

No. 9 / April 2023, Cologne
#ISM

From the chip flavours Bloody Mary and Mussels in White Wine to chocolate with rose petals: These and further creative new products will be on display at ISM 2023

The leading global trade fair is once again presenting the trends and innovations of the sweets and snacks industry

ISM is taking place from 23 to 25 April 2023 with about 1,300 exhibitors from 70 countries. Product innovations will play a key role at the world's largest trade fair for sweets and snacks again this year. This is also underlined by the new products overview of the trade fair, which with more than 200 entries presents countless new products.

Health, sustainability and creative flavours - among others these are this year's trends in the sweets and snacks section. Countless products will be presented at ISM 2023, which not only pick up on these trends, but which actually also set new ones. The companies thereby always take the changing needs of their customers into account.

Regarding their sweets and snacks more and more consumers are placing importance on healthy and natural ingredients. Manufacturers are reacting to this with products like fruit gums made of vitamin C and zinc or organic teething biscuits for infants. Plant-based products and ingredients are still booming which is reflected by creative ideas for enriching foodstuffs with fibres. Vegetable bars with parsnips or jackfruit crisps are just two examples. Instead of being limited down to conventional sorts, the focus lies more on unusual combinations. New flavours with exotic spices like Smoky Tandoori, Bloody Mary or Mussels in White Wine are to increasingly conquer the market.

Natural sweets and snacks are also in demand, because the consumers often prefer them to highly processed foodstuffs.

Upcycling, i.e. the holistic use of raw materials is a further trend. Here manufacturers rely on the sustainable usage of regional ingredients and the use of cocoa fruit in one single product instead of just the beans.

According to the BDSI, 39 percent of the consumers in Germany state that the theme sustainability is important to them when buying sweets. This year's trends and the many products presented at ISM show that the manufacturers are reacting to this consumer need and are developing their line-ups on the market accordingly.

There are several interesting developments in the chocolate section. Here, the



ISM
23.04. - 25.04.2023
www.ism-cologne.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

companies are relying on attributes like fair trade, low sugar, vegan and unusual flavours. With a view to climate protection these aspects are particularly gaining significance among young consumers.

Page

2/3

Plant-based products have also become an integral part of the sweets and snacks section. New examples include a Bulgarian, vegan chocolate that is refined with tender rose petals, as well as gingerbread confectionery covered in plain chocolate that is offered in the flavours lemon and ginger or baked apple. The market for vegan food has been growing rapidly for years, which is due to a growing awareness for the environment, health and animal protection among the consumers.

A colourful selection of different products will be presented at ISM, such as vegan chocolates, Easter bunnies and Santas, marshmallows and fruit gums.

You can find a selection of the new products [online](#).

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 23.04. - 25.04.2023

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 10.05. - 12.05.2023

Sigep China - Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee, Shenzhen 10.05. - 12.05.2023

Note for editorial offices:

ISM photos are available in our image at www.ism-cologne.com/imagedatabase .

Press information is available at www.ism-cologne.com/pressinformation .

If you reprint this document, please send us a sample copy.

ISM in the Social Web:

<https://www.facebook.com/cologne.ism/>

<https://www.linkedin.com/showcase/ism-cologne>

Your contact:

Frank Habekost
Public and Media Relations Manager

Page
3/3

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2063
f.habekost@koelnmesse.de
www.koelnmesse.com

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".