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ASIA

Vitafoods Europe agenda launches market challenges and opportunities in Barcelona

02 May 2025 | News

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Vitafoods Europe â?? the leading global platform for the nutraceutical, functional food and beverage, and dietary supplement industries â?? has unveiled the line-up of speakers for its debut event at Fira Barcelona, Gran Via (20-22 May). This includes brand-new networking and content features â?? such as the Nutraceuticals Showcase Theatre, a Womenâ??s Health Spotlight, a networking brunch and the Future of Nutrition Lunch & Learn â?? with sessions focused on helping brands close innovation gaps and find untapped market opportunities. The 2025 edition will be Vitafoods Europeâ??s biggest yet, with more content than ever before, cementing its status as the go-to event for innovation and insight.

Joining the show for 2025 is the Nutraceuticals Showcase Theatre (20â??22 May), offering opportunities to hear directly from the industry and gain insight into breakthrough innovations across the entire supply chain. With a growing focus on finished products to meet visitor demand, key sessions at this theatre include:

Camille Binachon, Marketing Group Manager at Lallemand Health Solutions, on clinical innovations in healthy ageing

Jessica Spears, PhD, Assistant VP, Technical Operations at BIO-CAT Microbials, LLC, on taking probiotics from discovery to market.

Also joining the line-up is the new Womenâ??s Health Spotlight (22 May at the Vitafoods Europe Conference Theatre). This feature will explore underrepresented areas in womenâ??s health, from hormonal health to fertility, maternal wellness and more. Experts will discuss tackling the gap in the womenâ??s health market to meet this demographicâ??s largely unmet needs, including:

Dr Hanine Estephan, Global Group Science and Wellness Director, Holland & Barrett, on how personalised, science-backed wellness strategies can support women across every life stage

Dr Zeina Alkhalaf, Head of Clinical Research at Mela Vitamins, on protecting womenâ??s hormonal health

Jennifer Cooper, President at Enova, on go-to-market strategies for supporting womenâ??s health at a deeper level.

Also new this year, the Future of Nutrition Lunch & Learn (21 May) will help delegates gain a competitive edge and fuel growth with actionable advice on hacking the mass market. This premium session will offer future-facing perspectives from trailblazing brands, including a powerhouse panel discussion with experts from Kerry Health & Nutrition Institute, Mintel, Thimus and Retail VooDoo breaking down the strategies behind the industryâ??s biggest category disruptions. Plus, a masterclass from Teddie Levenfiche â?? the founder of leading matcha brand PerfectTed, one of the UKâ??s most exciting start-ups â?? will share insights into building a category-defining brand, scaling fast and standing out in a crowded market.