



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



**FIGURES.  
DATA.  
FACTS.**



**ANUGA ORGANIC**



### Anuga - the trade fair



#### Exhibitors and visitors\*

Exhibitors	7,972	+8%*
Visitors	169,653	+3%*

### Digital Anuga



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** >>>  
ORGANIC ON STAGE

**ANUGA** >>>  
ORGANIC SUPERMARKET

\*Data collection based on the last regular Anuga 2019.

# ANUGA ORGANIC: FIGURES. DATA. FACTS.

## Exhibitors



**282**

Exhibitors  
Anuga Organic  
in total



**81%**

International  
exhibitors  
Anuga Organic



**19%**

National  
exhibitors  
Anuga Organic

### Origin of the exhibitors

Europe (excl. GER)	118
Asia	59
Germany	54
America	46
Africa	5

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

1 China	6 Peru
2 Italy	7 Turkey
3 Denmark	8 Austria
4 USA	9 Hungary
5 The Netherlands	10 Paraguay

## Visitors



**71,400**

Visitors  
Anuga Organic  
in total



**60.7%**

International  
visitors  
Anuga Organic



**39.3%**

National  
visitors  
Anuga Organic

### Origin of the visitors

Germany	28,060
Europe (excl. GER)	25,137
Asia	8,191
America	7,758
Africa	1,820
Australia	434

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

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

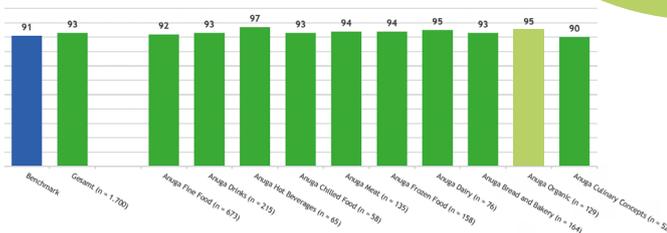
**82%**

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

**95%**

of the exhibitors of Anuga Organic 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



Overall, **80%**

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

### Area of responsibility (extract)

Business, company, factory managers	25%
Sales, distribution	15.8%
Purchasing, procurement	13.6%
Research and Development	8.1%
Marketing, advertising, PR	7.6%
Manufacturing, production, quality control	7.5%
Finance and administration	2%
Other departments	20.4%

Overall, **86%**

of the visitors of Anuga Organic 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	34.1%
Food service/out-of-home market	20.7%
Import /Export	14.8%
Industry	13.8%
Service providers	7.5%
Others	9.1%