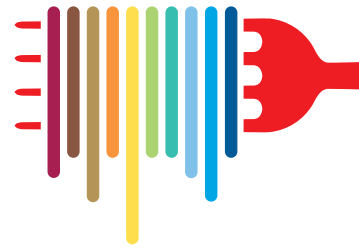




TASTE THE FUTURE
COLOGNE, 09. - 13.10.2021

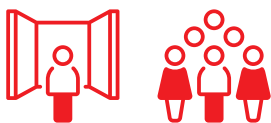
10 TRADE SHOWS
IN ONE



FIGURES. DATA. FACTS



Anuga Expo



Exhibitors and visitors 2019

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

* compared to the previous event

Media



1,291 journalists from 56 countries

From outside Germany	26%
Almost 12,000 articles in Germany and abroad	
Over 1,900 TV reports, over 130 radio reports	

Event

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 2019: FIGURES. DATA. FACTS.

Exhibitors



7,972

Exhibitors
in total



91%

International
exhibitors



9%

National
exhibitors

Origin of the exhibitors from abroad

Europe (excl. GER)	4,366
Asia	1,691
America	818
Africa	316
Australia	31

Top countries of origin of exhibitors (excl. GER)

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

Anuga is the most important industry event

for **85%** of the exhibitors.

Exhibitors acc. to trade fairs

Anuga Fine Food	4,236
Anuga Frozen Food	608
Anuga Meat	956
Anuga Chilled & Fresh Food	163
Anuga Dairy	446
Anuga Bread & Bakery	433
Anuga Hot Beverages	178
Anuga Drinks	546
Anuga Organic	282
Anuga Culinary Concepts	124

94%

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

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Visitors



169,653

Visitors
in total



77%

International
visitors



23%

National
visitors

Origin of the visitors from abroad

Europe (excl. GER)	80,527
Asia	25,962
America	15,609
Africa	6,604
Australia	1,613

Top countries of origin of visitors (excl. GER)

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

91%

of the visitors would recommend a good business acquaintance to visit Anuga.

„There is no other better food trade fair than Anuga“

say ...

92%
of the exhibitors

93%
of the visitors

Influence on procurement/purchasing decisions

Key responsibility	34%
Co-responsibility	30%
Advisory/influential	18%
Not involved	8%
Others	10%

Area of responsibility (extract)

Business, company, factory managers	27%
Sales, distribution	18%
Purchasing, procurement	15%
Research and Development	8%
Manufacturing, production	7%
Marketing, PR	6%

82%

of the visitors have an influence on procurement and purchasing decisions.

80%

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

Business sectors

Wholesale and retail trade	36%
Food service/out-of-home market	20%
Import / export	16%
Industry	14%
Service providers	7%
Others, incl. pupils and students	7%