



TASTE THE FUTURE

COLOGNE, 07. - 11.10.2023



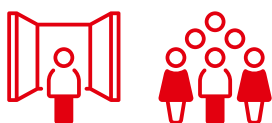
FIGURES. DATA. FACTS.



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)

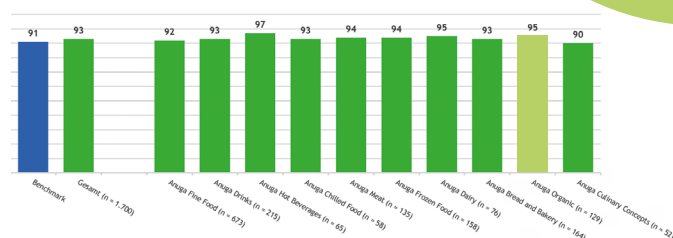
1 China	6 Peru
2 Italy	7 Turkey
3 Denmark	8 Austria
4 USA	9 Hungary
5 The Netherlands	10 Paraguay

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.



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

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

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.

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%