



TASTE THE FUTURE

COLOGNE, 07. - 11.10.2023



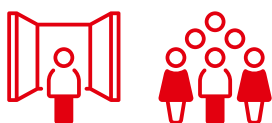
FIGURES. DATA. FACTS.



ANUGA DRINKS



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 DRINKS: FIGURES. DATA. FACTS.

Exhibitors



546

Exhibitors
Anuga Drinks
in total



87%

International
exhibitors
Anuga Drinks



13%

National
exhibitors
Anuga Drink

Origin of the exhibitors

Europe (excl. GER)	277
Asia	116
America	71
Germany	71
Africa	8
Australia	3

Top countries of origin of exhibitors (excl. GER)

1 Spain	6 China
2 Italy	7 Thailand
3 Turkey	8 Brazil
4 Poland	9 Greece
5 Austria	10 Belgium

68%

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

93%

of exhibitors at Anuga Drinks 2021 would
recommend participation in Anuga to a
company friend.

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

Visitors



69,700

Visitors
Anuga Drinks
in total



57%

International
visitors
Anuga Drinks



43%

National
visitors
Anuga Drinks

Origin of the visitors

Germany	29,902
Europe (excl. GER)	21,292
Asia	8,955
America	6,646
Africa	2,109
Australia	796

Top countries of origin of visitors (excl. GER)

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

Overall, **80%**

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

Area of responsibility (extract)

Business, company, factory managers	24%
Sales, distribution	15.4%
Purchasing, procurement	12.8%
Research and Development	7.7%
Manufacturing, production, quality control	7.4%
Marketing, advertising, PR	6.6%
Finance and administration	2.7%
Other departments	23.4%

92%

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	33.6%
Food service/out-of-home market	24.9%
Industry	13.1%
Import /Export	12.4%
Service providers	7.2%
Others	8.8%