

17 - 21 OCT. 2026

## SIAL PARIS 2026: THE EVENT THAT SHEDS LIGHT ON AND ACCELERATES THE GLOBAL FOOD BUSINESS

SIAL Paris will return to Paris Nord Villepinte from 17 to 21 October 2026. The 2026 edition is set to be the most ambitious in the show's history, surpassing an already record-breaking 2024 event and further cementing its status as the global leader of the food industry. A true global benchmark for food industry professionals, SIAL Paris once again positions itself as a powerful business accelerator, an unparalleled showcase for major innovations and a strategic observatory of the trends shaping the future of food worldwide. With 85% of exhibition space already booked, up to 8,000 exhibitors expected, 295,000 professionals and more than 280,000 m<sup>2</sup> of exhibition space spanning 10 key sectors, SIAL Paris 2026 confirms not only its exceptional international reach, but also the renewed confidence and long-term commitment of companies across the entire food value chain.

### A STRONG COMMERCIAL DYNAMIC AND A HIGHLY INTERNATIONAL SHOW



Nine months ahead of opening, SIAL Paris 2026 is posting particularly strong commercial indicators. Already, more than 260,000 m<sup>2</sup> of exhibition space has been sold, representing an increase of +16% compared with the previous edition at the same stage. Several sectors are already close to capacity, including grocery products, fine food, meat, poultry, delicatessen, cereals, pulses, fruit and vegetables.

At the same time, other universes – such as multi-product grocery, sweet goods, frozen products and beverages – are showing strong recruitment momentum,

contributing to a renewed and diversified offer. Italy, Spain, Türkiye, Greece and France currently form the Top 5 exhibiting countries, reflecting the strong mobilisation of major European exporting nations.



## **INNOVATION AT THE HEART OF STRATEGY**

In 2026, SIAL Paris is more determined than ever to place innovation at the core of its strategy. SIAL Innovation, which will celebrate its 30th anniversary, is reinventing itself with a new design and an enriched experience. It now fully integrates SIAL Taste, placing tasting at the heart of the innovation journey and offering visitors the opportunity to see, understand and experience the food of tomorrow.

More than 650 startups are expected at the show, including around 150 gathered within the SIAL Start-up area, highlighting emerging projects that are transforming the food industry. A dedicated Startup Pitch stage will give young South African companies increased visibility and direct access to investors, buyers and partners.

### **SIAL Paris 2026, there's still time to register!**

SIAL Paris 2026 There is still time to register! Companies wishing to participate in the next edition of SIAL Paris can find all the necessary information on this page:

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

## **INSPIRATION, INSIGHT AND THOUGHT LEADERSHIP**

Beyond business, SIAL Paris stands as the world's largest food industry trade show and the leading international platform to discover, experience and understand innovation across the sector. A true global benchmark, it brings together the entire agri-food ecosystem to shape the future of food on an international scale.

As a major hub for inspiration and forward-thinking dialogue, SIAL Paris brings together international experts, researchers, executives and decision-makers through SIAL Summit and SIAL Talks to decode market transformations, challenge existing models and anticipate the future of the industry.

Key topics include:

- The food systems needed for 2030, addressing food sovereignty, climate change and sustainable value chains
- Data, traceability and artificial intelligence redefining agri-food systems

– New consumer expectations, from health and pleasure to ultra-personalisation and emerging consumption habits

SIAL for Change further reinforces this leadership by dedicating space to CSR initiatives, spotlighting responsible innovation through the SIAL for Change competition, promoting sustainable practices and fostering talent development via SIAL Jobs, confirming SIAL's role as the driving force behind the evolution of the global food industry.

## KEY TRENDS SHAPING THE GLOBAL FOOD INDUSTRY

As part of its intersession dynamic, SIAL Paris continues to **provide forward-looking analysis** between editions through SIAL Insights, a dedicated trend platform designed **to help professionals understand, anticipate and transform the future of food.**

SIAL Paris hosted a SIAL Insights talkshow bringing together leading industry experts — Karin Perrot (Kantar), Xavier Terlet (ProtéinesXTC), Maria Bertoch and Emily Mayer (Circana), alongside Audrey Ashworth (SIAL Paris) — to decode the major structural transformations reshaping the global food ecosystem.

**The session highlighted seven key intersession trends shaping 2026–2027:**

### 1. A new era of innovation and differentiation

Private labels are now innovating at the same pace as brands, raising the bar for differentiation. Artificial intelligence is becoming a powerful tool to analyse insights, optimise launches and accelerate relevance — provided it remains grounded in real consumer usage.

### 2. The rise of functional health and “GLP-1 companion” products

Health is shifting towards targeted functional benefits — digestion, immunity, energy, cognition and women's health — alongside the emergence of new product segments adapted to GLP-1 treatment users, with controlled portions and tailored nutritional profiles.

### 3. The boom of snacking and fragmented consumption moments

Traditional lunch occasions are slightly declining, while breakfast, afternoon breaks and on-the-go snacking are growing, fuelled by remote work and convenience-driven lifestyles. Snacking is becoming increasingly premiumised and diversified.

### 4. Retail as a key driver of ready-to-eat growth

Retail is emerging as a major force in the “on-the-go” segment, expanding fresh, portioned and convenient offerings. Retail snacking is growing twice as fast as food service, supported by strong in-store innovation dynamics.

### 5. Demographic shifts reshaping demand

Ageing populations, smaller households and remote work are redefining expectations. Smaller formats, easier-to-open packaging and individualised consumption solutions are becoming strategic priorities.

### 6. The visibility challenge in-store and online

86% of innovations go unnoticed on shelves, making execution critical. Clear packaging, strong signage and immediate recognition are essential — even more so in e-commerce environments where innovation visibility is lower.

### 7. Winning innovation drivers for 2026–2027

Successful products will combine pleasure, functional health, practicality, sustainability and price accessibility. Differentiation, test-and-learn strategies and precise execution — enhanced by AI as a relevance accelerator — will define success.

Through SIAL Insights, SIAL Paris strengthens its role as a strategic observatory of global food transformation, ensuring that professionals arrive at the 2026 edition equipped with forward-thinking perspectives and actionable intelligence.



► Watch the full SIAL Insights talkshow here:  
<https://www.sialparis.com/en/sial-insights>

## AN ENHANCED BUSINESS EXPERIENCE

Designed as a living, experiential show, SIAL Paris combines business efficiency with conviviality. In 2026, the event will introduce an AI-powered matchmaking platform to facilitate targeted meetings between exhibitors and buyers. This will be complemented by a new Meet & Match area, an enhanced Business Lounge and speed-meeting sessions to maximise concrete business opportunities.

South African visitors will also be able to take part in sector-specific or themed SIAL Guided Tours, led by expert partners, to explore targeted aspects of the show.

“SIAL Paris 2026 will showcase an innovation that is committed, aware and focused on concrete solutions – an innovation capable of nurturing ideas, accelerating transitions and turning challenges into opportunities for the entire food industry.”  
Audrey Ashworth, Director of SIAL Paris



**KEY FIGURES (AT THIS STAGE)** – Up to 8,000 exhibitors expected – 295,000 professionals – 85% of exhibition space already booked – +16% exhibition space sold vs. previous edition at the same stage – More than 650 startups, including 150 within SIAL Start-up

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### About SIAL

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through eleven regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi, Food & Drinks Malaysia by SIAL à Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 205 countries. [www.sialparis.com](http://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, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Foire de Paris; Retromobile; the Salon du Chocolat; Silmo; iMedia; ad:tech, etc. Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries.