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VitafoodsÂ Europe 2026Â to gather global nutraceutical, functional food, beverage, and dietary supplement industries in Barcelona

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Vitafoods Europe 2026 expands with enhanced networking and new features



Barcelona, 5-7Â MayÂ 2026

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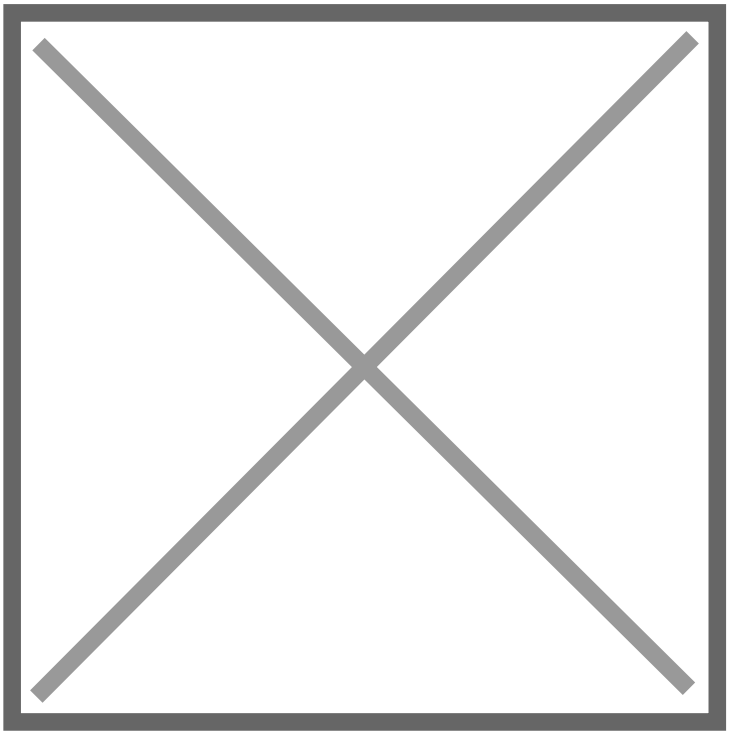
Vitafoods Europe, the leading global event for the nutraceutical, functional food and beverage, and dietary supplement industries, returns to Barcelona, between 5-7 May 2026 with enhanced opportunities to connect and inspire â?? including double the dedicated networking floor space.

As the show continues to grow in line with the needs of the nutraceutical industry, the 2026 edition â?? the showâ??s largest to date â?? will expand into a new exhibition hall, increasing total floor space by 22%. This expansion aims to provide a vibrant community platform built around deeper collaboration and even more opportunities to connect and learn.

Even more ways to connect with the community

With community and collaboration at the heart of Vitafoods Europe, the 2026 event will see double the available networking space, with several new dedicated areas opening across the show floor. New for 2026 is a purpose-built networking area and an additional VIP lounge, creating an improved environment to facilitate planned and spontaneous meetings across the industry.

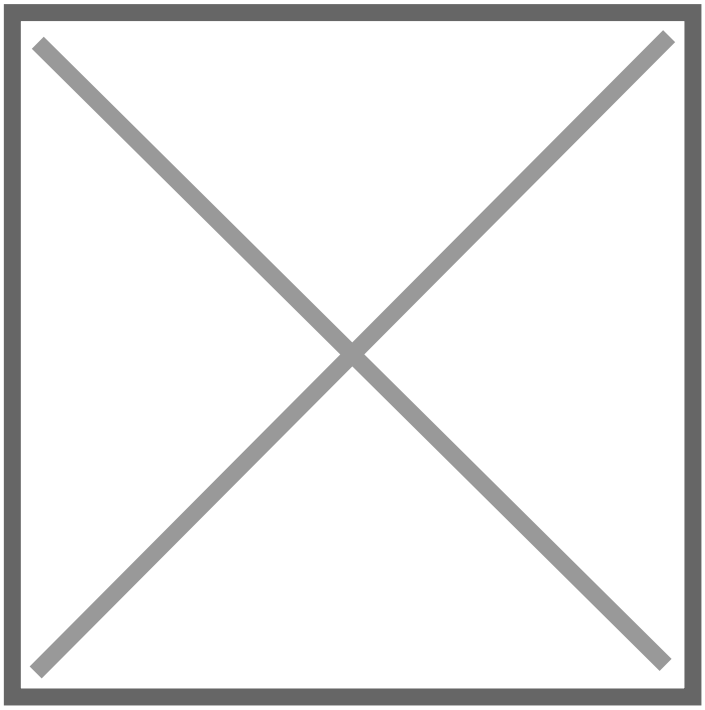


As part of the enhanced networking focus for 2026, the Community Lounge will introduce a dedicated space for small associations and industry groups to partake in intimate networking sessions, and spark conversations in a relaxed, inclusive atmosphere. This will include organisations such as the Spanish Food Supplements Association (AFEPADI) and European specialist sports nutrition alliance (ESSNA), helping bring together key voices from across the European supplements landscape. In addition to these new networking features, returning favourites such as Lunch & Learn sessions and the Womenâ??s Networking Breakfast will offer focused, insight-led discussions in an informal setting, while the popular Coffee & Churros and Sunrise Yoga are back to encourage relaxed, authentic connections on and off the show floor.

Smarter, more accessible experiences

To complement the expanded networking opportunities at Vitafoods Europe 2026, attendees will also benefit from enhanced digital tools designed to make connecting easier than ever. The upgraded event platform allows visitors to browse exhibitor profiles, shortlist suppliers, and use online matchmaking to set up meetings â?? either in person or virtually. Paired with an improved event app, these tools will help attendees navigate the show floor efficiently and plan their meetings and personal agendas to make the most of every opportunity.

Innovation on display



Reflecting the strong consumer interest in pet health, Vitafoods Europe 2026 will expand the Pet Nutrition Hub, a space that will showcase the latest innovations in pet health and nutrition through curated display pods on the show floor. This will join returning favourites - like the Tasting Centre, New Products Zone, and New Ingredients Zone - creating focused areas where visitors can explore the newest innovations, sample products, and connect directly with suppliers.

New for 2026: spotlight sessions

Day 3 of the show will incorporate new spotlight sessions on weight management and nutricosmetics, highlighting some of the most dynamic areas shaping the market. These sessions will examine how the sector is adapting to the seismic shift in healthy weight strategies driven by the 1.6â?¯million adults in Great Britain1 and 13% of the U.S. population2 now using GLP-1 medications and explore how the industry must evolve to meet rapidly changing consumer behaviours. Nutricosmetics will also take centre stage, reflecting the growing beauty-from-within market. Attendees will be able to explore the key drivers, emerging ingredients, and functional foods shaping this fast-growing global market, and discover how nutrition is increasingly understood to impact skin health and more. These sessions will complement the broader programme and extensive learning opportunities offered by the Vitafoods Insights Theatre and Vitafoods Europe Conference across the entire course of the show.

Rewarding innovation

Finally, returning for its second year, the Vitafoods Europe Innovation Awards will once again celebrate industry excellence by recognising groundbreaking products, ingredients and technologies shaping the future of nutrition. The awards aim to provide a platform for companies to showcase the forward-thinking solutions, creativity, and science driving the nutraceutical sector forward.

A global meeting place that shapes whatâ??s next

"Thereâ??s a renewed energy across the nutraceutical industry right now, fuelled by the pace of innovation and rapid shifts in consumer health priorities â?? and Vitafoods Europe 2026 is designed to channel that momentum into real connection," says Gareth Baguley, Brand Director, Vitafoods Europe, Informa Markets. "As our largest event to date, with new features and significantly expanded networking spaces, weâ??re creating the environment for more meaningful conversations and stronger partnerships that will define the industryâ??s next chapter. As new areas of innovation continue to emerge, Vitafoods Europe remains where the global community comes to discover whatâ??s next and find more to connect with across the industry."

Registration for Vitafoods Europe 2026Â is now open, with ticketsÂ available atÂ aÂ 40%Â discountÂ until 22 March.Â To find out more, visit:Â https://www.vitafoods.eu.com/en/home.htmlÂ Â