

# SUPPLYSIDE EAST 2019 POST-SHOW RECAP

**3,500+**  
PARTICIPANTS

**290+**  
EXHIBITING  
COMPANIES

**1000+**  
FIRST-TIME  
ATTENDEES

## TOPICS OF INTEREST

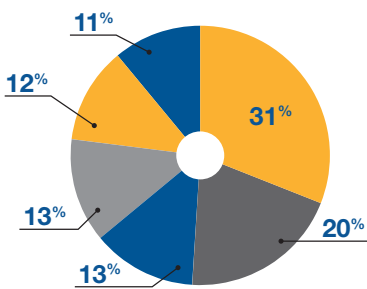
Cognitive/Brain health  
Probiotics  
CBD  
Healthy Aging  
Clean Label  
Personalized Nutrition

Business in  
Nutraceuticals  
Sports Fitness/  
Nutrition  
Regulation

**45+**  
COUNTRIES  
REPRESENTED

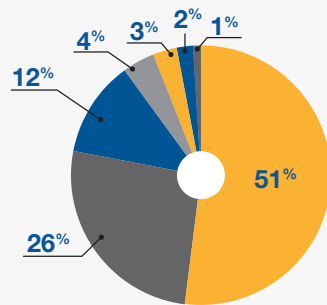
**90%** DOMESTIC  
**10%** INTERNATIONAL

## PRIMARY INDUSTRY



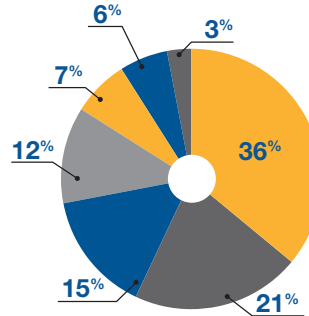
- Dietary Supplements | 31%
- Food | 20%
- Pharmaceutical | 13%
- Beverage | 13%
- Animal Nutrition | 12%
- Cosmetic/Personal Care | 11%

## PRIMARY BUSINESS TYPE



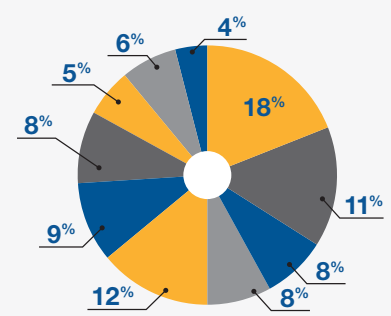
- Manufacturer | 51%
- Supplier/Distributor of Raw Ingredient | 26%
- Business Services/Other | 12%
- Distributor of Finished Product | 4%
- Retailer | 3%
- Investor | 2%
- Health Practitioner | 1%

## JOB TITLE



- C-Level | 36%
- Manager/Supervisor | 21%
- Director | 15%
- Vice President | 12%
- Assistant/Associate/Coordinator | 7%
- Chemist/Scientist/Food Technologist | 6%
- Consultant | 3%

## TOTAL COMPANY REVENUE



- \$1,000,000 - \$4,999,999 | 18%
- \$1,000,000,000+ | 11%
- \$10,000,000 - \$19,999,999 | 8%
- \$10,000,000 - \$499,999,999 | 8%
- \$1000 - \$499,000 | 12%
- \$20,000,000 - \$49,000,000 | 9%
- \$5,000,000 - \$9,999,999 | 8%
- \$50,000,000 - \$99,999,999 | 5%
- \$500,000 - 999,999 | 6%
- \$500,000,000 - \$999,999,999 | 4%

## KEY COMPANIES IN ATTENDANCE

Amazon  
Amy's  
Atrium Innovations  
Bayer  
BeyondBrands  
Carlson Laboratories, Inc.  
Contract Pharmacal Corp  
Country Life  
Designs for Health  
Doctor's Best

Florida Supplement  
Glaxosmithkline Consumer Healthcare  
GNC  
Healthy Directions  
International Vitamin Corporation  
Isagenix  
Kellogg  
KIND

Life Extension  
L'Oreal  
Medifast  
Mondelez  
Natures Bounty  
Nestle Health Science  
New Chapter  
Nutra Manufacturing  
Paragon Laboratories  
PepsiCo

Pfizer  
Pharmavite  
Reckitt Benckiser  
Solgar Vitamin and Herb  
The Clorox Company - Renew Life  
The Vitamin Shoppe  
Windmill Health Products

**SupplySide<sup>®</sup>  
EAST**

**April 21-22, 2020**

Meadowlands Exposition Center  
Secaucus, NJ  
[www.supplysideeast.com](http://www.supplysideeast.com)