

MIDDLE EAST
**Organic &
Natural** 2026
PRODUCTS EXPO DUBAI

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



**24th
EDITION**

**16 - 18 November 2026
DUBAI WORLD TRADE CENTRE**



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

As the world's **3rd largest** re-exporter of organic goods, the **UAE** is a critical global hub connecting Asia, Europe, and Africa. With 90% of products imported and a rapidly growing demand for holistic living, the region offers a high-yield, business-friendly environment for suppliers. Exhibiting here provides a unique opportunity to establish year-round supply chains in a high-demand, low-competition landscape.

EXPO 2025

SHOW HIGHLIGHTS



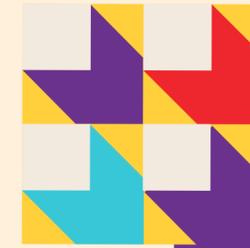
VIP BUYER LOUNGE

The VIP Buyer Lounge is an exclusive hub for **prescheduled, face-to-face B2B meetings**. Designed for focused, private negotiations away from the busy show floor, it connects you directly with verified decision-makers to finalize contracts and secure long-term partnerships.



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.



CONFERENCE SESSIONS

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



SUPER KITCHEN

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





DRIVING SUCCESS ACROSS WHOLESALE, RETAIL, AND PRIVATE LABELS!

For over 23 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

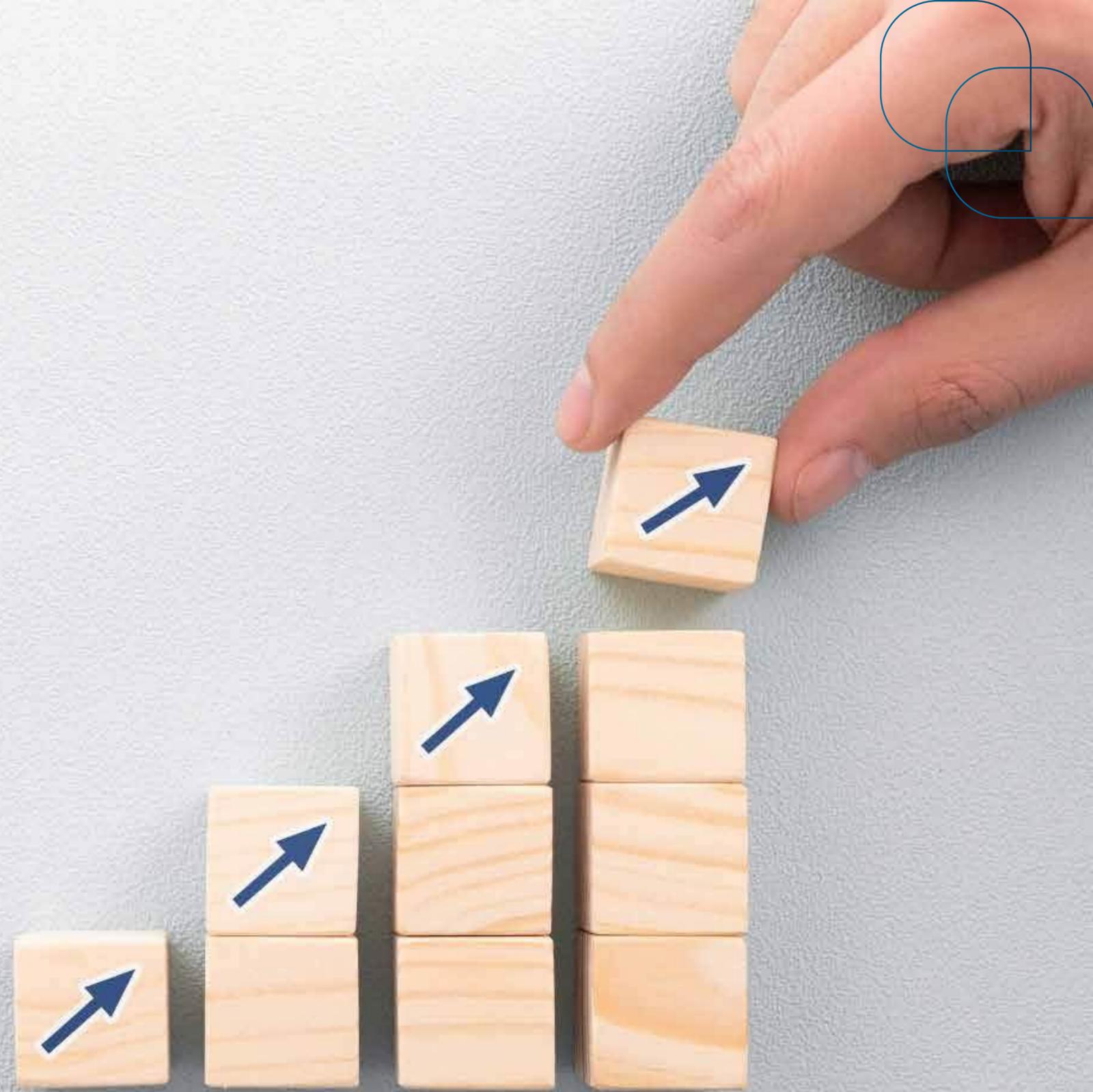
WHOLESALE

Strategically located as a gateway to the MENA region, the UAE offers wholesalers a high-growth economy and a thriving retail sector. It is the premier hub for expanding your reach and securing powerful partnerships with regional 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 NEW MARKETS BETTER OPPORTUNITIES



Food & Beverage



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

Beauty & Cosmetics

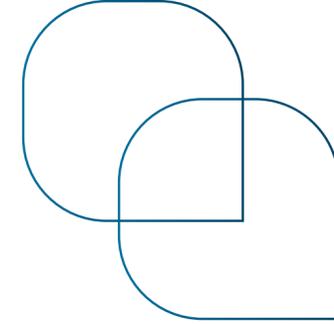


The beauty and personal care market in the Middle East and Africa is growing steadily, driven by rising incomes, changing beauty trends, and a stronger focus on self-care. With a rising demand for high-quality products and the convenience of online shopping, natural and organic products are becoming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

Tea & Coffee



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.



Health & Wellness



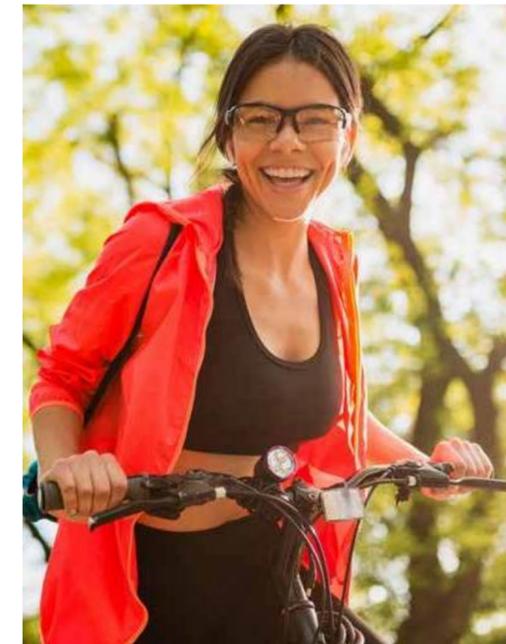
The health and wellness market in the MENA region is all set for continuous growth, driven by an increased emphasis on immune system health. This trend significantly impacts lifestyle choices, dietary preferences, and supplement decisions. Projections indicate that the Middle East's health and wellness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

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

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.



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.



Halal Modest Fashion

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



Natural Fragrances

Consumers are increasingly seeking out products that are free from harsh chemicals parabens & other potentially harmful substance



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.



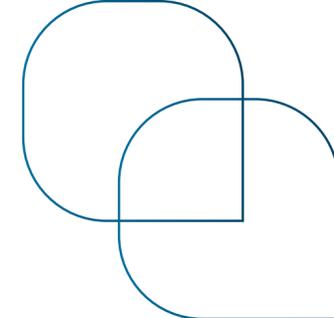
Dry fruits & Nuts

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



Plant based & Vegan

The GCC's plant-based sector is booming, with an 11% CAGR. Driven by health-conscious "flexitarians" and local innovation, vegan alternatives are now a mainstream, half-billion-dollar opportunity in regional retail and hospitality.



EXHIBITORS SUCCESS STORIES



Ignacio

Owner, MoreBabies & Nurahouse

The show allowed us to build vital in-person relationships that simply aren't possible online, opening doors to new possibilities in a region that would otherwise be a hassle to penetrate. We've already connected with high-potential buyers from the UAE, Kuwait, Oman, Algeria, Iran, and India.



USA



Tony

B.D.M, Fruit Tales

The show provided a vital platform to showcase our brand to international markets that wouldn't have discovered us otherwise. This expo is the perfect stage for niche suppliers to increase their global visibility and build meaningful partnerships across multiple continents.



UGANDA



Dmitry

Business Development Manager,
Silverfox Holding

We were attracted to the Organic and Natural expo as it brings the future of sustainability together in the region along with key companies and decision makers that play a major role in this country. We have met various buyers from different countries from all 7 continents of the world, We had Great discussions with People from Nigeria, Hungary, United Kindom Argentina Australia Qatar Saudi and UAE.



UAE



Zeenat Khan

Founder, MaaMagic by
Zeenat Organics

We have gained massive exposure and met with distributors from across the globe who are genuinely impressed by our product innovation. For any brand looking to reach a worldwide network of distributors and establish a footprint in the Middle East, this is an essential platform.



INDIA

EXHIBITORS SUCCESS STORIES



Darius

Founder, Ibrows

This show truly delivers the right audience, bridging the gap between sellers and serious buyers. It has been an essential platform for our regional expansion, and we look forward to the growth these new connections will bring.



ROMANIA



Katie

Founder, Vega Naturals

Being our first time at the Organic & Natural Products Expo, we found it to be the perfect venue to align our expertise with the needs of serious buyers. This show is an incredible platform for anyone looking to expand their manufacturing footprint and find partners ready to bring new products to life.



THAILAND



Helene

Founder, Indoguna

Over the past two days, we connected with buyers from India, the UAE, Pakistan, Qatar, and Saudi Arabia, many of whom are highly conscious about clean, additive-free food choices. The experience has been a great one-stop organic opportunity. It helped us build strong relationships with buyers across the world.



UAE



Kamilla

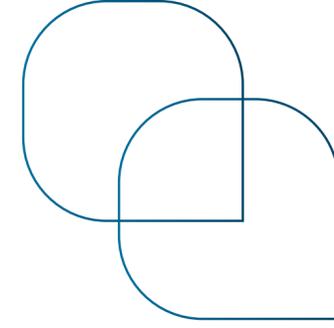
Export Sales Manager, Only Fresh

Its a lot of exposure in this region which is new to us as we have no contacts here, alot of distributors and retailers have shown their interest and it will materializes in the future in this region. This show has shown innovation.

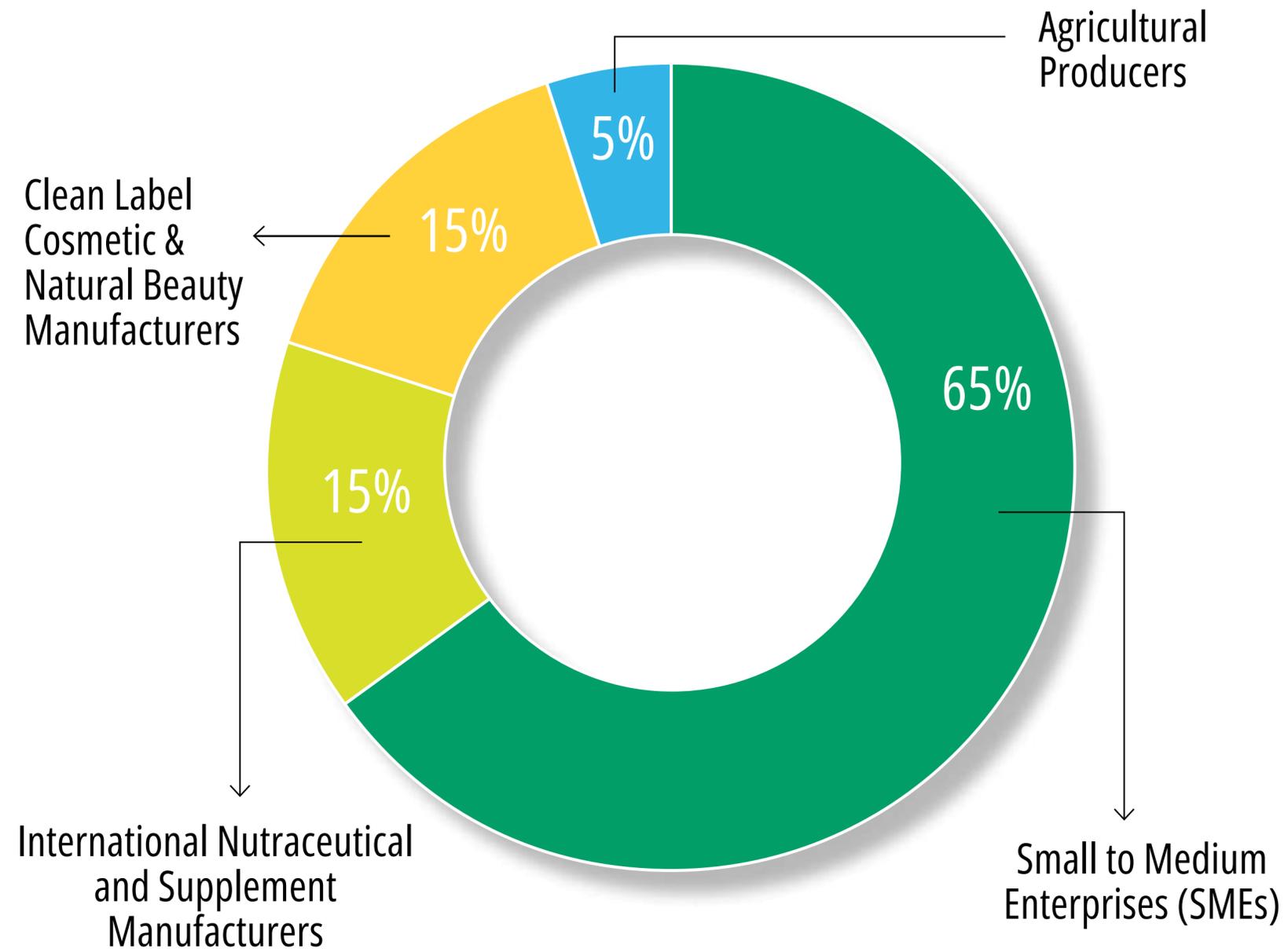


TURKEY

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



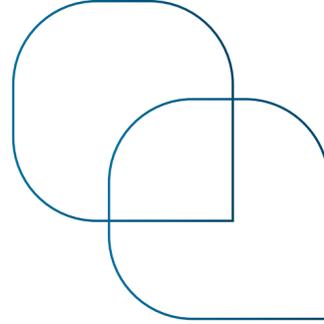
Qatar



Kuwait

KEY GROWTH MILESTONES 2025

The Middle East Organic and Natural Product Expo exceeded every expectation, achieving exponential growth in scale, attendance, and impact.



COUNTRY PAVILIONS



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 Majlis, a series of valuable online roundtable conversations!

TAKE YOUR BUSINESS ONLINE



110,520+

Monthly
product views



18,720+

Monthly
average traffic



13,057

Active online
buyers



7,300+

Product
Enquiries



11,350

No. of
products listed
by Exhibitors

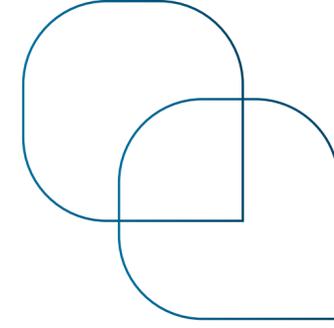


365

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



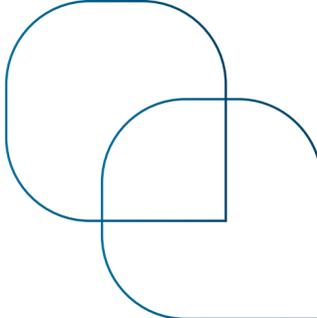
Buyers Prefer
REGISTERED
Products!



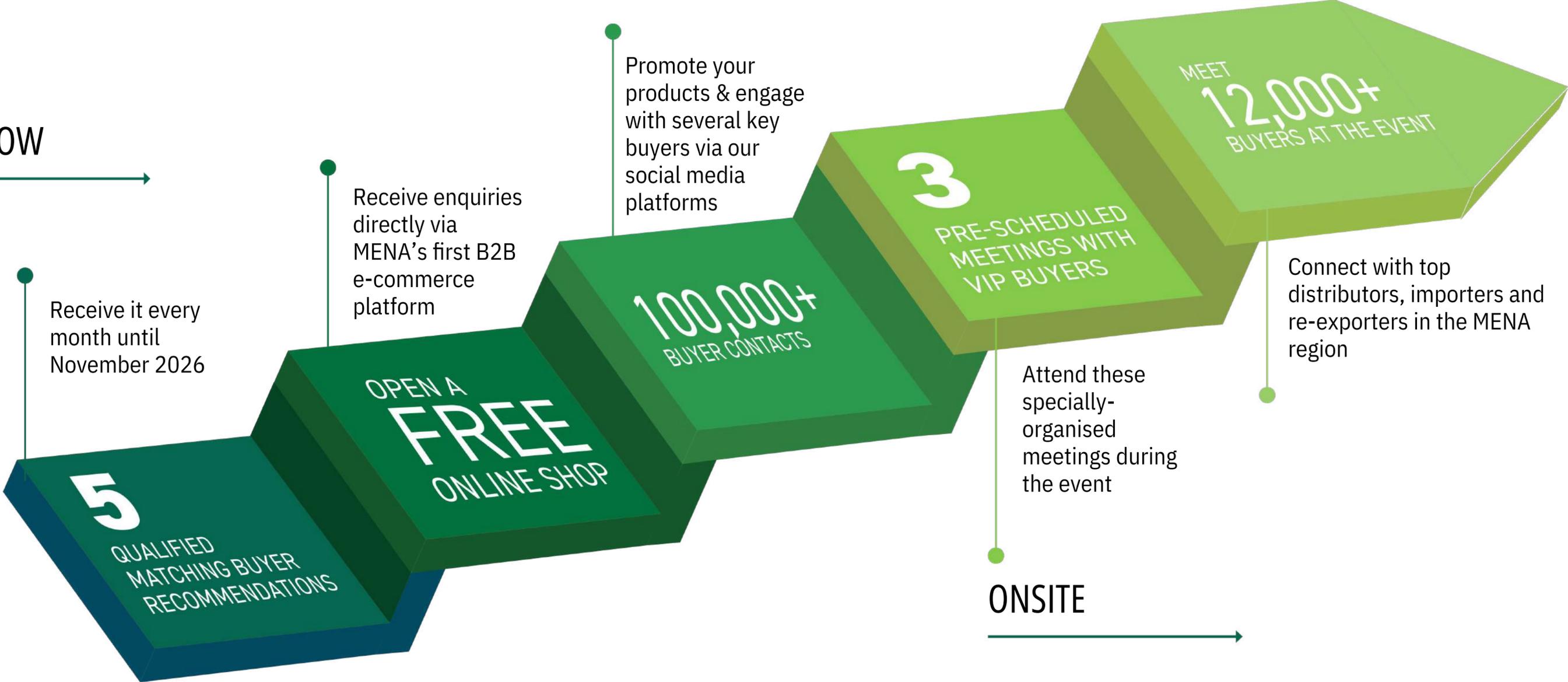
Take **ADVANTAGE**
of Warehousing and
Distribution Services



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



PRE-SHOW



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BRINGING OUR EXPERIENCE TO SAUDI ARABIA



**NATURAL
WORLD
EXPO SAUDI**

14 - 16 DECEMBER 2026

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

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



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