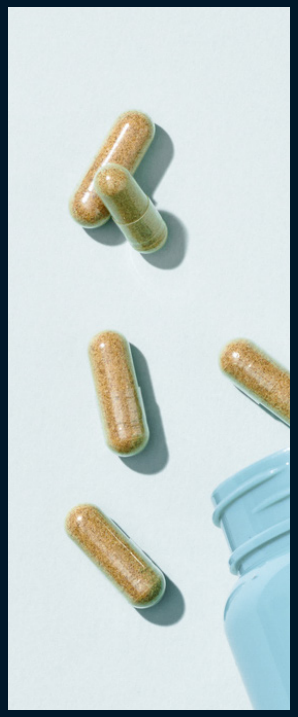
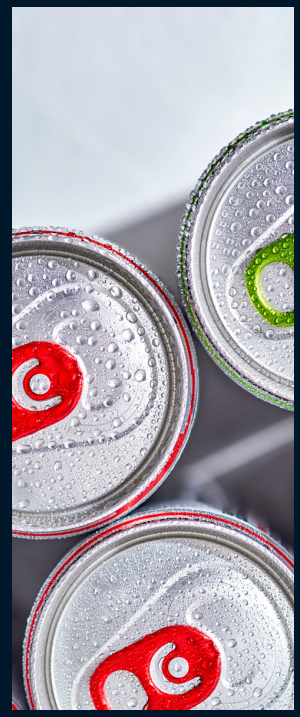
SupplySide® Global

by informa







The global marketplace for what's next in nutrition.

2026 Post-show snapshot

Education: Oct. 26-30, 2026
Expo Hall: Oct. 28, 29 & 30, 2026
Mandalay Bay, Las Vegas

- Event highlights
- Audience profile
- Purchasing influence
- Industry insights and innovation
- Global reach
- Engagement and commercial outcomes

THE EVENT AT A GLANCE

A global marketplace built for business

SupplySide Global brought the people behind supplement, food and beverage innovation together to source solutions, strengthen partnerships and move products closer to market.

20,000+	1,600+	80+	2,100+
TOTAL PARTICIPANTS	EXHIBITING COMPANIES	COUNTRIES REPRESENTED	EDUCATION PARTICIPANTS



ONE ECOSYSTEM. MORE POSSIBILITIES.

Categories converged

From ingredients and formulation to manufacturing, packaging and business services, SupplySide Global provided access to the expertise and solutions required throughout the product development journey.

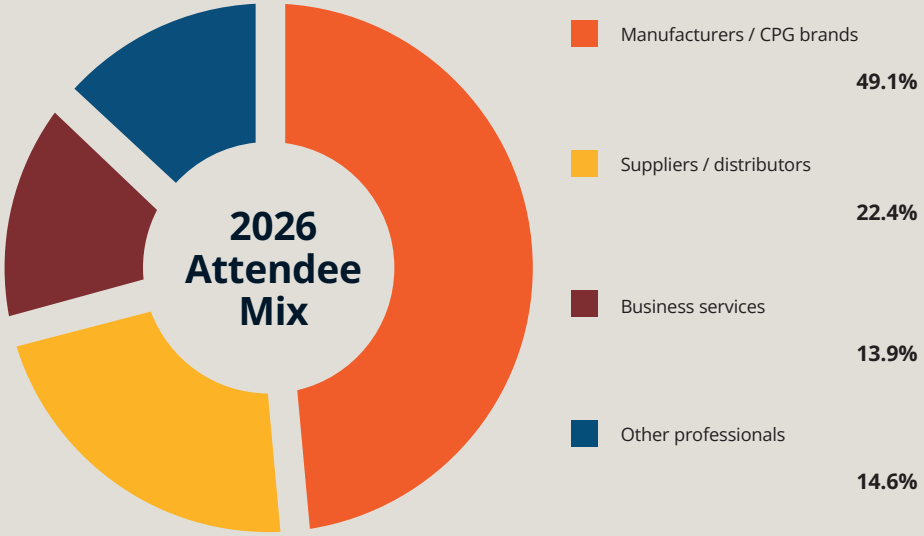
- > **Ingredients and formulation solutions**
- > **Manufacturing, co-packing and packaging**
- > **Research, testing and regulatory expertise**
- > **Innovation across supplement, food and beverage categories**
- > **Relationships that support products from concept to market**

AUDIENCE PROFILE

The people behind product innovation

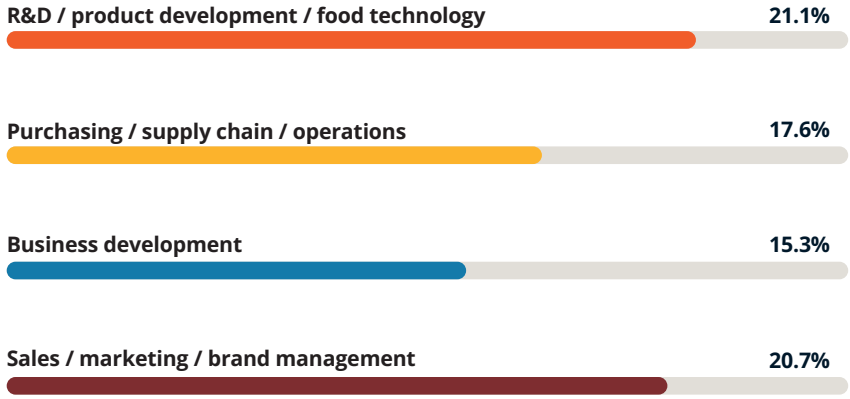
A cross-functional audience spanning the nutrition supply chain created opportunities for relevant conversations, commercial discovery and new partnerships.

ATTENDEE BUSINESS MIX



ATTENDEE AREAS OF FOCUS

Decision-makers across the product journey



46% of visitors attended SupplySide Global for the first time.

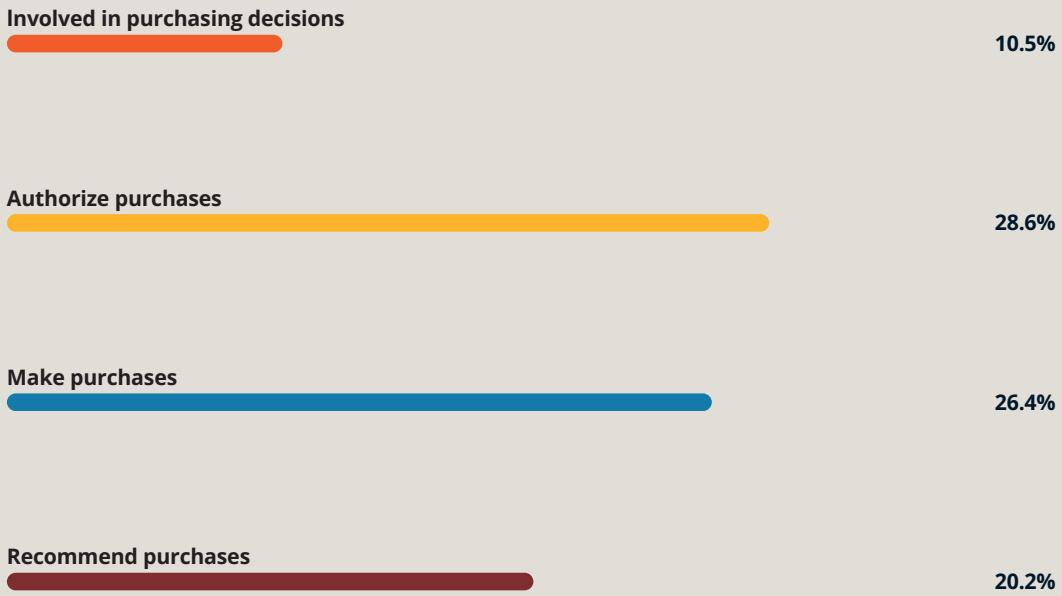
Percentages are based on respondents who provided answers.

QUALIFIED AUDIENCES + PRODUCTIVE CONVERSATIONS

Purchasing influence that moves projects forward

SupplySide Global connected exhibitors with professionals positioned to evaluate solutions, shape product specifications and influence future purchasing decisions.

INVOLVEMENT IN PURCHASING DECISIONS





SOLUTIONS FOR WHAT COMES NEXT

Why the industry shows up

SupplySide Global is where momentum meets the market, turning curiosity on the show floor into the decisions that shape what the industry builds next.

TOP 10 REASONS ATTENDEES CHOOSE SUPPLYSIDE GLOBAL

1. Find new suppliers or partners
2. Buy/source new products or services
3. Meet with existing suppliers or manufacturers
4. Source raw ingredients, products, or service providers
5. Evaluate distribution or licensing opportunities
6. Secure rights to brands & properties
7. Find agents, manufacturers, or retailers for my brand
8. Discover new products, trends, or innovations
9. Get a general overview of the market and developments
10. Learn about the latest technologies

From emerging health priorities to formulation challenges, attendees came ready to explore the ideas and capabilities shaping the next generation of supplements, foods and beverages.



GLOBAL SCALE + COMMERCIAL RELEVANCE

Connecting markets, categories and people

SupplySide Global brought together nutrition industry professionals from around the world, giving exhibitors access to new markets, international partners and a broader range of commercial opportunities.

GLOBAL COMMUNITY

86
COUNTRIES REPRESENTED



- **74.1%** NORTH AMERICA
- **19.3%** ASIA-PACIFIC
- **4.5%** EUROPE
- **1.2%** LATIN AMERICA
- **0.5%** MIDDLE EAST & AFRICA

COMPANIES REPRESENTED

Industry leaders and innovators in attendance

Herbalife
Nestlé
The Coca-Cola Company
Pharmavite
MARS
AB InBev
HALEON
Conagra Brands
Keurig Dr Pepper
Nature's Bounty
Hormel Foods
Ocean Spray

ENGAGEMENT IN ACTION

Connections at the center of the experience

Across the show floor, education sessions and digital event tools, SupplySide Global created opportunities to meet new partners, strengthen existing relationships and continue conversations beyond the event.

12,700+
ACTIVE EVENT PLATFORM USERS

113,800+
EXHIBITOR PROFILE VIEWS

52,700+
EXHIBITOR LIST VISITS

25,900+
FLOOR PLAN VISITS

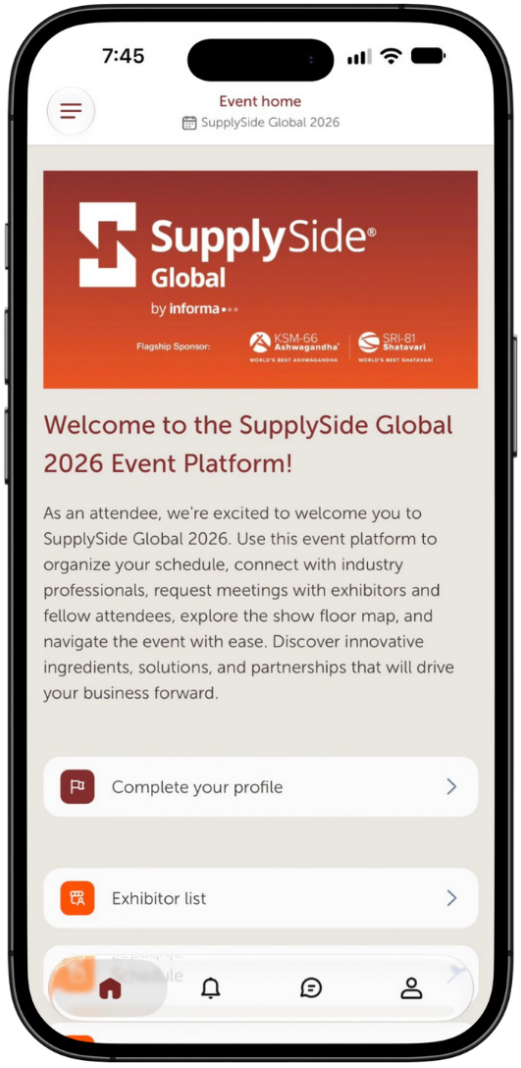
8,300+
APP DOWNLOADS

111,600+
LEAD INSIGHTS INTERACTIONS

Exhibitors met buyers – and one another.

SupplySide Global connected professionals throughout the supply chain, creating opportunities for customer conversations, strategic partnerships and exhibitor-to-exhibitor business development.





SupplySide® Global
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Reserve your place at SupplySide Global 2027.
newtosupplyside@informa.com

LOOKING AHEAD TO 2027

Open the door to what comes next.

Whether you're returning or exhibiting for the first time, SupplySide Global 2027 connects your business with the professionals shaping the future of supplements, foods and beverages.

November 15-19, 2027
Expo Hall: November 17-19, 2027

Mandalay Bay | Las Vegas, Nevada



Exhibit
Meet qualified buyers, product developers and industry partners.

Sponsor
Create greater visibility across high-value moments and experiences.

Reach
Stay connected with the SupplySide audience through year-round digital media solutions.

For more information please visit

SupplySideGlobal.com