

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

SHAL
INSPIRE FOOD BUSINESS



PRESS KIT

THE WORLD LARGEST FOOD EXHIBITION
PARIS ——— 17 – 21 October 2026



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EDITORIAL

SIAL PARIS 2026 CLOSER THAN EVER TO THE HEART OF PLANET FOOD

For more than 60 years, SIAL Paris has been supporting food industry professionals in their transformations by offering them a unique space for networking, deciphering trends and seizing opportunities. A true ally of the sector, the show brings together the actors who shape global food, for a better understanding of the changes being wrought in the sector and for building together the answers to tomorrow's challenges.

True to its DNA, SIAL is a place of meetings, exchanges and opportunities where ideas, innovations and expertise are mobilized to serve the development of the entire food industry.

In an ever-changing world, SIAL Paris is more than ever fulfilling its role as an international platform for understanding the transformations at work, identifying emerging trends, and creating new business opportunities.

Over its 5 days, the entire global food ecosystem comes together in Paris to share its vision, develop new connections, and imagine the solutions that will shape the food landscape of tomorrow.



At a time when things are moving so quickly, understanding your environment and planning ahead give you a competitive advantage.

– JEAN-GABRIEL MOLLARD,
Director, SIAL Paris



Major transformations are built together.

– RODOLPHE LAMEYSE, CEO Food
and Beverage Division Comexposium

**“ Understand faster.
Make decisions faster.
Act faster.**

This is what companies now need to do to adapt to new consumer behaviors, geopolitical challenges, technological innovations, and sustainability requirements.

Against this backdrop, **SIAL Paris** plays a vital role. It is a **unique source of insights into markets, trends, and innovations** that are shaping the future of the industry. Over the course of five days, ideas are debated, emerging trends come to light, and major transformations take shape.

“ The major challenges of Food & Beverage know no borders or silos: they need to be addressed collectively. In an environment marked by rapid economic transformations, access to markets, the development of international trade and the ability to **identify new growth opportunities have become strategic challenges for all stakeholders in the sector.**

That is why places where people can meet, exchange ideas, and share expertise play a vital role today. They allow companies to better understand market developments, develop their commercial networks, and build partnerships that will support their growth in an ever-changing international context.

This is the crux of **the ambition of Comexposium's Food & Beverage division.** By bringing under its umbrella benchmark events covering food, beverages, specialty products and professional know-how, Comexposium

Our mission goes beyond simply making sense of a changing world. Above all, it also aims to enable our participants to grow their businesses in practical ways. Connecting the right people, fostering new partnerships, opening up markets, and creating business opportunities: **business is at the heart of the SIAL Paris experience.**

It's this combination of market insight and opportunity creation that makes our event unique. A global perspective, enriched by an in-depth understanding of local realities, to **help professionals anticipate trends, innovate, and accelerate their growth.**

Our goal is clear: to make SIAL Paris the must-attend event for those who want to understand global food trends and turn that understanding into growth.

Because the best opportunities always arise from a deeper understanding of the world around us.”

Jean-Gabriel Mollard,
Director, SIAL Paris

is able to develop an ecosystem capable of supporting companies in their growth, export and diversification strategies.

This approach allows us to **build bridges between complementary worlds, to connect the sectors, territories and decision-makers,** and to strengthen our ability to sustainably support companies in their development strategies.

Within this context, **SIAL Paris occupies a special place.** Through its international scope, its ability to bring together the entire food value chain and its role in facilitating connections and business opportunities, **it has established itself as one of the key pillars of our global ambition: to help connect markets and support professionals in shaping the future of food.”**

Rodolphe Lameyse, CEO
Food and Beverage Division Comexposium



Opening ceremony SIAL Paris 2026

Date for the diary: Saturday, October 17, on the SIAL Talks stage – HALL 5A, for the official opening of SIAL Paris 2026, attended by French and international decision-makers and institutional representatives.



SIAL, THE BUSINESS ACCELERATOR TOOL

SIAL PARIS 2026, A BUSINESS TOOL SERVING FOOD INDUSTRY COMPANIES

Food industry companies today need to operate in a context that is almost paradoxical in nature. They have practically unlimited access to a plethora of information, data and tools for identifying new markets, partners or opportunities. Artificial intelligence, sourcing platforms, social networks and business intelligence tools make it possible to monitor developments in real time in a constantly changing sector.

At the same time, uncertainties stemming from various tensions and challenges make decision-making more complex. **For entrepreneurs, the challenge is no longer just to access information, but to decipher it, to rank it by priority, and to turn it into concrete decisions.**

In the agri-food sector more than anywhere else, face-to-face interaction remains an irreplaceable commodity. Trust is built through direct communication, discovering products, sharing experiences, and the quality of human interactions.

SIAL Paris ties in fully with this approach. Over its five days, the show brings together the entire global food ecosystem from all over the world. This exceptional gathering of key players makes the show a business accelerator of international proportions.

“International buyers choose trade shows as the first place for sourcing because they want to actually see and taste the products, meet the bosses, and get to understand the innovations. And because trust is built through face-to-face interactions”, says Jean-Gabriel Mollard, Director, SIAL Paris.

As well as networking opportunities, **SIAL Paris provides professionals with the tools they need to anticipate market developments.** Deciphering trends, exposure to product innovations, attending conferences, following thematic routes or taking SIAL Guided Tours: everything is designed to allow visitors to optimize their time, to quickly identify relevant opportunities, and to turn their visit into a lever for development.

In a world where exchanges are increasingly digitalized but where decisions continue to be built on the basis of human relationships, SIAL Paris is an anchor point for the entire global food industry. **It's a place where connections are created, where markets meet, and where ambitions take shape.**

A new matchmaking tool to facilitate networking and business

In 2026, SIAL will be presenting an innovative matchmaking platform to allow exhibitors and buyers to schedule their meetings easily and efficiently.

Smart recommendations, boosted by AI and steered by a team of experts, will make it easier to connect with the most relevant contacts, for generating business.

This new feature will be accompanied by a new Meet & Match area, with a revamped Business Lounge where speed-meeting sessions take place, providing an ideal setting for expanding your network and securing concrete opportunities.



Thematic routes to make your visit easier

To facilitate your discovery of innovations and market trends, SIAL Paris offers several themed tours.

Designed to cater to the interests and challenges of professionals, they showcase private-label brands, products for catering, sustainable innovations (SIAL for Change), SIAL Innovation winners, the most promising start-up, frozen products, as well as solutions dedicated to health, sport, child nutrition and senior nutrition.

Exclusive trails designed by experts and influencers complement this offering to guarantee an enriched and targeted visitor experience.

NEW!

SIAL ANALYTICS

SIAL Analytics: the new platform for strategic intelligence dedicated to food innovation

With the food industry continuing to gain momentum, SIAL Paris is once again breaking new ground by creating a powerful tool for FoodTech players.

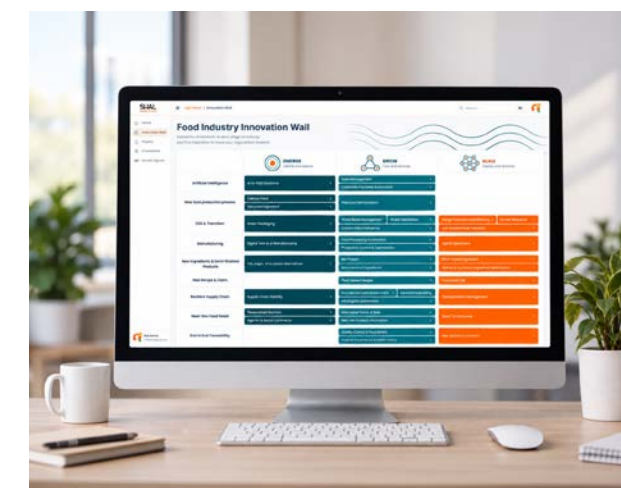
SIAL Analytics enables manufacturers, distributors, investors, and researchers to **detect** weak signals, **understand** underlying trends, **benchmark** players, and **anticipate** changes in the market.

SIAL Analytics is a platform that continuously maps and analyzes emerging innovations around the world, then organizes the information to provide its users with personalized, actionable insights.

It's a unique tool that goes beyond analyzing product innovations to encompass the entire value chain: from ingredients and production to packaging and distribution.

Thanks to SIAL's global network, the platform provides access to a vast amount of constantly updated data. **This makes SIAL Analytics a solution unlike any other on the market—one that aims to become a global leader in the food industry.**

Through this platform, SIAL offers the entire food industry community **an essential tool for those who want to understand, analyze, and anticipate market changes.**



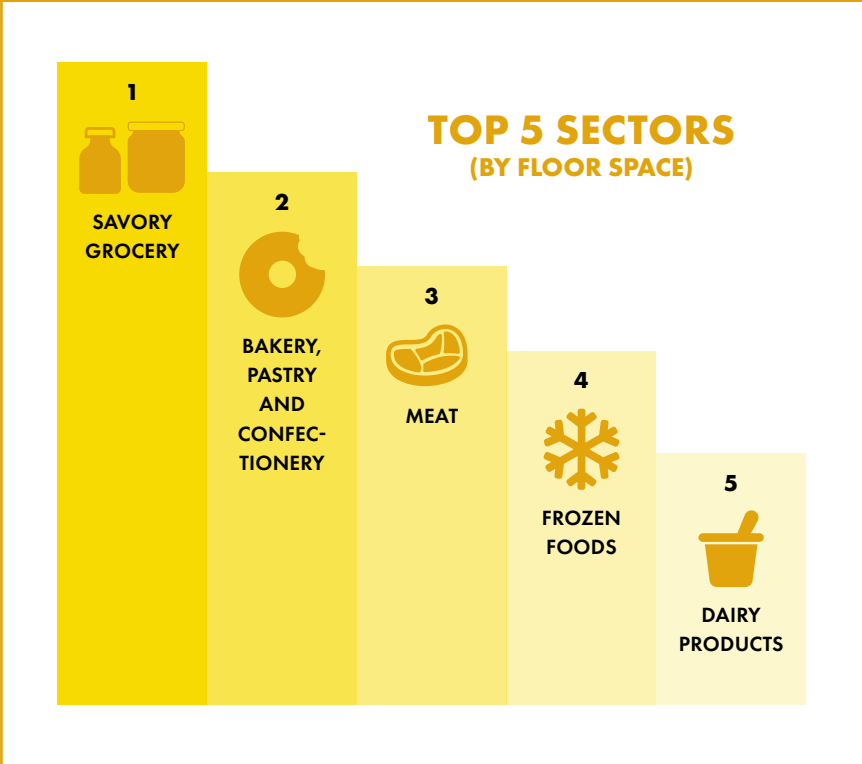


SIAL PARIS

IN FIGURES

 190 COUNTRIES REPRESENTED	 8,000 EXHIBITORS EXPECTED	 ALMOST 300,000 PROFESSIONALS EXPECTED OF WHOM 70% ARE INTERNATIONAL
 10 KEY EXHIBITION SECTORS SPREAD OVER 12 EXHIBITION HALLS	280,000 m² OR THE EQUIVALENT OF MORE THAN 100 SUPERMARKETS	
 5-day-long TRADE FAIR	 400,000 EXHIBITED PRODUCTS	 MORE THAN 650 START-UP

 TOP 10 COUNTRIES (BY FLOOR SPACE)
 1. ITALY  2. FRANCE  3. SPAIN  4. TURKEY  5. CHINA  6. NETHERLANDS  7. GREECE  8. POLAND  9. BELGIUM  10. INDIA
AND NEARLY TEN NEW COUNTRIES REPRESENTED, INCLUDING BAHRAIN, BENIN, AND KYRGYZSTAN



 5,000 INTERNATIONAL TOP BUYERS	MORE THAN 100 Billion euro PURCHASING POWER FOR TRADE FAIR VISITORS	
92% KEY DECISION-MAKERS	136 CONTACTS MADE ON AVERAGE PER EXHIBITOR	
	81% OF BUYERS MAKING TRANSACTIONS ON SITE OR AFTER THE SHOW	



FRANCE AT SIAL PARIS

In a context of increased global competition, Paris will be the world capital of food for 5 days and will offer French companies a strategic platform to show off their expertise, present their innovations, and develop new business opportunities in France and abroad.

SIAL PARIS: A GLOBAL SHOWCASE FOR THE FRENCH FOOD INDUSTRY

Export as a strategic necessity

With €82.1 billion in agri-food exports in 2024, France remains a major power in the sector. Faced with more mature domestic markets and increased international competition, **internationalization has become a strategic issue for companies.**

Thanks to the presence of thousands of international buyers from nearly 200 countries, but also to the strong mobilization of French players in retail, catering and the agri-food industry, **SIAL Paris constitutes a unique platform for developing your business, in France and internationally.**

It's not too late, but the time is ripe! The food world will be descending on Paris in October. Participating in SIAL Paris is not just about putting your products on show: it is about making a strategic choice. It's about deciding to take your place in world trade rather than watching it develop without you.

– JEAN-GABRIEL MOLLARD, Director, SIAL Paris

French regions in the spotlight

SIAL Paris highlights the wealth and the diversity of France's regions. Gathered in HALL 5A, the **pavilions of the Regions of France** bring together several hundred companies to present their products, innovations and know-how.

A unique showcase of excellence and French agri-food diversity.

Food diplomacy in action

Under the High Patronage of the President of France, the 2026 edition confirms the strategic role of SIAL Paris for the economic and culinary influence of France.

SIAL works alongside professional institutions and organizations in the sector (Ministry of Agriculture, Agri-Food and Food Sovereignty, Ministry of Foreign Affairs, Business France, ANIA, La Coopération Agricole, ARIA and industry associations) in order to support French companies in their development and to boost their international visibility.

Promoting the France of tomorrow

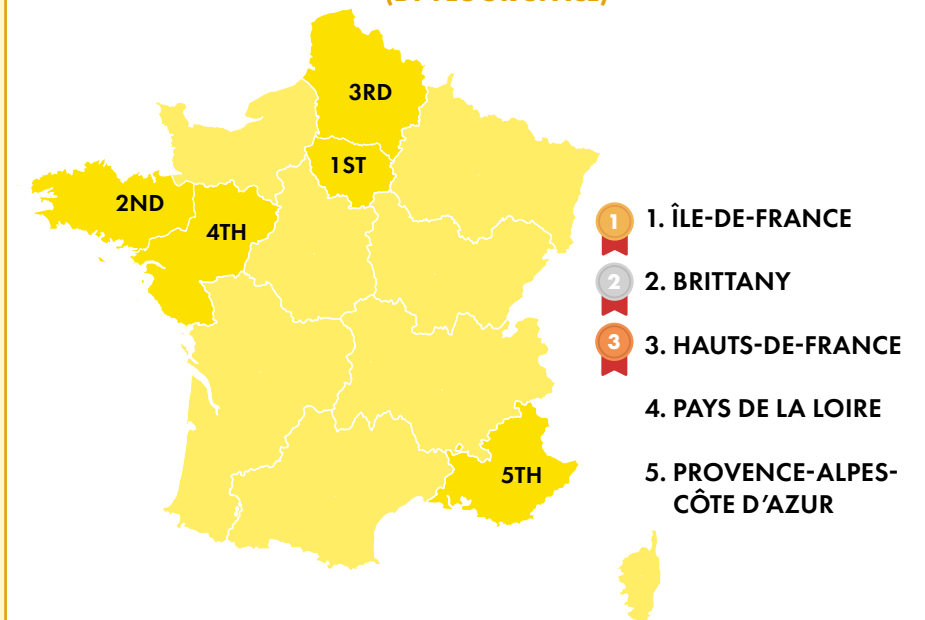
More than just a trade show, **SIAL Paris is a place for networking, influence, and opportunities, helping to strengthen the competitiveness of the French agri-food sector.** By bringing together the world's leading food players in Paris, it helps promote French expertise, supports companies' export goals, and helps shape the future of food.



FRANCE
2nd
largest exhibiting country
(by floor space),
after Italy
and ahead of Spain


MORE THAN
650
FRENCH EXHIBITORS EXPECTED

TOP 5 REGIONS OF FRANCE (BY FLOOR SPACE)



NEW!



SIAL INNOVATION

A new special France prize will be awarded to mark the 30th anniversary of the SIAL Innovation competition to recognize the most promising French innovation.

TOP 5 SECTORS (BY FLOOR SPACE)



Data as of September 15, figures subject to change



A DISTILLATION OF INNOVATION

Innovation fuels the future of food.
More than ever, SIAL Paris celebrates the products, technologies and businesses that are transforming today's challenges into tomorrow's opportunities.

It's a unique showcase for discovering solutions that will drive sustainable change in the agri-food industry.

SIAL INNOVATION

📍 HALL 6

30 YEARS OF INNOVATION IN THE SERVICE OF FOOD

For 30 years, SIAL Innovation has highlighted innovations that are shaping the future of food. Organized in partnership with ProtéinesXTC, the industry's benchmark competition **celebrates this anniversary with a completely revamped format**: a new staging offering enhanced visibility to the selected products, new awards, the integration of SIAL Taste, and a new stage—SIAL Live—dedicated to trends and exchanges around the topic of innovation.

For this year's event, the SIAL Innovation competition is even bigger, with **new awards** highlighting the diversity and dynamism of food innovation—including new sector-based awards, a France prize, a Special 30th Anniversary prize, a Functional Food & Nutraceutical award, an Out-Of-Home Dining prize and Press Favorite, Influence Favorite and Jury's Favorite awards.

More than ever, SIAL Innovation embodies a **lively, responsible and inspiring vision of innovation, capable of addressing the major challenges of the sector**, as well as sustainability, nutrition, new uses or performance, while preserving what makes food so enriching: pleasure, creativity and experience. It's an unmissable international showcase for discovering the trends that will shape the markets of tomorrow and for promoting the most promising innovations in the industry.

SIAL TASTE

SIAL Taste invites visitors to discover food innovations in a different way, through an immersive tasting experience. Over 100 products selected from the candidates for the SIAL Innovation awards will be offered for tasting during 15-minute sessions led by a culinary expert. **Open to all and with no booking required**, this space allows you to explore tomorrow's trends through flavors.

NEW! SIAL LIVE

SIAL Live, a new stage for discovering the best in food innovation

Throughout the show, SIAL Live will offer a rich program of conferences, analyses, expert speeches and awards, offering visitors an exclusive look at the innovations, trends, and challenges shaping the future of food. Among the highlights scheduled in the SIAL Live space, visitors will be able to attend the **Ecotrophelia awards ceremony** on October 19, 2026, then the **SIAL Innovation – Public Choice award ceremony** on October 20, 2026.



Non-contractual visuals subject to change



SIAL Innovation 2026 Awards Ceremony

The winners of the SIAL Innovation Gold, Silver and Bronze Awards, as well as the Press's Favorite, Influence's Favorite, and Jury's Favorite awards, will be unveiled at the much-anticipated official awards ceremony.

Saturday, October 17, 2026 from 4:00 to 6:00 pm
Location: SIAL Talks Stage – HALL 5A

AWARD WINNERS 2026

PULSES, GRAINS, FRUITS, AND VEGETABLES CATEGORY



Wheat, spinach & spirulina finger,
COCORITON – France

A delicious plant-based finger snack that combines convenience, protein, and natural ingredients.

BEVERAGES CATEGORY



AMZ Amazonic Negroni,
AMZ TROPICAL – Brazil

A drink that reimagines the Negroni through the flavors and sensations of the Amazon.

MEAT CATEGORY



Charcuterie chips, BEJERKY – Italy
Italian charcuterie reinvented as an on-the-go, ultra-crispy snack.

HOT BEVERAGES CATEGORY



Nespresso®-compatible vegan matcha latte capsules, GREEN – France
A plant-based matcha latte in a capsule, ready in seconds.

SAVORY GROCERY CATEGORY



Aged soy sauce flakes,
CHEF SEASONS – Turkey
Aged soy sauce transformed into crispy flakes for sprinkling.

OUT-OF-HOME DINING CATEGORY



Pom'Aligot de l'Aubra,
JEUNE MONTAGNE – France
A traditional aligot reimaged as a crispy bite-sized treat, in line with current snacking trends.

SNACKING AND CATERING CATEGORY



Water-fried potato chips,
NÜKT – Switzerland
A crispy potato chip made using an innovative water-frying process, without oil or air.

ORGANIC & WELLNESS CATEGORY



Fermentik, a fermented plant-based snack,
SEMIX – Czech Republic
A fermented plant-based snack that combines live cultures, fruits, and vegetables.

DAIRY PRODUCTS CATEGORY



Ube goat cheese bites
with coconut,
DIE KÄSEMACHER – Austria
A goat cheese with a surprising purple color, which comes from the ube.

FUNCTIONAL FOOD & NUTRACEUTICAL CATEGORY



Yogurt-coated fruit bites,
PATISLOVE – Turkey
A fruity snack recognized for its “three-biotic” concept, which combines great taste with gut health.

FROZEN PRODUCTS CATEGORY



Magic Soba,
OURHOME – South Korea
Soba noodles that stay ice-cold even after being microwaved.

SEAFOOD PRODUCTS CATEGORY



Protein-rich surimi noodles,
VIČI – France
Surimi reinvented as noodles rich in protein, omega-3, and collagen.

SWEET GROCERY CATEGORY



Sweet crêpe chips,
ALTHO BRETS – France
The Breton crêpe has been reinvented as a sweet, crispy snack you can enjoy on the go.

ALTERNATIVE PRODUCTS CATEGORY



Plant-based steak,
RIVAL FOODS – Netherlands
A plant-based steak that has won awards for its fibrous texture, similar to that of meat, and its simple ingredients.

START-UP CATEGORY



Tepache Fermented Beverage
LABO DUMOULIN – France
A Mexican beverage made from fermented pineapple, reimaged as a lively, sparkling version with no added sugar.

PACKAGING CATEGORY



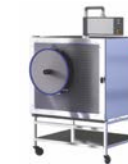
Sei di Coccio – Cheese aged in a clay shell,
L'ANTICA CASCINA SRL – Italy
A cheese aged and stored in a clay shell that is broken open just before serving.

INTERMEDIATE FOOD PRODUCT CATEGORY



Raspberry Seed Flour,
OLEJE MILO – Poland
A flour that uses raspberry seeds as a nutritious and waste-reducing ingredient.

EQUIPMENT AND TECHNOLOGY CATEGORY



Water-based cooking technology
ZEEN TECH – Switzerland
A technology that replaces oil with water to produce crispy food.

SPECIAL AWARDS

FRANCE

Room-temperature pan-fryable gnocchi
MOUSLINE – France
Pan-fryable gnocchi that can be stored for up to 12 months without refrigeration.

SIAL PARIS 30TH ANNIVERSARY AWARD

Soy steak,
SOJASUN – France
Launched in 1998, this soy steak paved the way for plant-based alternatives.



SIAL STARTUP

📍 Connecting walkway HALL 5A – HALL 6

THE FUTURE OF FOOD IS BEING INVENTED HERE!

With more than 650 start-up expected, SIAL Start-Up confirms its status as an unmissable event in foodtech innovation.

A genuine springboard for young companies, this space throws a spotlight on those that are in the business of reinventing production, processing, distribution and catering.

Through a dedicated Pitch stage and opportunities for networking with investors, incubators and major corporations, SIAL Start-Up offers a unique environment to accelerate development, gain visibility and discover solutions that will shape the food of tomorrow.

SIAL PITCH

The stage for Foodtech entrepreneurs

At the heart of the SIAL Start-Up space, SIAL Pitch brings together start-up, investors and experts around a program dedicated to food innovation. Pitches, keynote speeches, panel discussions, investor presentations, and case studies will be the order of the day on this stage, all aimed at inspiring, connecting and accelerating the development of emerging companies.

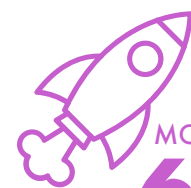
This stage will also serve as a prime observatory for visitors wishing to quickly identify emerging solutions and innovations that will shape the trends of tomorrow. A unique visibility springboard, SIAL Pitch allows start-up to present their solutions to an international audience of decision-makers, buyers and investors.

New in 2026, the “30 Seconds for 30 Great Ideas” format will offer additional visibility to 30 start-up selected by the SIAL editorial committee.

For the duration of the show



Connecting walkway HALL 5A – HALL 6

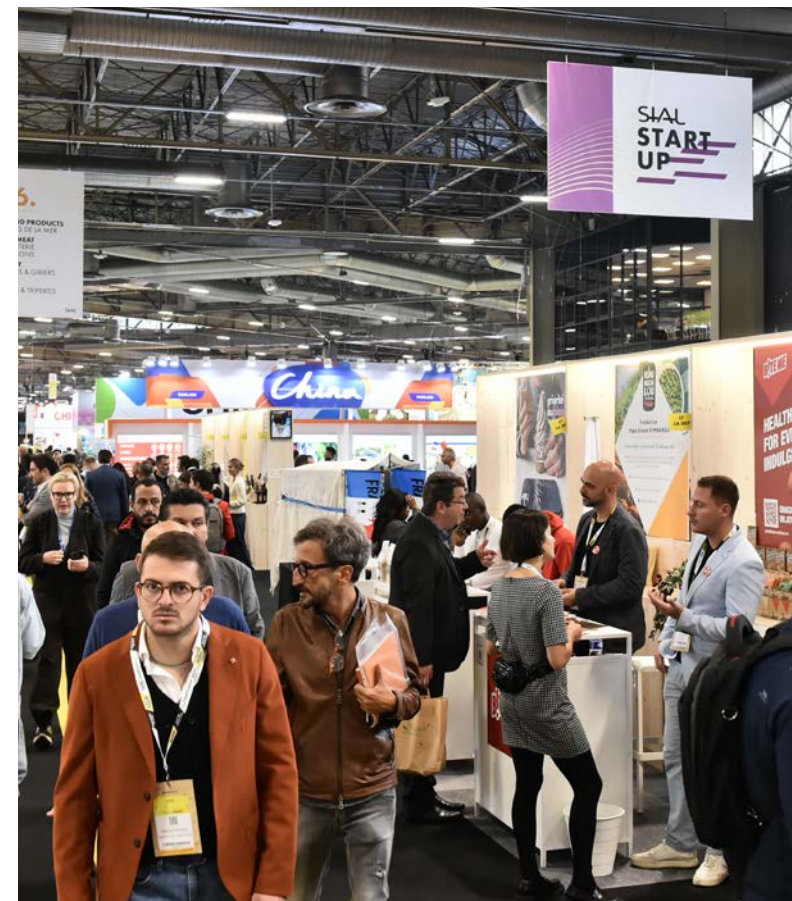


MORE THAN
650

START-UP EXPECTED
AT THE SHOW INCLUDING

150

IN THE SIAL START-UP VILLAGE



The product types represented:

- OTHER ALCOHOLIC BEVERAGES
- NON-ALCOHOLIC BEVERAGES
- GROCERIES, DRY GOODS
- EQUIPMENT, TECHNOLOGIES, AND SERVICES
- FRUITS & VEGETABLES
- NUTRITION AND DIETARY PRODUCTS
- INTERMEDIATE FOOD PRODUCTS AND INGREDIENTS
- DAIRY PRODUCTS, EGGS
- BAKERY, PASTRY AND CONFECTIONERY
- CATERING AND SNACK FOODS
- MEAT & TRIPE
- WINES AND SPIRITS



Among the start-up present in 2026, innovation in the food sector is centered around four major trends.

“Plant-based 2.0” showcases a delicious and creative plant-based approach: the French company Edonia is developing high-protein microalgae-based ingredients to replace meat, while ARTISAN DAQI offers organic, gluten-free chickpea fries. The Swiss company Hi-Rice AG grows rice on degraded land.

The “Food as a function” trend responds to the demand for products with health benefits: the Bulgarian company Good Company Ltd. and the Belgian company Pulse Protein SRL are creating protein-enriched foods and beverages, supplemented by functional offerings such as VITAALGAE (spirulina) and BUDDY (electrolytes).

“Better for you, but still delicious” appeals to consumers looking for less sugar and salt: the French company RE.SNACK is launching sugar-free, high-fiber cotton candy; the Portuguese company The Pinch LDA is marketing spice blends free of salt and additives; and the Swiss company Zeen Tech AG is developing a method for frying using water.

Finally, “Back to the Future” reinvents traditions: the Swiss company La Coffolaterie SA offers a coffee bar you can eat, while the Spanish company Wonderfoods Unicorn S.L. turns cocktails into gummy candies, and the Italian company Plantvoice SRL SB detects plant diseases using a bio-based sensor.



SIAL DECIPHERS AND INSPIRES

SIAL Paris is a hub of inspiration and strategic intelligence that helps professionals understand the major transformations taking place in the agri-food industry.

In a constantly accelerating environment, where consumer expectations, technologies and markets are changing rapidly, the show provides the tools to take a step back, reflect, and make informed strategic decisions.

SIAL INSIGHTS FEEDING OURSELVES IN 2026: 10 KEY TRENDS FOR DECIPHERING THE COMPLEXITY OF THE GLOBAL FOOD MARKET

This year, once again, the SIAL teams offer an exclusive and detailed analysis of the global food and catering market, as the world gathers for the major professional trade fair that is SIAL Paris 2026.

And there is one big question underlying this:
how do we feed ourselves in 2026?

To address this question, the SIAL Insights 2026 trend book explores a new way of interpreting the guiding principles that shape what we eat, from product portfolio to consumer.

This offers exclusive insights into 10 key trends, based on the cross-analysis of 3 major international studies:

- Kantar's exclusive Food 360TM study for SIAL Paris conducted every two years, focusing on consumer behaviors
- The World Food Innovation Barometer run by ProtéinesXTC, expert in the supply market
- Targeted studies (consumer, retail, catering, digital) run by Circana

From a constant such as the pleasure of food, through the transformations brought about by innovation, to the latest trends in individualization, inclusivity, and hyperfunctionality, this new format, distilled into **10 insights**, provides a compelling key to understanding a complex and diverse landscape.



Where can I find these 10 insights?

Here we share with you an overview of the lessons learned.

The complete SIAL Insights 2026 results are available in the form of a trend book packed with statistics and observations.

The book can be consulted in the SIAL Paris press area or obtained on request from the team of the agency 14SEPTEMBRE.



THE 10 INSIGHTS OF 2026

1



HEALTHY EATING: THE FUEL OF A WELL-FUNCTIONING BODY

You can now count on truly functional food! Alongside a product offering structured around the health benefits consumers can derive from a product, consumers are increasingly eating in a way that aligns with their biological needs, their lifestyle, and their personal goals.

6 people in 10

prioritize digestive and metabolic health, energy, immunity and vitality in their decisions to purchase functional products (Worldwide)

Source: Kantar

6



PLANT-BASED BREAKS FREE OF "MEAT-FREE": DIVERSIFICATION, HYBRIDIZATION, FOOD-TO-GO

Far from remaining confined to a particular diet, plant-based foods are emerging as a logical solution in a context of dietary diversity, commitment, and price considerations. Rather than being seen as a replacement for meat, this ties in with a dynamic of coexistence rather than substitution.

+16%

increase in consumption of vegetarian substitutes by volume in Europe, while global food consumption is up by around 1%

Source: Circana

2



THE "GUT BRAIN": WHEN THE DIET REGULATES PHYSICAL AND MENTAL WELL-BEING

Mental health is now coming to the fore in the product lineup. Producers and consumers alike communicate about specific needs (hormonal, cognitive) based on different life stages. This takes the idea of wellness beyond pharmacies and doctors' offices and onto the shelves of stores.

X2

growth in the number of products claiming benefits for women's health between 2021 and 2025 (Worldwide)

Source: ProtéinesXTC

7



THE END OF THE MEAL AS A FIXED RITUAL? BETWEEN TRADITION AND FRAGMENTATION

Welcome to the cohabitation of practices, between shared moments and more flexible consumption formats. This trend is particularly visible in catering, a competitive market in which food-to-go is proving more resilient than traditional meals.

10%

of consumers say they are increasingly replacing traditional meals with snacks throughout the day (Worldwide)

Source: Kantar

3



PLEASURE GETS A MAKEOVER: FROM INDULGENCE TO SENSORY EXPERIENCE

No more guilty indulgence! Eating pleasure is becoming a fully fledged experience in its own right, often through product innovation and premiumization. Sensoriality, intensity, affirmation of personal tastes: pleasure and lifestyle come together, underpinning the trend towards individualization of the product offering.

56.4%

UP 8.8 PTS VS. 2021

of the world's product innovations incorporate the pleasure and discovery dimensions

Source: ProtéinesXTC

8



ACCESSIBLE ADDED VALUE: WHEN CONSTRAINT BECOMES A LEVER FOR INNOVATION

What if the winning products were the ones that managed to guarantee pleasure plus quality at affordable prices? Anti-waste product lines, affordable reformulated products, high-quality private-label brands, and budget-friendly organic options are creating a new source of innovation in the product offerings.

87%

is the contribution of private-label brands to the growth in unit sales of general consumer products in Europe

Source: Circana

4



FROM TRUSTED LOCAL TO DESIRABLE GLOBAL: ORIGIN AS A PASSPORT TO FLAVOR

This is what is doubly desirable when it comes to things local: geographical proximity on the one hand, traditional know-how on the other. Local from here and local for elsewhere are important value markers.

+28%

increase in global supply of locally sourced products

Source: ProtéinesXTC

9



DIGITAL TECHNOLOGY IS REDEFINING PRODUCT STANDARDS: VISIBILITY, CONVENIENCE, AND VIRALITY

From inspiration to logistics, digital technology is becoming an increasingly influential benchmark tool, while viral products that originate on social media or are launched by influencers are becoming a permanent fixture on store shelves. The challenge is no longer just about securing shelf space, but also about being part of the influence networks that lead up to a purchase.

76%

of consumers say they are influenced by digital content in their food purchases (Worldwide)

Source: Kantar

5



PLANETARY COMMITMENT IS GATHERING PACE: FROM THE PLANET TO EVERYONE'S PLATE

The target of food commitment is evolving. Engaged consumption means favoring products that are affordable, local, safe, and socially responsible. More concrete, more personal civic-mindedness is reflected in the carbon footprint, reduced packaging, and the composition of recipes.

69%

of consumers view food choice as an act of civic responsibility (Worldwide)

Source: Kantar

10



INCLUSIVE INNOVATION: FOOD THAT REACHES OUT TO EVERYONE

What if inclusivity were a driver of business innovation? This segment, still fairly neglected by the industry, also features in the expectations of consumers attracted by a diet that they feel comfortable with. Where there is a mix of functional nutrition, individualization of the product offering and increased attention to local sourcing.

56%

of European consumers expect restaurants to have a menu compatible with a wide range of diets

Source: Circana



SIAL TALKS

HALL 5A

THE BIG FOOD CONVERSATIONS

A must-attend venue at SIAL Paris, SIAL Talks will gather over the show's five days experts, manufacturers, distributors and recognized food service stakeholders to cast light upon the major transformations in the food industry.

In 30-minute slots, they will decipher the major changes that are transforming the agri-food industry. Evolving consumer expectations, artificial intelligence, innovation, international trade or sustainability: this conference program offers keys to understanding and forward-looking analyses to anticipate the trends that will shape the food habits of tomorrow.

Discover [here](#) the full SIAL Talks program.



Ultra-transformation: a challenge for food professionals

Tuesday, October 20, 2026, 4:15 to 4:45 pm

With NUTRIMARKETING

Ultra-transformation has become a major topic for the food industry. This conference scrutinizes its definition, the issues it raises, and the associated risks. Experts and exhibitors will also share concrete ways to improve the degree of product transformation and meet consumer expectations.

Feeding an aging world: the next growth driver in food!

Saturday, October 17, 2026, 12:15 - 12:45 pm

With Seniosphère

France, Europe and the Western world are aging, and the over-60s represent an increasingly strategic market for the food industry. Far from being a homogeneous group, older adults have a wide range of expectations that it is essential to understand in order to better meet them. Through examples of innovations, discover the keys to this rapidly growing market.

Booming Asia: conquering the fastest growing food markets in the world

Organized by: SIAL Network

Sunday, October 18, 2026, 2:45 to 3:15 pm

What are the real growth drivers on Asia's most dynamic food markets? From China to Southeast Asia, the region is in the throes of rapid transformation, driven by urbanization, the rise of the middle classes and the evolution of consumer habits.

How to stand out from the crowd with your export strategy

Organized by: Agropolis

Monday, October 19, 2026, 11:15 to 11:45 am

In an increasingly competitive international environment, this conference provides practical guidance on how to develop a unique export strategy: choice of markets, adaptation of positioning to local realities, and creation of a competitive value proposition. Get practical tips on how to accelerate your international development.

SIAL Insights: deciphering SIAL Paris trends

With experts from Circana, Kantar and ProtéinesXTC

Monday October 19, Tuesday 20, Wednesday 21, 2026, 12:00 to 12:30 pm

Faced with rapidly changing consumer behaviors, SIAL Insights deciphers the major trends that are transforming the food market. An analysis of new consumer expectations and their impacts on business strategies.

SIAL SUMMITS

HALL 5A

UNDERSTANDING TODAY FOR A SUCCESSFUL TOMORROW

As events dedicated to expertise and foresight, the SIAL Global Summits bring together decision-makers, experts and key players to discuss the major transformations that are shaping the agri-food industry.

Covering topics such as technology, artificial intelligence, personalized nutrition, changes in consumer behavior, sustainability and food sovereignty, these premium conferences—which run for 2 hours and 30 minutes—provide comprehensive and practical insights to help understand the changes currently under way and identify avenues for future action. SIAL Summits are not just a series of conferences, they are a platform for exchange, reflection and inspiration, designed to help professionals to anticipate market developments, feed into their strategies and turn challenges into opportunities.

3 themes in the spotlight at the SIAL Summits 2026:

Discover the conference program [here](#)

The ticket office is open, at a price of €140 incl. tax per Summit or €300 incl. tax for the full Summits Pack.



White Paper—The New Era of Food: The End of the Universal Model

Personalized nutrition is emerging as one of the major drivers of innovation in the food industry. Ahead of SIAL Paris 2026, and for a sneak peek at the topics that will be making news at the show, SIAL Paris and NellyRodi are unveiling an exclusive white paper dedicated to this underlying trend.

It offers a forward-looking analysis that helps anticipate new consumer trends and identify the strategic opportunities that will shape the food industry of the future.

Check out the White Paper online [here](#).



Feeding a world under strain

Monday, October 19, 10:30 am to 1:00 pm

Introduced by Bertrand Piccard, a Swiss psychiatrist, explorer, and environmentalist

How should the global food industry reorganize itself in the face of the current environmental and geopolitical challenges in order to secure its future?

Food intelligence: redefining the value chain

Monday, October 19, 2:00 to 4:30 pm

Speaker: Olivier GIBERT, Chief Technology Officer at Carrefour

How are technology, data, platforms and AI redefining the rules of the game for the stakeholders in the agri-food industry?

The era of personalized food

Tuesday, October 20, 2:00 to 4:30 pm

Speakers: Émilie Félix, Head Chef and Culinary Architect, specializing in human nutrition at WAYO, and Serge Fourcade, Director of Product & Quality at Thalazur

How are trends transforming the way we eat, and how are science and technology reinventing personalized nutrition?



SIAL PARIS, A TRADE FAIR COMMITTED TO THE FUTURE

SIAL Paris's CSR approach aligns with the global "All Involved" strategy promoted by the Comexposium Group, which aims to reduce the environmental impact of events, foster inclusion and create sustainable value for all professional communities.

In addition to the measures it implements at the show, SIAL Paris uses its various communication channels throughout the year to make exhibitors, visitors and partners aware of the issues of responsibility and to promote more sustainable practices at every stage of their participation.

A competition open to all food companies (even non-exhibitors)

Thanks to an unprecedented partnership with **The Foodies** (initiative led by FoodDrinkEurope and supported by the European Commission), the SIAL for Change competition is open for the first time to non-exhibiting European SMEs and start-up. A unique opportunity for all agri-food companies to promote their CSR commitments, while benefiting from the unique international platform provided by the show.



SIAL for Change 2026 Awards Ceremony

Don't miss out on discovering the most inspiring CSR initiatives identified during the contest.

Sunday, October 18, 2026 at 11:15 am
Place: SIAL Talks stage – HALL 5A

SIAL FOR CHANGE

HALL 6

AT THE HEART OF CSR IN THE AGRI-FOOD SECTOR

SIAL Paris gives a new dimension to SIAL for Change by making its CSR award area a true space for inspiration, networking and sharing.

Located on the mezzanine of HALL 6, at the heart of SIAL's key visitor flow areas, this space highlights initiatives that contribute to a more sustainable, inclusive, and responsible food industry.

On the program:

Presentation of the winners of the SIAL for Change awards, conferences and exchanges on the topic of CSR issues in the food business, presence of expert partners, promotion of SIAL's commitments, and career opportunities with SIAL Jobs. A go-to place for discovering CSR best practices, the professions of tomorrow, and the players shaping the future of the agri-food industry.



Large Company Grand Prize

LSDH
www.lsdh.fr

LSDH is a French company that creates, produces, and packages liquid foods, and also develops pre-packaged salads and raw vegetables under the Crudette brand. **It was awarded the 2026 SIAL for Change Grand Prix for its comprehensive CSR approach**, which combines environmental protection and animal welfare, sustainable support for producers, and an ambitious social policy.

The jury also praised the company's culture of innovation and its willingness to take risks to evolve its practices and offer more responsible business models.



Grand Prix for SMEs

Origine SRL
www.origine.eu

ORIGINE SRL is a company that uses a B2B model to sell spices from Indonesia—vanilla, cinnamon, cloves, ginger, and more—in their raw form, as powders, or as liquid extracts. **It was awarded the 2026 SIAL for Change Grand Prix for its responsible business model, which places producers at the heart of its approach**, by supporting 8,000 families in transitioning to regenerative agriculture and agroforestry, while improving their compensation and working conditions. In particular, the jury recognized the company's practical steps to promote resource conservation, traceability, and better value sharing, through direct purchasing and a premium paid to producers.

SIAL for Change: conversations to move food forward

Since environmental, social and governance issues are reshaping the entire food industry, SIAL Paris proposes in the SIAL for Change space a conference program dedicated to the challenges and opportunities of sustainable transition.

Find **here** the SIAL for Change program (updates as and when available).

How to turn your CSR commitments into competitive advantages in mainstream retail?



Monday, October 19, 2026, 2:00 to 2:45 pm

Montebelo Brasil and Yacon & Co are two companies that share the same conviction: CSR only becomes a competitive advantage when it is structural, measurable and translated into concrete consumer benefit.

What will a point of sale look like when truly aligned with the CSR challenges of tomorrow?



Tuesday, October 20, 2026, 4:15 to 5:00 pm

What innovations (products, uses, formats) will have a truly transformative power on our consumption models? And how will points of sale evolve to support this transition?

Agri-food companies engaged in the protein transition



Tuesday, October 20, 2026, 12:30 to 1:00 pm

This conference will decipher the strategies deployed by the major global meat and dairy players to address sustainability challenges: diversification into plant proteins, precision and biomass fermentation, mycoproteins, and cellular agriculture.



A thematic route dedicated to CSR

During the five days of the show, the winners and finalists of the SIAL for Change awards will be featured in a dedicated themed tour.

This specific route will allow visitors to easily identify companies that contribute, through their initiatives, to a more sustainable and responsible food industry.



SIAL Paris, a sustainable and eco-responsible trade fair built around 5 commitments:

#1

Organizing SIAL Paris as part of a sustainable development approach

SIAL Paris applies the principles of the circular economy by focusing on reuse and waste reduction.

At the last edition, all carpets of the aisles were recycled, some of the signage was reused, and paper documents were largely replaced by digital solutions.

The “zero goodies” policy complements this approach.

#3

Encouraging its exhibitors to support the sustainable transformation of the agri-food sector

Through SIAL for Change, SIAL Paris promotes companies that are developing more sustainable solutions for the food of the future.

The show also supports solidarity actions, in particular with the French Red Cross for the redistribution of surplus food.

In 2024, 26.3 metric tons of food were collected and distributed in partnership with the French Red Cross.

#2

Reducing the carbon impact of the show

SIAL deploys an energy-saving plan to limit its CO₂ emissions: 100% renewable electricity, reduced heating in some halls, as well as switching off lights outside opening hours.

SIAL Paris also encourages the use of low-carbon modes of transport such as rail, bus or carpool.

#4

Raising awareness among visitors of experiencing SIAL Paris responsibly

SIAL Paris encourages responsible behavior through eco-friendly actions, the sorting of waste, and the eco-design of the stands.

Conferences and a theme trail dedicated to CSR highlight the sector's initiatives, while specific features ensure accessibility to the show for everyone.

#5

Organizing events that contribute to the economic performance of our communities

The show contributes to the development of skills and jobs in the agri-food sector. Thanks to SIAL Jobs, its partnerships with higher education, and the Ecotrophelia competition, SIAL Paris encourages networking, innovation, and the development of the skills of tomorrow.

NEW EXPERIENCES IN STORE!

More than ever, SIAL Paris is as much to be experienced as to be visited. New Spaces, immersive experiences, and live demos punctuate this 2026 edition.





SIAL STREET LAB

NEW!

📍 Connecting walkway HALL 6

THE NEW SPACE DEDICATED TO FOODSER- VICE AND STREET FOOD TRENDS

New for this edition: the launch of the StrEat Lab, an immersive space of more than 600 square meters entirely dedicated to foodservice and street food trends, enabling exhibitors to showcase their products in true-to-life situations.

Truly a **living laboratory**, this new space located at the entrance to HALL 6, decked out out to resemble a Parisian street, will invite visitors to enjoy a variety of experiences. The **Food & Drink Stations** will throw the spotlight on the major trends in street food.

Live Cooking Shows, run by exhibitors, will punctuate the program with cooking demonstrations and live tastings.

An exclusive study on street food, conducted in partnership with **NellyRodi**, is now available online. Take a look [here!](#)



Food-to-go is gaining ground at SIAL Paris

On-the-go food is now one of the most dynamic segments of the food industry, driven by new consumption habits at any time of the day.

In order to reflect this growing trend, **SIAL Paris has created a hall entirely dedicated to food-to-go and ready meals (HALL 4A)**, making it easier for visitors to identify the players in the sector and the latest market innovations.

NEW!

SIAL BAKERY

📍 HALL 5B

THE ART OF BAKING ON SHOW

A new space at SIAL Paris, **SIAL Bakery** is a realistic and functional replica of an 85 m² bakery workshop, equipped for preparing sweet and savory recipes. Inspired by the world of Parisian bakeries, this space showcases French know-how while promoting innovation and trends that shape the bakery and food-to-go sector.

Designed as a place of experience and sharing, SIAL Bakery consists of **two complementary spaces: a production workshop open to the public and a “bar”-type tasting area** for observing the demonstrations while enjoying the creations made on site. The staging has been designed to showcase both the equipment and the technical skills of the professionals.

Bakers will be working in the space to prepare a selection of French bakery specialties, with recipes changing over the course of the day.

Between demonstrations, product creations and tastings, SIAL Bakery aims to be a networking, inspirational and discovery hub, highlighting the dynamism, innovation and excellence of an emblematic sector of the agri-food industry.



15



Non-contractual visuals subject to change



Non-contractual visuals subject to change



SIAL PRACTICAL INFO



SATURDAY 17 - WEDNESDAY 21 OCTOBER 2026



Saturday to Tuesday: 10 am to 6:30 pm
Wednesday: 10 am to 5 pm
Last entry at 2 pm



Parc des Expositions de Paris-Nord Villepinte
82 Avenue des Nations, 93420 VILLEPINTÉ, FRANCE

GETTING TO SIAL PARIS

By RER B "Parc des Expositions" station.
Shuttle bus departs every 10 minutes from 7:30 am to 11:30 am from Paris Gare Montparnasse, Paris Porte Maillot or Paris Cour Saint-Émilion - Gare de Lyon to SIAL Paris Parc des Expositions Villepinte.

Return shuttles leave every 10 minutes from 3 pm to 8:30 pm from the Villepinte Exhibition Center to Paris Gare Montparnasse, Paris Porte Maillot or Paris Cour Saint-Émilion - Gare de Lyon.

Round-trip 1-day shuttle prices:
€10 incl. tax // 5 days return: €45 incl. tax
Tickets sold on site – subject to availability.
For shuttle services before and after SIAL, visit: <https://www.sialparis.com/en/practical-info/plan-your-visit>

New:
The shuttle buses are free for journalists—just show your PRESS badge to the driver.

VISITORS

Visitors can book their badges via the badge.sialparis.fr pre-registration platform so they can start planning their visit right away, and to enjoy:

- Simplified access to the site thanks to the digital badge: it is no longer necessary to print your badge at the show reception desk
- Guaranteed advance notification of all the new features of the show

Visitors can already book their pass to attend the SIAL Summits conferences via the ticketing service for €140 (incl. tax) for one Summit or €300 (incl. tax) for the full Summits Pack.

NEW MATCHMAKING TOOL

In 2026, SIAL will be presenting an innovative matchmaking platform to allow exhibitors and buyers to schedule their meetings easily and efficiently. Smart recommendations, boosted by AI and steered by a team of experts, will make it easier to connect with the most relevant contacts, for generating business. This new feature will be accompanied by a new Meet & Match area, with a redesigned Business Lounge where speed-meeting sessions take place, providing an ideal setting for expanding your network and securing concrete opportunities.

EXHIBITORS

SIAL Paris is sold out. The sales team will be thrilled to hear from companies that want to exhibit at the show:

sialparis.exhibitors@sial-network.com

Tel. (+33) 1 76 77 13 33

and via the contact form:

<https://event.sialparis.com/2026/en/customer-zone/request-contact.htm>

The list of exhibitors registered to date is available online:

<https://www.sialparis.com/en/exhibitors-2026>

TRANSPORT & ACCOMMODATION

Visitors to the lounge benefit from preferential pricing conditions with Air France KLM and Cathay Pacific.

Bnetwork has selected a range of hotels ideally located around Paris Nord Villepinte at preferential rates for SIAL in order to facilitate your booking process.

Simply choose from the list of hotels and send your accommodation request to clients.paris@bnetwork.com

Find all accommodation on offer on the booking platform: sial.bnetwork.com

PRESS DEPARTMENT

The SIAL Paris press office in HALL 6 is accessible to journalists upon presentation of proof of identity (press card, assignment letter, etc.).

The team from Agence 14SEPTEMBRE will be happy to provide you with the show press kit and help you organize your visit by identifying the essential highlights and more. Drinks and snacks will be available on site. This is a genuine workspace (Wi-Fi, printers, etc.) with areas for conducting interviews in peace and quiet.

MEDIA ACCREDITATION

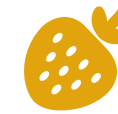
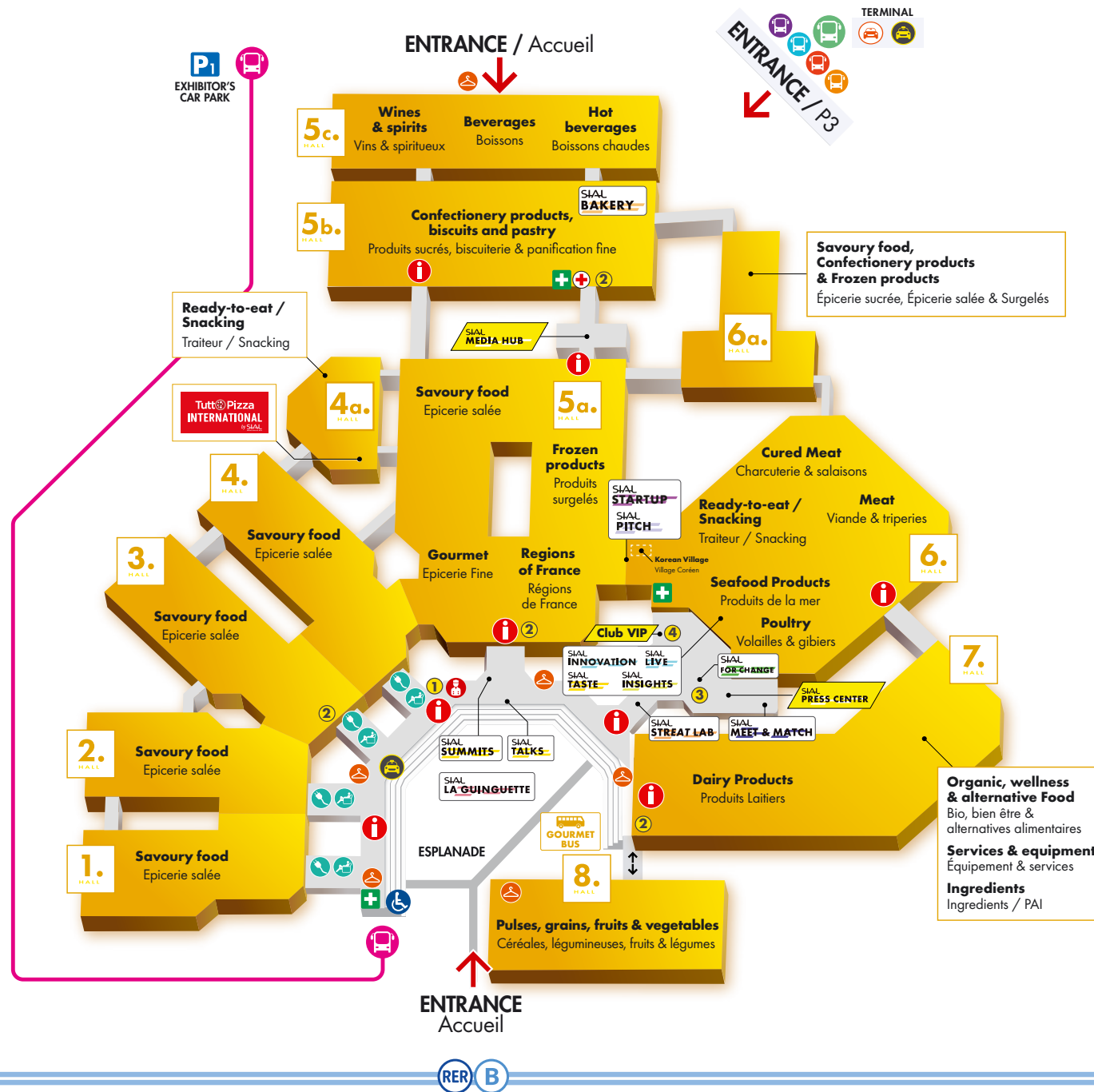
To apply for media accreditation, go to badge.sialparis.fr // Registration > Badge application (or "Log In" if you already have an account).

You will be asked to upload your proof of accreditation (press card, magazine masthead, media assignment letter, recent signed article in the media in question, business card) in PDF or jpeg format.





10 KEY EXHIBITION SECTORS

**MEAT****READY MEALS AND FOOD-TO-GO****FROZEN FOODS****BEVERAGES****DAIRY PRODUCTS****SEAFOOD****FOOD PROCESSING****GROCERY PRODUCTS****PULSES, GRAINS, FRUITS AND VEGETABLES****ORGANIC & WELLNESS**

ABOUT SIAL PARIS

Organised by Comexposium, SIAL Paris is the world's largest professional food trade fair, with 8,000 exhibitors expected and 400,000 products on display. As a key business generator, it offers a unique insight into the sector's trends and opportunities every two years. The event forms part of the SIAL Network, the world's largest network of trade fairs dedicated to food and drink, which brings together 7,000 exhibitors and 700,000 professionals from 205 countries through twelve regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China in Shanghai and Guangzhou, SIAL Interfood in Jakarta, SIAL India in Mumbai, SIAL Vietnam, Food & Drinks Malaysia by SIAL in Kuala Lumpur, Gourmet Selection by SIAL, the Cheese and Dairy Products Show and Djazagro in Algiers). The next edition of SIAL Paris will take place from 17 to 21 October 2026 at Paris Nord Villepinte.

www.sialparis.com

ABOUT COMEXPOSIUM

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, and one-to-one events, in 80 major cities in 24 countries around the world.

Through its Food & Beverage Division, Comexposium operates strong brands such as SIAL, the world's leading network of trade events in the agri-food sector (including SIAL Paris, SIAL China, and Food & Drinks Malaysia by SIAL), Vinexposium (events dedicated to wines and spirits, such as Wine Paris, Vinexpo Asia, and Vinexpo Americas), the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Cheese and Dairy Products Show, and Djazagro. Comexposium's Food & Beverage Division attracts a total of 1.5 million attendees and 26,000 exhibitors across 35 events in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul, and Lima.

Comexposium also organizes leading brands in other dynamic sectors, such as Milipol (security), NRF Retail's Big Show Europe and One to One Retail E-commerce (retail), IMCAS (healthcare), Les Assises de la Cybersécurité (digital), Foire de Paris (leisure), as well as Rétromobile, GIIAS, and Top Transport (transportation & mobility).

With an engagement strategy awarded the Positive Company® CSR certification in 2025, the Group, headquartered in Greater Paris, employs 1,200 talented people across all Group entities.

www.comexposium.com

Reception Services Services d'accueil

- 1 Business Centre**
- 2 Exhibitors'welcome desk**
Accueil Exposants
- 3 Officials welcome desk**
Accueil Protocole
- 4 SIAL Office**
Bureaux Direction

Hotline SIAL: +33 1 76 77 13 58

Free shuttles Navettes gratuites

- Esplanade** ↔ Exhibitor's car park
Parking Exposants
- SIAL** → Roissy CDG airport
Aéroport Roissy CDG
- SIAL** → Visitor's car park
Paris Le Bourget
Parking visiteurs
Paris Le Bourget

Paid shuttles Navettes payantes

- 1 day round trip: €10 (incl. VAT)
- 5 days round trip: €50 (incl. VAT)
- Aller/Retour : 10€ TTC
- 5 jours Aller/Retour : 50€ TTC
- SIAL** → Paris Porte Maillot
- SIAL** → Paris Montparnasse
- SIAL** → Cour Saint Emilion
Paris Gare de Lyon

Information Withdrawal catalogue and sales Retrait catalogue pré-acheté et vente

- PRM welcome desk**
Accueil PRM
- Cloakroom**
Vestiaire
- Medical center / Poste médical**
Hall 1, Hall 5b, Hall 6
- Red cross**
Croix rouge

Free charging center Bar à batterie

- Rest area**
Aire de repos
- Taxi**
- Reserved vehicles**
(taxis, VTC, motorbikes)
Véhicules réservés
(taxis, VTC, motos)

<https://www.sialparis.com/en/practical-info/SIAL-map>



Agence 14SEPTEMBRE

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