



**TASTE THE FUTURE**  
COLOGNE, 07. - 11.10.2023



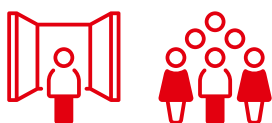
**FIGURES.  
DATA.  
FACTS.**



**ANUGA  
CHILLED & FRESH FOOD**



## Anuga - the trade fair



### Exhibitors and visitors\*

Exhibitors 7,972 **+8%\***

Visitors 169,653 **+3%\***

\*Data collection based on the last regular Anuga 2019

## Anuga - digital



4,643 suppliers from 98 countries

26,000 visitors from 137 countries

Networking: Almost 40,000 contact requests

## Event - Highlights

**ANUGA *taste***  
INNOVATION SHOW



845 companies with over 2,250 new ideas submitted entries for the Anuga taste Innovation Show special event.

64 products were commended in the leading food and drink industry innovation show, with the ten top innovations being named for the first time. 35,000 visitors were recorded in the display area.

# ANUGA CHILLED & FRESH FOOD: FIGURES. DATA. FACTS.

## Exhibitors



**148**

Exhibitors Anuga Chilled & Fresh Food in total



**86%**

International exhibitors Anuga Chilled & Fresh Food



**14%**

National exhibitors Anuga Chilled & Fresh Food

### Origin of the exhibitors

Europe (excl. GER)	83
Asia	31
Germany	21
America	13

### Top countries of origin of exhibitors (excl. GER)

1 Korea	6 Poland
2 Belgium	7 Greece
3 Italy	8 Ecuador
4 Latvia	9 The Netherlands
5 China	10 Guatemala

## Visitors



**47,600**

Visitors Anuga Chilled & Fresh Food in total



**61%**

International visitors Anuga Chilled & Fresh Food



**39%**

National visitors Anuga Chilled & Fresh Food

### Origin of the visitors

Germany	18,515
Europe (excl. GER)	16,258
Asia	5,759
America	4,537
Africa	1,571
Australia	960

### Top countries of origin of visitors (excl. GER)

1 The Netherlands	6 Austria
2 France	7 Brazil
3 Italy	8 USA
4 China	9 Poland
5 Belgium	10 Spain

**68%**

of exhibitors are (very) satisfied with the quality of visitors.

**93%**

of exhibitors at Anuga Chilled & Fresh Food 2021 would recommend participation in Anuga to a company friend.

**Anuga Chilled & Fresh Food is the leading export platform with 148 exhibitors from 38 countries**

**88%**

of the visitors of Anuga Chilled & Fresh Food are (very) satisfied with the exhibition offerings of the trade fair.

### Area of responsibility (extract)

Business, company, factory managers	27.2%
Sales, distribution	16.1%
Purchasing, procurement	12.3%
Manufacturing, production, quality control	7.3%
Research and Development	7.0%
Marketing, advertising, PR	6.8%
Finance and administration	1.5%
Other departments	21.8%

**81%**

Overall,

of the visitors of Anuga Chilled & Fresh Food are (very) satisfied with the degree to which their fair objectives are achieved.

### Selected top visitors Anuga\*

Accor Hotels, Aeon, Albert Heijn, Amazon, Burger King, Carrefour, Chefs Culinar, Coop, Costco, Edeka, Ikea, Intercontinental Hotels & Resorts, jet, Joybuy, Jumbo Supermarkten, Kroger, L'Osteria, LSG-Sky Chefs, Maritim Hotels, McDonald's, Mercadona, Metro, Migros, Rewe digital, Rewe Group, Sainsbury's, Sam's Club, Schwarz Gruppe, Sobeys, SPC, Starbucks Coffee, Steigenberger Hotels and Resorts, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano, Walmart, Yorma's

### Business sectors

Wholesale and retail trade	33.6%
Food service/out-of-home market	22.4%
Industry	14.3%
Import /Export	12.7%
Service providers	8.6%
Others	8.4%