



MIDDLE EAST
**Organic &
Natural**
PRODUCTS EXPO DUBAI

2025

Kickstart **Your Export
Success** in the MENA
Region Today!

23rd
EDITION
17 -19 NOV 2025
DUBAI WORLD TRADE CENTRE

A YEAR OF PROGRESS KEY GROWTH MILESTONES

The Middle East Organic and Natural Product Expo 2024 exceeded every expectation, achieving exponential growth in scale, attendance, and impact. A new benchmark for innovation and opportunity awaits you!



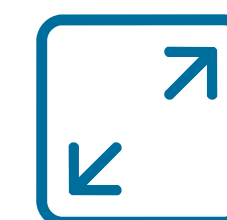
EXHIBITORS



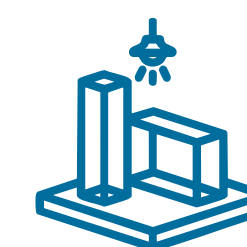
EXHIBITING COUNTRIES



COUNTRY PAVILIONS



AREA (SQM)



PRODUCTS EXHIBITING



MALAYSIAN EXHIBITORS



FOOD & BEVERAGE | SPECIALTY TEA & COFFEE | DRY FRUITS & NUTS | HALAL | FARMTECH
FRESH FRUITS & VEGETABLES | BEAUTY AND COSMETICS | HEALTH & WELLNESS
NUTRACEUTICALS | SUSTAINABLE LIVING | AGRICULTURE & ENVIRONMENT
NON ALCOHOLIC BEVERAGE | ORGANIC FRAGRANCE | HEALTHY CONFECTIONERY

STARTUP ACCELERATOR

A Dedicated Hub for
Spotlighting the Brightest New
Ventures and Entrepreneurs



BEAUTY LOUNGE

Showcase your organic and natural cosmetics at the Organic Beauty Lounge to gain exposure, connect with premium buyers in the MENA region, and boost your brand awareness. This is a unique opportunity to grow your business and increase sales.



HEALTH & WELLNESS STUDIO

Health & Wellness Studio helps to position your business as an industry leader, reach health enthusiasts, and showcase your products or services for maximum impact.



EXPO 2024 SHOW HIGHLIGHTS

SUPER KITCHEN

Dynamic Live demos by
award-winning chefs and
product activations
featured global cuisines
and engaging activities



CONFERENCE SESSIONS

Conference sessions
hosted top market
experts, providing
valuable insights
and expertise





Unlock Opportunities in the Middle East's Thriving Organic and Natural Market!

With over 90% of goods imported, the UAE boasts a surging demand for global organic options. This surge is fueled by consumers increasingly embracing holistic living, steadily expanding the region's organic sector.

Strategically positioned in the UAE, a dynamic and business-friendly environment with free zones and streamlined regulations, the country serves as a pivotal hub connecting Asia, Europe, and Africa. As the world's 3rd largest re-exporter of organic products, the UAE presents a unique opportunity for suppliers to access a high-demand market, establish year-round supply chains, and flourish in a less competitive landscape.





DRIVING SUCCESS ACROSS WHOLESALE, RETAIL, AND PRIVATE LABELS!

For over 22 years, **the Organic Show** has been the go-to platform for business owners, offering unmatched opportunities to connect with key decision-makers from around the world—all in one place. As the premier hub for the organic, natural, and sustainable industries, it's where meaningful connections spark growth and innovation year after year.

RETAIL SURGE

Retail spending in the UAE last year reached \$71 billion, positioning it 14th globally and on the top spot in the MENA region

WHOLESALE

The UAE offers a dynamic wholesale market with a strategic location connecting businesses to the MENA region and beyond. With a fast-growing economy, thriving retail sector, and excellent logistics, wholesalers can expand their reach, meet high demand, and form strong partnerships with retailers and distributors.

PRIVATE LABEL BOOM

An impressive 70% growth in private label adoption is reshaping the UAE market, as consumers increasingly seek quality and value-driven alternatives.

HIGH-GROWTH PRODUCT SECTORS





The Middle East's food and beverage market is currently experiencing a significant boom, propelled by a combination of factors including a growing population, increased wealth, evolving dietary preferences, surging tourism, and robust government support. As consumers increasingly prioritise high-quality and sustainable options, this surge in demand not only reflects the current market dynamics but also aligns with a growing focus on food security and healthy, conscious consumption.



Provided an incredible platform to showcase our products

“



The Organic Expo provided an incredible platform to showcase our products. Its not only restricted to the 3 days expo but a 365 day business. The UAE's growing demand for natural and organic cosmetics is undeniable, and this expo connected us with key buyers and partners for sustained business growth.”

JESRINA ARSHAD
FOUNDER AND CEO, PURELYB



MALAYSIA

Beauty & Cosmetics



The beauty and personal care market in the Middle East and Africa is growing steadily, driven by rising incomes, changing beauty trends, and a stronger focus on self-care. With a rising demand for high-quality products and the convenience of online shopping, products with safe, natural ingredients are becoming increasingly popular in the region.

We had the privilege of signing deals in the exclusive VIP lounge

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We are thrilled to share that by the second day of the event, we had the privilege of signing deals in the exclusive VIP lounge with buyers from Saudi Arabia, Bahrain, and even Germany. Over the past two years, the e-commerce platform Arabian Organics has been instrumental in elevating our business, consistently connecting us with valuable leads and opportunities to grow. We have already reserved our place for next year as well.

DAHIR, CEO

NAGAAD TRADING



UAE





The tea and coffee market in the Middle East and Africa is experiencing remarkable growth, driven by rising consumer demand and evolving tastes. In the MENA region, the coffee sector is set for an impressive boom, with sales projected to more than double between 2020 and 2025. Alongside traditional favorites, matcha is emerging as a popular choice among health-conscious consumers. With a focus on great-tasting, sustainably sourced beverages, the market offers vibrant opportunities for businesses and stakeholders to thrive.



The UAE's market is expanding rapidly

“



Participating in the Organic Expo allowed us to tap into the thriving tea and coffee culture of the Middle East. The UAE's market is expanding rapidly, and the expo connected us with key buyers eager for unique, high-quality beverages.”

DEEPAK
FOUNDER, MODERN HIPPI



SINGAPORE



The health and wellness market in the MENA region is all set for continuous growth, driven by an increased emphasis on immune system health. This trend significantly impacts lifestyle choices, dietary preferences, and supplement decisions. Projections indicate that the Middle East's health and wellness market could reach \$36.5 million by 2025, contributing to the global industry's potential value of nearly \$7 trillion by the same year.



The Middle East is witnessing a wellness revolution

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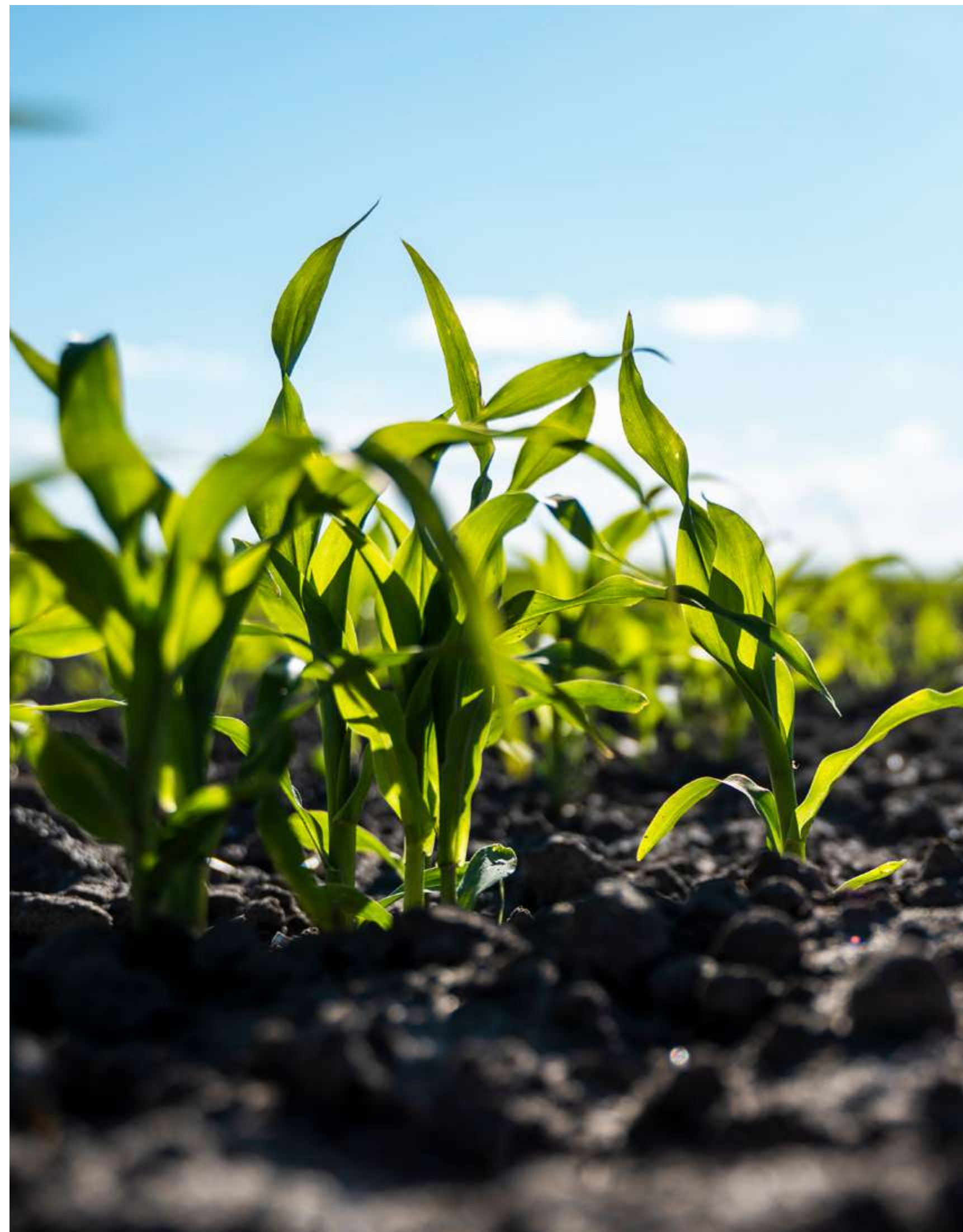
The Middle East is witnessing a wellness revolution, and the demand for health-centric products is booming. The growing demand for innovative, organic products has solidified the Middle East as a critical area for our business expansion.”

SANJEEV MISHAL
CEO, Hi LIFE



INDIA

Agriculture & Environment



The Middle East's heavy reliance on imported food is undergoing a strategic transformation. Substantial investments in agriculture and agritech, focusing on sustainability and reduced imports, are reshaping the region's food landscape. Government support and increased demand for organics drive this positive change. As sustainability gains traction, agricultural practices are evolving to close the production loop, utilizing biofertilizers and biostimulants that minimize waste



Provided valuable insights and connections

“



Attending the Organic and Natural Products Expo in the UAE has been transformative for our business. It provided valuable insights and connections, helping us grow by embracing organic solutions and sustainable practices in agriculture”

MR. DANNY GREEN
OWNER,
DANNY GREEN CORPORATION



VIETNAM

Sustainable Living



The MENA region sees a rising demand for sustainable living as consumers prioritise their environmental impact. This fuels sector growth, driven by climate concerns, environmental awareness, health focus, and tech advancements. Opportunities abound for businesses and individuals to champion sustainability, shaping the future.



Invaluable assistance in helping reach a wider audience

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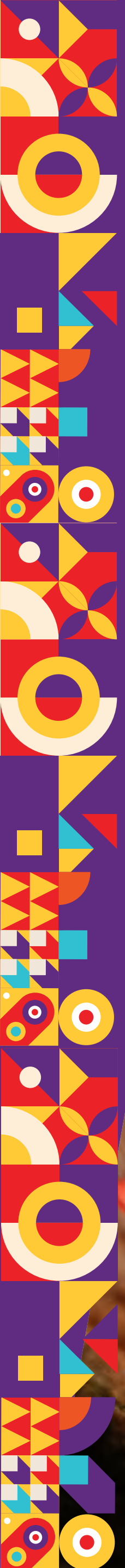


Participating in the Organic & Natural Product Expo was a game-changer for Sustainaware. The connections we made, the exposure we gained, and the insights we gathered from buyers from various countries like KSA, Kuwait have propelled our growth exponentially. Truly unmatched!

ERICA
SUSTAINWARE



THAILAND



MARKETS TO LOOK AHEAD



Non Alcoholic Beverages



The rise of wellness-focused products, such as functional drinks, low-sugar options, and plant-based beverages, has further fueled this expansion.



The non-alcoholic drinks sector in the GCC has experienced significant growth, driven by changing consumer preferences, health-conscious trends, and a growing demand for refreshing alternatives to alcoholic beverages. The rise of wellness-focused products, such as functional drinks, low-sugar options, and plant-based beverages, has further fueled this expansion. Additionally, the region's large, diverse population and the shift towards a more socially responsible lifestyle contribute to the sector's success. With increasing interest in innovative flavors and premium products, the non-alcoholic drinks market in the GCC is poised for continued growth, presenting new opportunities for businesses to tap into this evolving trend.



Dry fruits & Nuts



Today, the market is thriving, driven by increasing consumer interest in snacking, wellness, and organic products.

The dry fruits and nuts sector in the GCC has a rich history, rooted in the region's traditional trade routes and cultural appreciation for healthy, nutrient-rich foods. Over the years, the demand for dry fruits and nuts has grown due to their inclusion in local cuisines and growing awareness of their health benefits. Today, the market is thriving, driven by increasing consumer interest in snacking, wellness, and organic products. Looking ahead, the sector is poised for continued growth, with innovation in packaging, flavors, and product offerings, as well as expanding retail channels, further fueling the demand for dry fruits and nuts in the GCC.

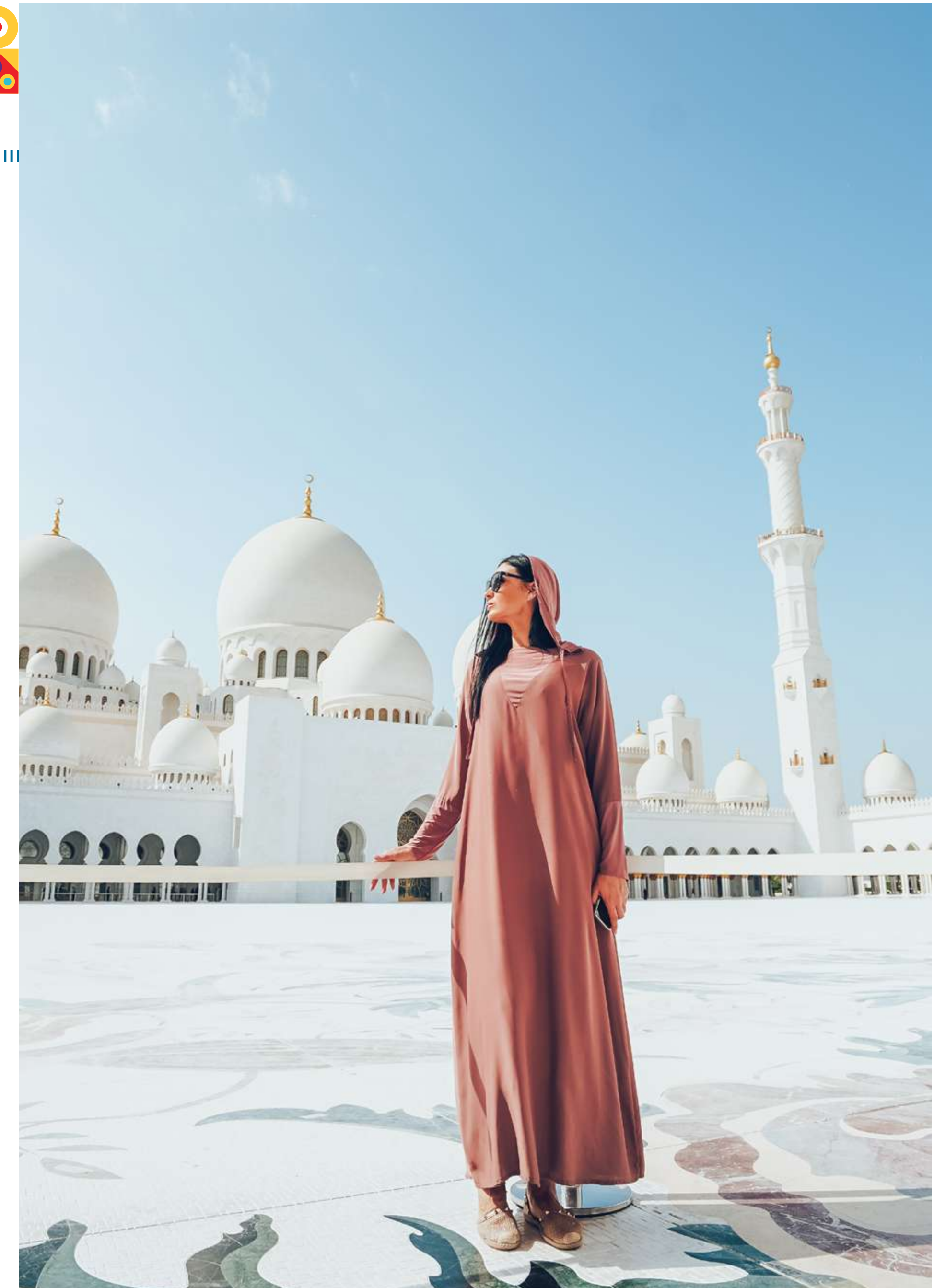
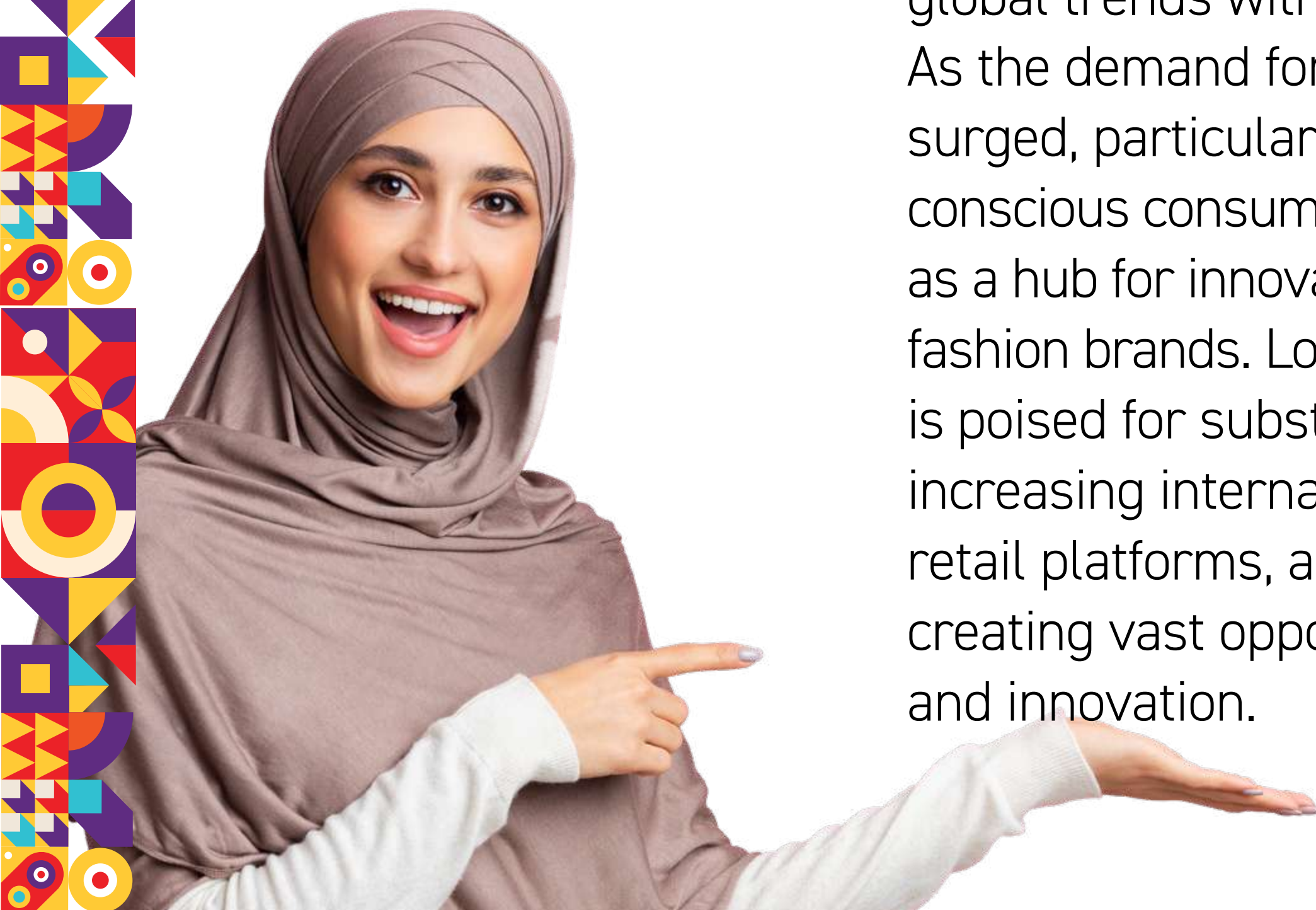


Halal Modest Fashion



Halal modest fashion has evolved from traditional attire to a modern, diverse, and stylish industry, blending global trends with cultural authenticity.

Halal modest fashion in the GCC has deep roots in the region's cultural and religious traditions, reflecting modesty, elegance, and respect for Islamic values. Over the years, it has evolved from traditional attire to a modern, diverse, and stylish industry, blending global trends with cultural authenticity. As the demand for modest fashion has surged, particularly among young, fashion-conscious consumers, the GCC has emerged as a hub for innovative, high-quality halal fashion brands. Looking ahead, the sector is poised for substantial growth, fueled by increasing international interest, digital retail platforms, and a rising middle class, creating vast opportunities for expansion and innovation.



Healthy Confectionery



The demand for healthy confectionery in the Middle East is on the rise, driven by a growing awareness of the importance of healthy eating and a shift towards more active lifestyles. Consumers

are increasingly seeking out confectionery products that are lower in sugar, fat, and calories, while still providing a satisfying taste experience.

The increasing availability of healthy confectionery options, such as sugar-free chocolates, low-fat candies, and fruit-based snacks, is also contributing to the growth of this market. Manufacturers are innovating to create products that meet the evolving demands of consumers, offering a range of flavors and textures that appeal to a wide range of tastes.

The growing health consciousness is expected to continue to drive demand for healthy confectionery in the coming years, creating new opportunities for businesses that can offer innovative and appealing products.



Natural Fragrances



Consumers are increasingly seeking out products that are free from harsh chemicals parabens, phthalates, and other potentially harmful substances

The global market for organic fragrances is experiencing a surge in demand, driven by a growing consumer preference for natural and sustainable products. This shift is fueled by increasing awareness of the potential health and environmental impacts of synthetic ingredients commonly found in conventional fragrances.

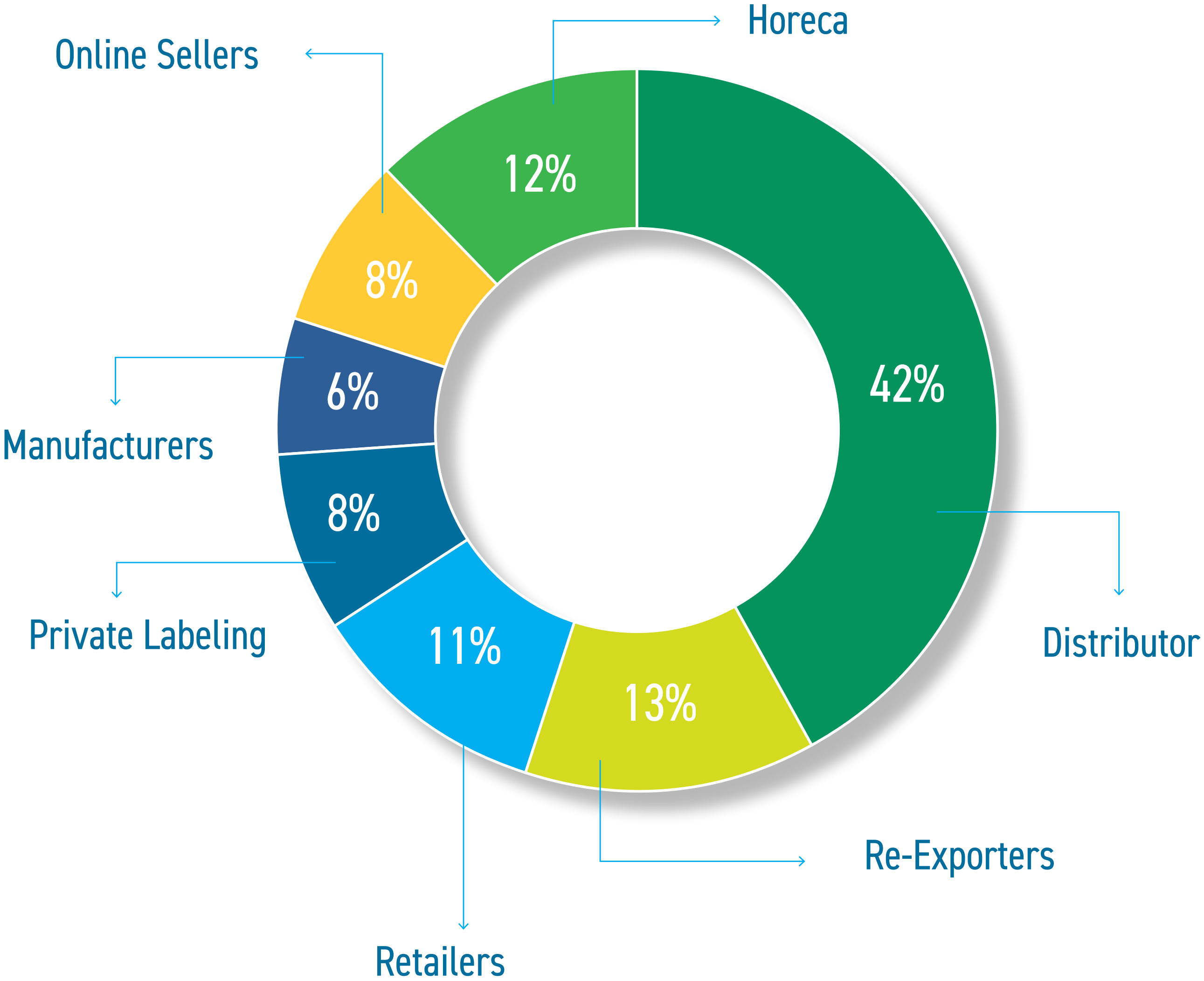
Consumers are increasingly seeking out products that are free from harsh chemicals, parabens, phthalates, and other potentially harmful substances. Organic fragrances, derived from natural sources like essential oils and plant extracts, offer a safer and more environmentally friendly alternative. This trend is particularly prominent among younger generations, who are more likely to prioritize ethical and sustainable consumption habits.



PREMIER SOURCING HUB FOR TOP BUYERS IN THE MENA REGION



BUYER PROFILE



TOP BUYER COUNTRIES



United Arab Emirates



Kingdom of Saudi Arabia



Oman



Egypt



Bahrain



India



Qatar



Kuwait



Jordan

21 COUNTRY PAVILIONS

TOP PRODUCING COUNTRIES IN 2024



OFFICIAL COUNTRY PARTNER
MALAYSIA



@ DUBAI

Organised By



EXHIBITOR ANALYSIS

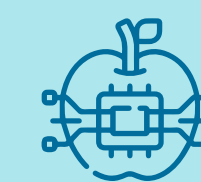
550 exhibitors from 70 countries across diverse sectors.



Food & Beverage



Food Ingredients



Food Technology & Packaging



Beauty & Personal Care



Modest Fashion & Lifestyle



Health & Wellness



E-Commerce



Retail & Franchise



Education



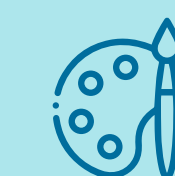
Islamic Finance & Fintech



Muslim-Friendly Hospitality & Tourism



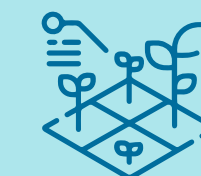
Services & Enablers



Islamic Arts & Crafts



Sustainable Living



FarmTech



Fresh & Perishables

NOT JUST A 3-DAY EXPO IT'S A 365-DAY EXPORT PROMOTION!

Middle East's Wholesale E-Commerce Platform



A premier online destination for the Middle East's Organic & Natural Products, offering hassle-free market access and fulfillment for international suppliers. Exhibitors can maximise their potential and tap into a new revenue stream without added costs.

Live Online Forum for International Suppliers and Regional Buyers



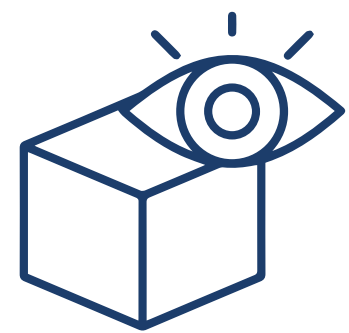
Join industry experts as they delve into the latest market trends and opportunities, providing valuable insights and networking opportunities. Stay ahead of the curve with Organic Mailis, a series of valuable online roundtable conversations!





TAKE YOUR BUSINESS ONLINE

Showcase your products for a continuous presence throughout the year on the Middle East's exclusive online wholesale portal.



3,900

Monthly product views



100,000

Monthly average traffic



36,500

Active online buyers



7,300

Product Enquiries



11,300

No. of products listed by Exhibitors



365

Days of product promotion

READY FOR TRADE MAKE YOUR PRODUCTS MARKET-READY



4700+

Products Now Officially Registered
in the UAE!



More than **50%** of
exhibitors registered their
products



Essential for
UAE EXPORTS
and Re-Exports



TRADE MADE EASY

Quick and Hassle-Free



Buyers Prefer
REGISTERED
Products!



Take **ADVANTAGE**
of Warehousing and
Distribution Services

A ONE-OF-A-KIND EXPO. BENEFITS LIKE NO OTHER!

PRE-SHOW



OUR PARTNERS OF 2024!

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TO BOOST
YOUR
EXPORT
BUSINESS,
CONNECT WITH
US RIGHT
AWAY!



Official Singapore Agent

Food And Retail Asia Pte Ltd

+65 8853-2705

enquiry@foodandretail.sg

foodandretail.sg

