%**

Source raw ingredients or service providers for **multiple or other applications** **8%**

## Sustainability



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.



Eliminated printed show directories, saving thousands of copies from ending up in waste; all show information was available through the mobile app and new interactive digital kiosks throughout the campus.

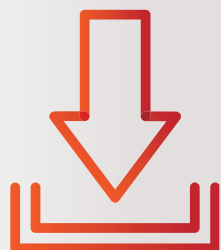


Introduced the Sustainable Packaging Solutions Showcase, which highlighted those who've made strides in material innovation and sustainable packaging design.



In partnership with NSF, both GMP Training lunches were zero-waste meals, meaning they left behind no waste, including ingredients and packaging.

## SupplySide West & Food ingredients North America mobile app participation (Oct. 27-31, 2024)



**8,800+**  
Mobile app downloads



**35,800+**  
Visits to the exhibitor list



**9,500+**  
Visits to the floor plan



**14,100+**  
Visits to the schedule