



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



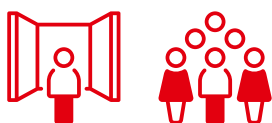
**FIGURES.  
DATA.  
FACTS.**



**ANUGA  
HOT BEVERAGES**



## 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 HOT BEVERAGES: FIGURES. DATA. FACTS.

## Exhibitors



**178**

Exhibitors  
Anuga Hot Beverages  
in total



**93%**

International  
exhibitors Anuga  
Hot Beverages



**7%**

National  
exhibitors Anuga  
Hot Beverages

### Origin of the exhibitors

Asia	81
Europe (excl. GER)	58
America	19
Germany	13
Africa	6
Australia	1

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

1 Italy	6 Japan
2 Sri Lanka	7 Korea
3 India	8 Poland
4 China	9 Taiwan
5 Argentina	10 Kenya

**78%**

of the exhibitors of Anuga Hot Beverages are planning to exhibit at the next edition of Anuga in 2021.

**97%**

of the exhibitors of Anuga Hot Beverages 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



**40,800**

Visitors  
Anuga Hot Beverages  
in total



**59.7%**

International  
visitors Anuga  
Hot Beverages



**40.3%**

National  
visitors Anuga  
Hot Beverages

### Origin of the visitors

Germany	18,359
Europe (excl. GER)	11,108
Asia	6,149
America	3,546
Africa	1,122
Australia	516

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

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

Overall, **78%**

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

### Area of responsibility (extract)

Business, company, factory managers	25.1%
Sales, distribution	14.2%
Purchasing, procurement	12.7%
Research and Development	9.3%
Manufacturing, production	7.4%
Marketing, PR	7%
Finance and administration	1.7%
Other departments	22.6%

**93%**

of the visitors of Anuga Hot Beverages 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	33.5%
Food service/out-of-home market	27.1%
Industry	11%
Import /Export	10.6%
Service providers	7.9%
Others	9.9%