



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



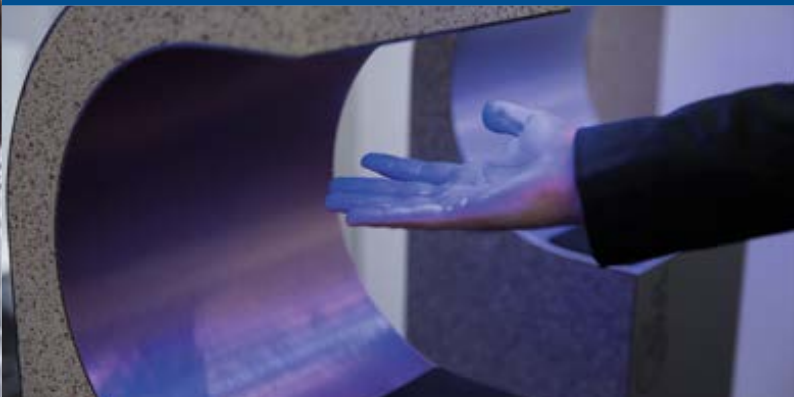
FAVOURITE SUSTAINABLE PACKAGING **CONTITAL**



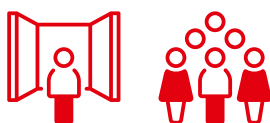
**FIGURES.  
DATA.  
FACTS.**



**ANUGA  
OUT OF HOME**



## Anuga - the trade fair



### Exhibitors and visitors\*

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

\* Data collection on the basis of the last regular Anuga 2019

## Anuga - digital



4,643 suppliers from 98 countries

26,000 visitors from 137 countries

Networking: Almost 40,000 contact requests

## Event - Highlights

**GENUSSGARTEN**

**ANUGA  
START-UP AREA** »

**ANUGA  
STAGE** »

# ANUGA OUT OF HOME: FIGURES. DATA. FACTS.

## Exhibitors



**2,729**

Exhibitors with products for the out-of-home market



**87%**

Exhibitors outside the German-speaking region



**13%**

Exhibitors from the German-speaking region

### Origin of the exhibitors

DACH region	351
Europe	784
Asia	161

### Top countries of origin of exhibitors

1 Germany	323	6 Poland	51
2 Italy	256	7 France	48
3 The Netherlands	120	8 Turkey	41
4 Spain	71	9 Great Britain	31
5 Belgium	53	10 Bulgaria	26

## Visitors



**34,000**

Total Anuga visitors from the out-of-home market



**61.5%**

Visitors with international origin



**38.5%**

Visitors with national origin

### Origin of the visitors

Germany	13,090
Europe (excl. GER)	11,354
America	4,600
Asia	3,471
Africa	1,129
Australia	355

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

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

**Anuga Out Of Home is the leading export platform for the out-of-home market**

### 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

Food service/out-of-home market	38.3%
Wholesale and retail trade	29.8%
Industry	12.2%
Import / export	10.2%
Others	9.5%