



TASTE THE FUTURE
COLOGNE, 09. - 13.10.2021



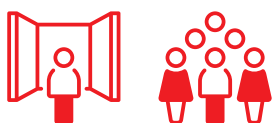
**FIGURES.
DATA.
FACTS**



ANUGA ORGANIC



Anuga - the trade fair



Exhibitors and visitors 2019

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

* compared to the previous event

Business Networking



Matchmaking365

Numerous new contacts and business potential.
Raise your networking up to a new level, efficiently,
free of charge and 365 days a year.

Event - Highlights

ANUGA *taste* »
INNOVATION SHOW

ANUGA »
START-UP AREA

ANUGA »
ORGANIC MARKET

ANUGA ORGANIC 2019: 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.

93%

of the exhibitors of Anuga Organic would recommend an associated company to participate at Anuga.

Anuga Organic Forum:
The platform for daily lectures, discussions and informative events on current and forward-looking themes of the organic industry.

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.

Selected top visitors Anuga 2019

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%