

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

[Natural Products Expo West/Engredea](#), produced by New Hope Natural Media, will be held March 9th-13th at the Anaheim Convention Center. Projected to be the largest in its 36-year history, the sold out trade-only event will play host to more than 3,000 companies and 70,000 attendees.

The natural products industry is experiencing growth of 9% per year, driven in part by new and emerging brands. This year, the number of entrepreneurial exhibitors will hit 600, including a full 400 brands that will be featured at the Anaheim Hilton, a must visit area to see the newest products.

Get Social & Mobile App:

Exhibitors and attendees can follow @NatProductExpo on [Instagram](#) and [Twitter](#) or [Facebook.com/NaturalProductsExpo](#) for all the latest #ExpoWest buzz. The updated [Natural Products Expo mobile app](#) now features ActivLocator, a personal indoor GPS to help attendees quickly find their way, discover what's around them and get more done. Also access schedule-planning tools, find new exhibits and surf digital product showcases.

Education Highlights:

[The 2016 Education Conference](#) will focus on: Making the Impossible Possible, Trust, Vitality, Fixing Food, The Changing Distribution Landscape, Stewardship, Better Business, Cultivating Organic, and The Changing Supplements Market.

[Featured keynote speakers](#) will bring conference themes to life with the inspirational story of Erik Weißenmayer, adventurer and activist celebrated as the only blind person to climb Mount Everest; Sam Kass, former senior policy advisor for nutrition policy & executive director of Let's Move!; and Dr. Martha Rogers, one of the leading authorities on building trust.

New Product Trends:

"Natural Products Expo West and Engredea continue to break records and are completely sold out for 2016, highlighting the rapid growth in organic and natural products. From the Fresh Ideas Organic Marketplace to the Hilton to the Anaheim Convention Center exhibit floor, this annual event maintains its status as the single most important opportunity for launching new products, spotting leading trends from all over the world, and as a gathering place for the entire industry" said Adam Andersen, managing director, New Hope Natural Media.

[\[Go here\]](#) to view the trends and new products that New Hope's content and research team will be tracking this year.

About New Hope Natural Media

New Hope Natural Media is the leading media resource and information provider for the natural, organic and healthy products industry with print, in-person/event, and e-business products and services.

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