



TASTE THE FUTURE

COLOGNE, 07. - 11.10.2023



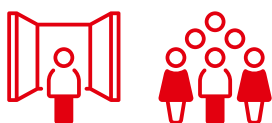
FIGURES. DATA. FACTS.



ANUGA FROZEN 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

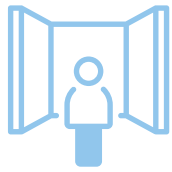
ANUGA *taste*
INNOVATION SHOW »»

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 FROZEN FOOD: FIGURES. DATA. FACTS.

Exhibitors



608

Exhibitors
Anuga Frozen Food
in total



89%

International
exhibitors Anuga
Frozen Food



11%

International
exhibitors
Anuga Frozen Food

Origin of the exhibitors

Europe (excl. GER)	353
Asia	126
Germany	64
America	37
Africa	28

Top countries of origin of exhibitors (excl. GER)

1 China	6 Egypt
2 Italy	7 Spain
3 Belgium	8 Greece
4 France	9 Serbia
5 The Netherlands	10 Poland

Overall, **70%**

of the exhibitors are
(very) satisfied in terms of
reaching the goals they had
set themselves for the fair.

94%

of the exhibitors of Anuga Frozen 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



62,900

Visitors
Anuga Frozen Food
in total



65.6%

International
visitors Anuga
Frozen Food



34.4%

International
visitors Anuga
Frozen Food

Origin of the visitors

Germany	21,638
Europe (excl. GER)	23,066
Asia	8,995
America	6,767
Africa	1,568
Australia	866

Top countries of origin of visitors (excl. GER)

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

Overall, **80%**

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

Area of responsibility (extract)

Business, company, factory managers	25%
Sales, distribution	19.9%
Purchasing, procurement	14.8%
Manufacturing, production, quality control	6.8%
Research and Development	6.6%
Marketing, advertising, PR	5.3%
Finance and administration	1.7%
Other departments	19.9%

86%

of the visitors are (very) satisfied
with the exhibition offerings of the trade fair.

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	33.7%
Food service/out-of-home market	21.3%
Industry	16.6%
Import /Export	14%
Service providers	7.1%
Others	7.3%