

Post-Show Report 2022

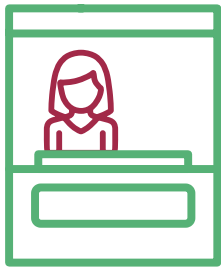
April 12 & 13, 2022
Meadowlands Exposition Center | Secaucus, NJ
supplysideeast.com

SupplySide East 2022 once again gathered industry decision-makers and leading suppliers and service providers featuring the most innovative ingredients and formulation techniques to drive brands forward. This year's successful and memorable event helped reunite the health & nutrition community on the East Coast and prepare for 2022 and beyond.

Visitor Stats



2,500+
Attendees



223
Exhibiting Companies

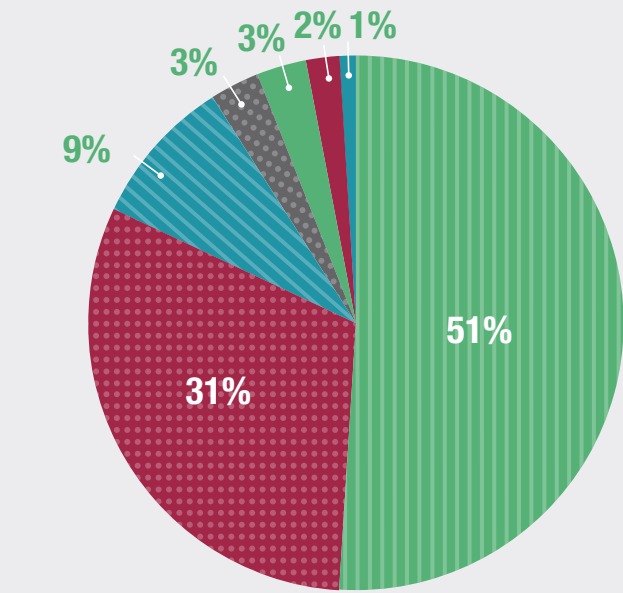


31
Countries Represented



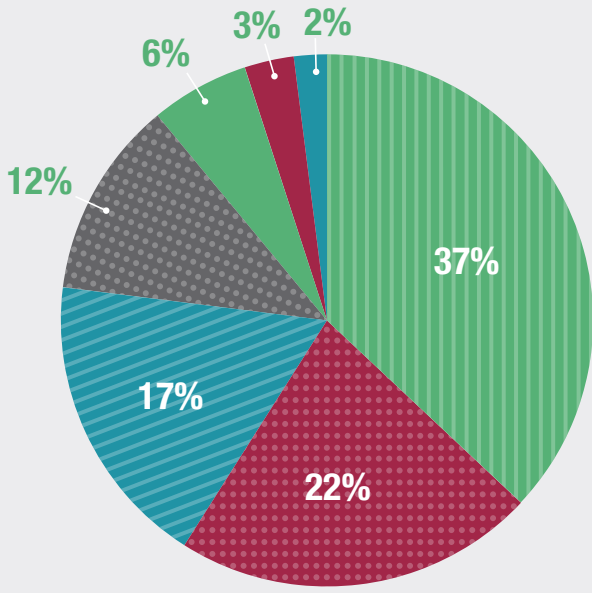
48%
First-Time Attending

Primary Business Type



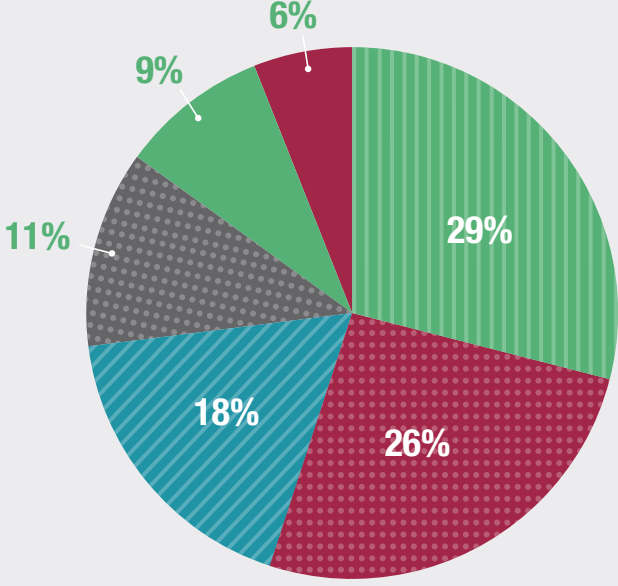
Manufacturer	51%
Supplier/Distributor of Raw Ingredients	31%
Business Services/Other	9%
Distributor	3%
Retailer	3%
Investor	2%
Health Practitioner	1%

Manufacturer Breakout



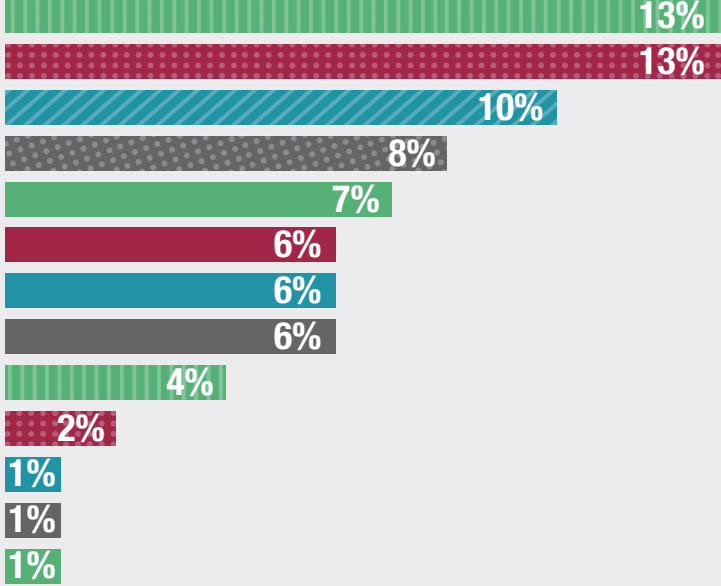
Vitamin/Mineral/Herb/Supplements	37%
Contract	22%
Nutraceutical	17%
Food	12%
Beverage	6%
Personal Care	3%
OTC Pharmaceuticals	2%

Job Level



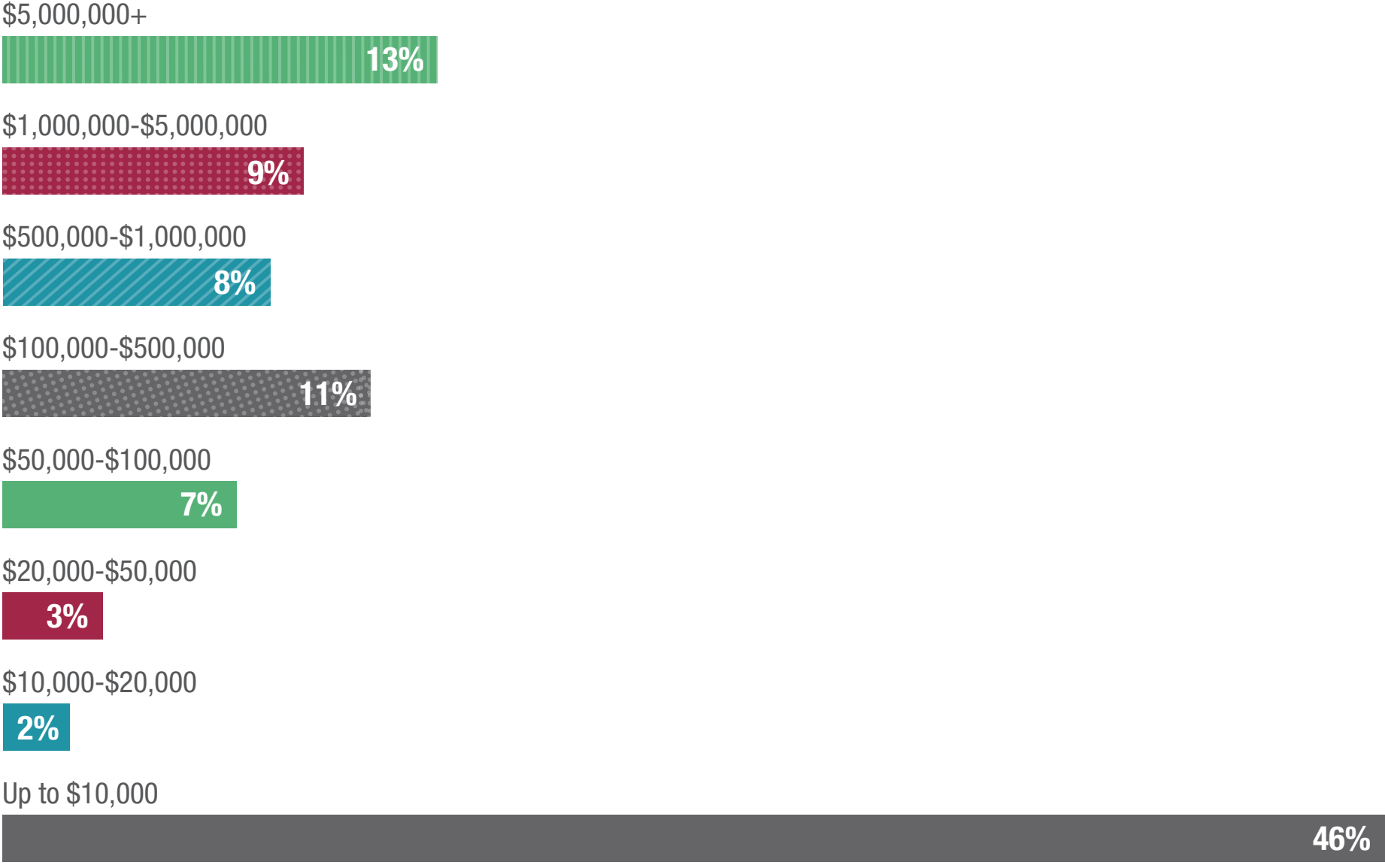
C-Level	29%
Manager/Supervisor	26%
Director	18%
Consultant	11%
VP	9%
Assistant/Associate/Coordinator	6%

Diversity, Equity and Inclusion

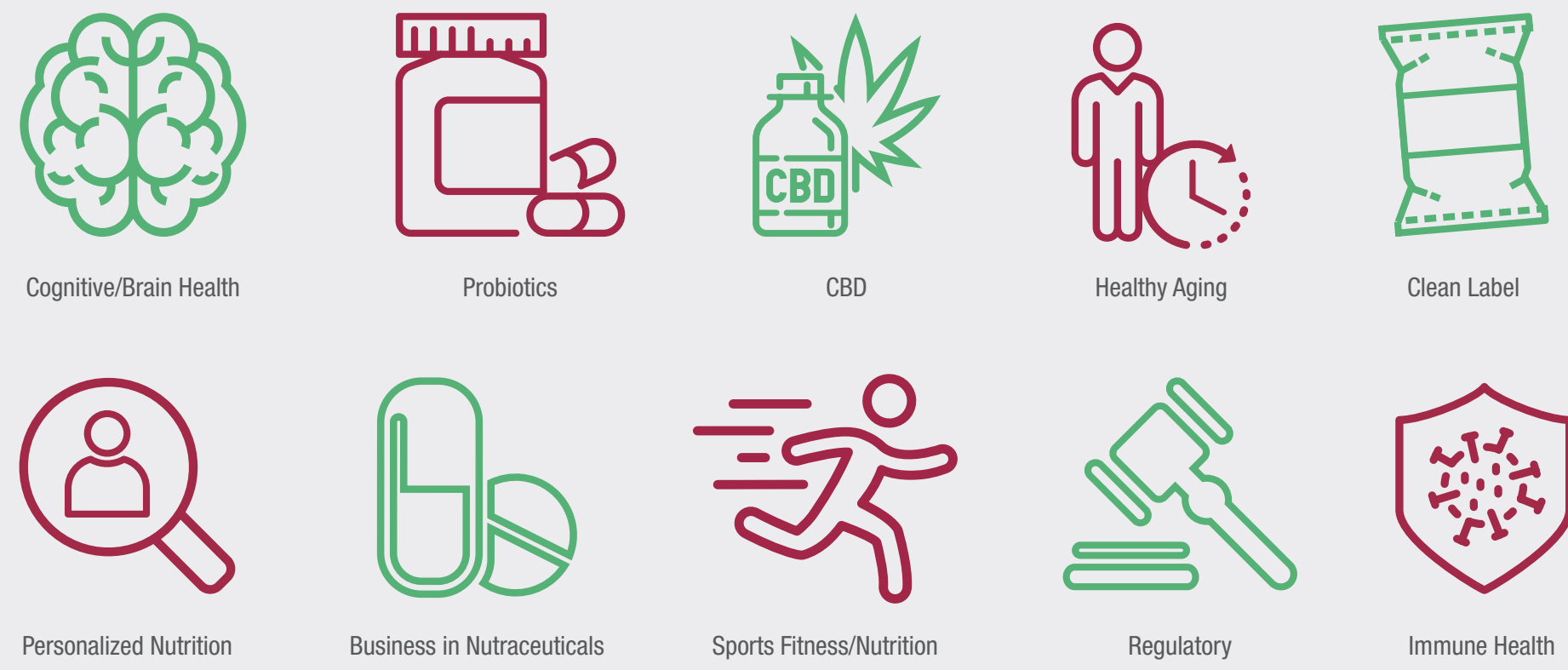


Responsible Production	13%	Women Owned	6%
Social Responsibility	13%	Sustainable-Locally Produced	4%
Sustainable-Ethically Sourced	10%	Hispanic Owned	2%
Sustainable-Organic	8%	Black Owned	1%
Sustainable-Fair Trade	7%	Native Owned	1%
Asian or Pacific Islander Owned	6%	Veteran Owned	1%
Sustainable-Vegan	6%		

Visitor Purchasing Authority (USD)



Topics of Interest



Key Companies in Attendance

Bayer consumer healthcare	Country Life	Pharmavite
Bimbo Bakeries USA	GSK	Proctor & Gamble
Blueroot Health	Life Extension	Reckitt (RB)
Bricker Labs	MegaFood	Reliance Vitamin
Campbell Soup Company	Nature's Bounty	The Bountiful Company
Care/Of	Nestle Health Science	Unilever
Coca-Cola	PepsiCo	Vitaquest