



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



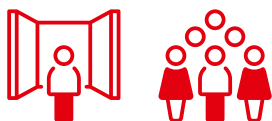
**FIGURES.  
DATA.  
FACTS.**



**ANUGA FINE 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: Nearly 40,000 contact requests

## Event - Highlights

**ANUGA***taste*  
INNOVATION SHOW **>>**

**ANUGA**  
START-UP AREA **>>**

**ANUGA**  
HALAL MARKET **>>**

# ANUGA FINE FOOD: FIGURES. DATA. FACTS.

## Exhibitors



**4,236**

Exhibitors  
Anuga Fine Food  
in total



**94.5%**

International  
exhibitors Anuga  
Fine Food



**5.5%**

National  
exhibitors Anuga  
Fine Food

### Origin of the exhibitors

Europe (excl. GER)	2,152
Asia	1,171
America	423
Africa	249
Germany	234
Australia	7

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

1 Italy	6 Thailand
2 China	7 India
3 Spain	8 USA
4 Turkey	9 France
5 Greece	10 Great Britain

**65%**

of the exhibitors are (very) satisfied with the event overall.

**92%**

of the exhibitors of Anuga Fine Food 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

## Visitors



**96,900**

Visitors  
Anuga Fine Food  
in total



**62.1%**

International  
visitors Anuga  
Fine Food



**37.9%**

National  
visitors Anuga  
Fine Food

### Origin of the visitors

Germany	36,725
Europe (excl. GER)	33,036
Asia	12,216
America	9,929
Africa	3,791
Australia	1,203

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

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

**57%**

of Anuga's guests visit Anuga Fine Food. Anuga Fine Food is the most heavily visited trade show of Anuga.

### Area of responsibility (extract)

Business, company, factory managers	28%
Sales, distribution	17.5%
Purchasing, procurement	13.9%
Research and Development	7.6%
Manufacturing, production	6.7%
Marketing, PR	6.7%
Finance and administration	2.2%
Other departments	17.4%

**93%**

of the visitors of Anuga Fine Food 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	38.4%
Food service/out-of-home market	18.2%
Import /Export	15%
Industry	13.1%
Service providers	7.2%
Others	8.1%