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#ISM #ISMFamilY #sweetweekcologne

## ISM 2025 is presenting the innovations of the sweets and snacks industry

**+++ Sustainability under focus +++ Health and functionality +++  
Snacks on the go +++ Play with aromas and textures**

The leading global trade fair for sweets and snacks - ISM - is inviting the international industry to discover the most exciting trends and innovations from 2 to 5 February. From sustainable treats, to healthy alternatives, through to spectacular taste combinations - the sweets trade fair is demonstrating what the creative and dynamic industry has to offer. With almost 200 entries the new products database is presenting the most innovative products of the participating companies.

### **Sustainability: Enjoyment with a good conscience**

Sustainability remains to be a key theme and characterises the innovations of the sweets and snacks industry - and not only regarding the packaging.

The demand for environmentally-friendly, plant-based and locally sourced ingredients grows constantly, because more and more consumers want to reduce their CO2 footprint. At the same time, sustainable production processes and transparency are becoming increasingly more important: The consumers are asking more and more often where and how their snacks are manufactured - and acknowledge brands that provide clear answers. At ISM 2025 the manufacturers are demonstrating how they are setting sustainable accents through resource-saving cultivation methods, fair trade practices and the use of alternative raw materials.

Vegan chocolate alternatives are also in demand, for example like those based on fermented oats, soy beans or carob beans. Furthermore, upcycling also continues to gain significance: Manufacturers are increasingly using by-products that not much attention was paid to hitherto, transforming them into tasty, nutritious ingredients. This not only contributes towards the reduction of waste, but also supports a more efficient usage of existing resources. Using the entire cocoa fruit in one single product instead of just the beans is a further example of upcycling and at the same time a sustainable innovation. In this way, the industry is not only focusing on the excellent taste, but is increasingly also taking on more responsibility towards the environment.

### **Healthy snacking: Less sugar, fat and salt - more enjoyment**

Even if conventional products like chocolate and crisps provide enjoyable moments and short breaks, the manufacturers are reacting to the growing demand for healthier alternatives. That is why products that convince with reduced sugar, salt and fat contents, but which nevertheless offer maximum taste, are convincing in 2025. For example, the new product database contains sugar-free biscuits, low-



ISM  
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calorie wafer-thin snacks and products made from the konjac root.

Page  
2/3

#### **Functional snacks: More than just a snack**

The boundaries between food and the promotion of health are increasingly becoming blurred. Probiotic sweets, bars, biscuits and even popcorn that are rich in protein as well as products like lollies with vitamin D3 and bee pollen in chocolate, which are considered to be a source of vitamins and minerals.

#### **Snacks on the go: Nibbles en route**

Practical, delicious and always ready to hand - to-go snacks remain to be one of the main trends of ISM 2025. Portionable energy balls, resealable nut mixtures, bars or espresso bites offer a fast source of energy for active consumers.

#### **Aromas and textures: A play of the senses**

ISM 2025 is demonstrating that the enjoyment of sweets and snacks is far more than simply a taste experience - it is becoming a true sensory adventure. The combination between creamy and crunchy textures offers exciting moments of snacking enjoyment, such as for instance pretzels coated in chocolate or innovative balls that are filled with tempting mulled wine. The exhibitors of ISM also perfectly master the play with unexpected taste combinations and intense sourness. Intensively sour fruit gum products made from potato starch that open up new taste horizons, are particularly worth highlighting. Freeze-dried products like fruits, which impress with their intense aromas and crunchy textures, are also gaining significance. A particularly fascinating trend is "swicy" - the exciting fusion between sweet and spicy that provides extraordinary taste experiences.

ISM 2025 is proving that the world of sweets and snacks is more diversified and more exciting than ever. The ISM team is looking forward to presenting the future of snacking enjoyment to the trade visitors, distributors and the media!

[Click here](#) for the new products database.

#### **Koelnmesse - worldwide trade fairs for the food industry and food production:**

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM, and ProSweets Cologne, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production. 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 02.02. -

05.02.2025

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok

Page

3/3

05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage  
Sector, São Paulo 08.04. - 10.04.2025

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