



TASTE THE FUTURE

COLOGNE, 07. - 11.10.2023



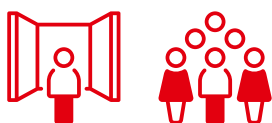
FIGURES. DATA. FACTS.



ANUGA DAIRY



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: Nearly 40,000 contact requests

Place to be

ANUGA *taste* **INNOVATION SHOW** 

The industry's leading innovation show

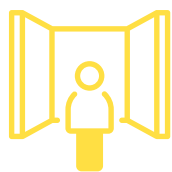
ANUGA **ORGANIC SUPERMARKET** 

for selected top buyers

Exclusive top level contacts

ANUGA DAIRY: FIGURES. DATA. FACTS.

Exhibitors



446

Exhibitors
Anuga Dairy
in total



90%

International
exhibitors
Anuga Dairy



10%

National
exhibitors
Anuga Dairy

Origin of the exhibitors

Europe (excl. GER)	377
Germany	45
Asia	10
America	10
Africa	4

Top countries of origin of exhibitors (excl. GER)

1 Italy	6 Belgium
2 Greece	7 Poland
3 The Netherlands	8 Austria
4 Spain	9 Switzerland
5 France	10 Great Britain

Visitors



54,400

Visitors
Anuga Dairy
in total



61.7%

International
visitors
Anuga Dairy



38.3%

National
visitors
Anuga Dairy

Origin of the visitors

Germany	20,835
Europe (excl. GER)	18,729
Asia	7,183
America	5,605
Africa	1,343
Australia	705

Top countries of origin of visitors (excl. GER)

1 The Netherlands	6 Poland
2 Italy	7 Brazil
3 China	8 Canada
4 France	9 Great Britain
5 Belgium	10 USA

72%

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

95%

of the exhibitors of Anuga Dairy would
recommend an associated company to
participate at Anuga.

In 2021, Anuga
was once again
the world's largest
international food
and beverage
trade fair

80%

Overall,

of the visitors of Anuga Dairy are (very)
satisfied with the degree to which their
fair objectives are achieved.

Area of responsibility (extract)

Business, company, factory managers	21.2%
Sales, distribution	18.9%
Purchasing, procurement	14.3%
Research and Development	9.1%
Marketing, advertising, PR	7.7%
Manufacturing, production, quality control	6.2%
Finance and administration	2.6%
Other departments	20%

93%

of the visitors would recommend a
good business acquaintance to visit Anuga.

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, Sobey's, SPC, Starbucks Coffee, Steigenberger Hotels and Resorts, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano, Walmart, Yorma's

Business sectors

Wholesale and retail trade	30.1%
Food service/out-of-home market	19.3%
Industry	17.8%
Import /Export	14%
Service providers	9.3%
Others	9.5%