



# prod & pack

LYON 2025  
NOV. 18-19-20  
EUREXPO HALLS 6-7

- Food industry • Chemicals
- Cosmetics • Pharmaceuticals
- E-commerce • Logistics
- Consumer goods

**The only French industrial trade fair integrating all solutions for the factory**

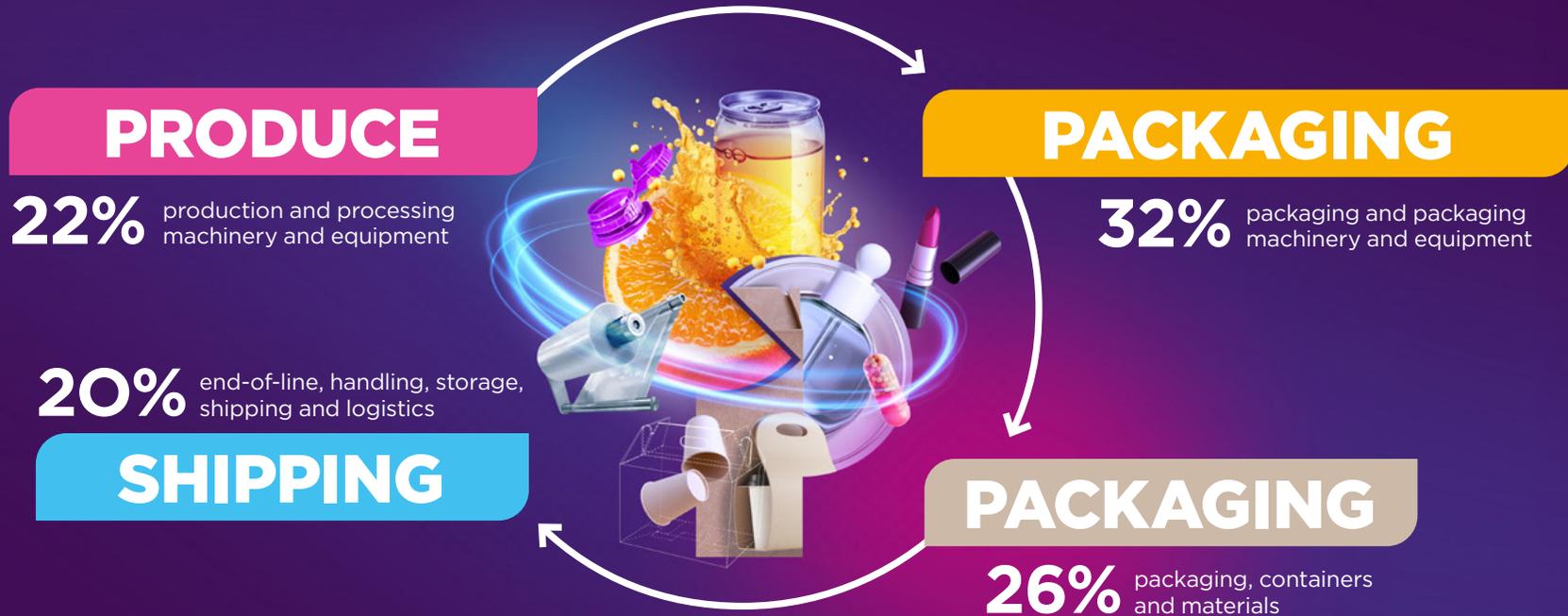
# A trade show tailored to its industry: committed, unifying, growing

**A more ambitious edition than ever before**, confirming Prod&Pack's role as the industry's must-attend event.

- **750 exhibitors, including 200 new ones**, covering the entire value chain, from production to shipping.
- **The only French industrial trade show** to integrate all solutions for factories and a pioneer in the field of **reuse**.
- Strong growth momentum with a **new hall** and increased attendance: **15,931 visitors from 6 countries**.
- **A wealth of machines in operation**, packaging innovations and solutions dedicated to environmental and logistical performance.
- **Prod&Pack** has established itself as a **unifying** and **structuring factory**, dedicated to concrete, operational and immediately applicable industrial solutions.



# The only event designed as a complete factory



**A comprehensive offering:** the exhibition covers the entire industrial chain, from production to packaging, wrapping and shipping / logistics, bringing together machinery, equipment, containers and services at a single event.

**A unique offering:** it's the only French industrial exhibition to integrate all these stages in a cross-functional manner, with early consideration of emerging topics such as reuse.

**Prod&Pack positions itself as a comprehensive range of solutions for the factory, from start to finish.**

# Prod&Pack in figures

**1<sup>st</sup> EVENT**  
to address the  
subject of reuse

The only French  
packaging trade fair in  
**2025**

**750 EXHIBITORS**  
including 30% from abroad

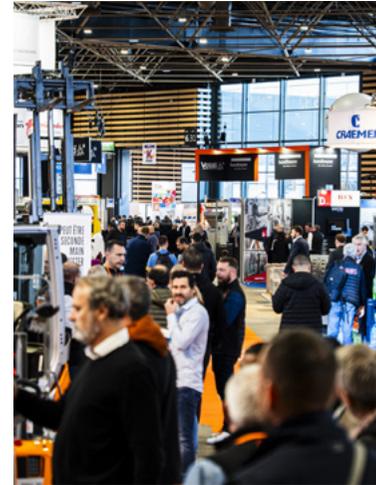
**15,931**  
VISITORS

**+1 NEW HALL**  
representing a 20% increase  
in exhibition space

**1 EXCLUSIVE**  
**SHOWROOM**  
with demonstrations

**1 TRENDS AISLE**  
+50 packaging concepts

**1 FEDERATIONS**  
**FORUM**  
14 federations present



# Exhibitors

**Business climate:**  
a trade fair that generates business

**750**  
exhibitors  
including 200 new ones

**25**  
qualified leads  
generated on average  
per exhibitor

Over  
**80%**  
of visitors are  
decision-makers

**54%**  
of exhibitors  
report having  
established new  
business relationships  
during the trade fair



# Type of Exhibitors

**An offering covering the entire industrial chain:** production & processing, packaging, containers and materials, logistics, handling and shipping.

- 32%** Packaging and wrapping machinery and equipment
- 26%** Packaging, containers and materials
- 22%** Machinery and equipment for production and processing
- 20%** End-of-line, handling, storage, shipping and logistics

## Top 5 countries represented



## They participated



# Visitors

Visitors come to Prod&Pack to discover **new solutions** and meet **new partners**.

**15,931**  
visitors in 2025

## Top industries represented:

- › Food industry
- › E-commerce & Retail
- › Plastics industry
- › Chemicals
- › Transport & Logistics
- › Hygiene, Cosmetics & Pharmaceuticals
- › Consumer goods

## Top 5 services represented:

1. General management
2. Packaging, packing
3. Production, operations, manufacturing
4. Marketing, R&D
5. Purchasing



# Visitors

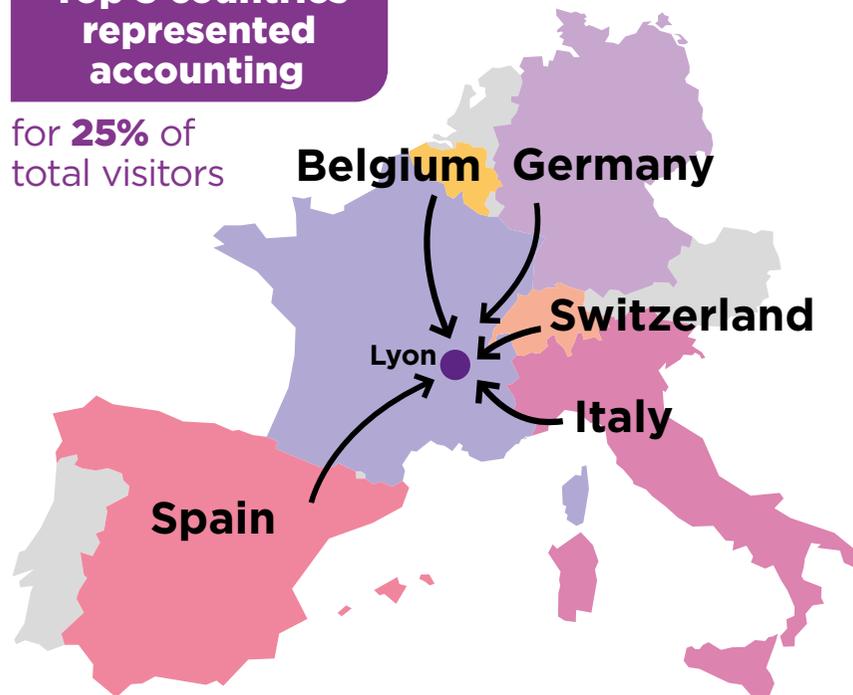
**89.7%**  
of visitors  
are satisfied  
with their visit

**75%**  
of visitors  
are manufacturers

**61%**  
of visitors  
have investment plans  
in the next 6 months  
(average investment amount between €50K and €200K)

## Top 5 countries represented accounting

for **25%** of total visitors



## They came



**The 'speeches'** provide a forum for discussion dedicated to recent news in the sector!

### The main topics covered

- › **AI & Packaging:** an alliance for transition.
- › **How to manage** in these unprecedented times?
- › **Reindustrialisation** in France and the challenges of the Trump era.
- › **Reuse**, recyclability and eco-design of packaging.
- › **Automation**, robotisation and industrial performance.
- › **Traceability**, digitalisation and data in the factory.
- › **Energy efficiency** and decarbonisation of processes.
- › **Safety**, compliance and regulatory changes.
- › **Attractiveness** of industrial professions and skills.



# Forum des Fédérations

Forum of Federations



**14** federations  
present in 2025

**A first in France:** a forum bringing together 14 packaging federations at an industrial trade show.

**Why?** To decipher the challenges, regulations and transformations facing the sector.

With the participation of:

# LE SHOWROOM

**An immersive space to discover solutions in real-world conditions**

The Prod&Pack Showroom was designed as an **educational and experiential space**, allowing visitors to discover concrete solutions through five workshops dedicated to key materials: paper/cardboard, glass, metal, plastic and wood.

Through **demonstrations and discussions** with partner exhibitors, the Showroom highlighted the uses, innovations and best practices related to the different materials, in conditions close to those found in industry.

This approach **facilitated understanding of the solutions**, encouraged comparison and promoted meaningful discussions between visitors and manufacturers.



With the participation of:



# The Sustainable Packaging Trends Alley

## A space for deciphering major developments in packaging

The Sustainable Packaging Trends Alley highlighted more than **50 sustainable products in 2025**, illustrating the main developments in responsible packaging.

The Alley promoted **operational and responsible solutions** proposed by exhibitors and served as a monitoring and inspiration tool for professionals seeking sustainable innovations.

**Structured around five major themes: Attractiveness & Practicality, Recyclable & Recycled, Reuse, Anti-waste & Return, Reduction & Substitution**, this space enabled visitors to better understand the environmental challenges and the concrete responses provided by manufacturers.



**over 50 sustainable products**



# la Pépinière

THE NURSERY

## A space dedicated to emerging projects and innovation

The Prod&Pack Incubator was designed to **showcase start-ups and innovative young companies** in the packaging, process and logistics sectors.

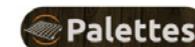
This space offered **targeted visibility to project leaders**, while facilitating meetings with established players in the sector, promoting exchanges, partnerships and opportunities for collaboration.

The Incubator is part of Prod&Pack's commitment to **supporting innovation and renewal in the industrial ecosystem** by supporting the emergence of new solutions.



With the participation of:

BÉZIER PACK



# Re-use village / Village du Réemploi

En partenariat avec Réseau Vrac & Réemploi

**20** participants in the 2025 edition

## A space dedicated to accelerating reuse.

The Reuse Village was designed to support manufacturers in the transition to reuse models by bringing together committed stakeholders, solution providers, and professionals seeking concrete answers.

## Why exhibit?

- **Benefit** from a highly visible space dedicated to reuse
- **Meet** future customers and partners
- **Showcase** your expertise and raise your profile
- **Be part** of a collective dynamic around reuse



## Why visit?

- **Understand** the regulatory framework
- **Discover** concrete and operational innovations
- **Identify** more sustainable models
- **Find** the right partners to deploy reuse

## With the participation of:





**Sébastien Gillet**  
Managing Director of GL events  
Exhibitions Industries

**“More than ever, Prod&Pack is the event that anticipates changes in industrial sectors and accelerates the transition to a circular and sustainable economy.”**

**“Don’t miss your next event!”**

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