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#ISM #ISMFamilY #sweetweekcologne

ISM 2026: The success story continues

Early bird figures clearly exceed previous year +++ More than 10% growth in exhibition space +++ New trend section ISM Functional Sweets celebrates premiere +++ Leading international brands confirm participation

After a successful ISM 2025 with a thoroughly positive feedback from the industry it is clear: The dynamics of the leading global trade fair for sweets and snacks is ongoing. At the end of the early bird phase on 7 March 2025, ISM 2026 had recorded more than 10% growth in the exhibition space compared to the year before.

"Together with the international sweets and snacks industry we are continuing to write the success story of ISM," said Sabine Schommer, Director ISM, emphasising: "The strong early bird result reflects the industry's great trust in ISM."

In spite of challenging market conditions - for example through the volatile prices of raw materials - the companies' interest is unabated. In addition to well-known brands from all over the globe, small and medium-sized companies, newcomers and start-ups, the following world leaders are also among the exhibitors of ISM 2026: Baronie (Belgium), Canel's (Mexico), Colombina (Colombia), Elvan (Turkey), Fini (Spain), Gubor with Riegelein and Rübezahl (Germany), ICAM (Italy), Manner (Austria), Kambly (Switzerland), Katjes (Germany), Kervan (Turkey), Kras (Croatia), Krüger (Germany), Lambertz (Germany), Loacker (Italy), Millenium (Ukraine), Natra (Spain), Ragolds (Germany), Roshen (Ukraine), Sölen (Turkey), Toms (Denmark), Trolli (Germany), Valor (Spain), Vidal (Spain), Want Want China (Taiwan), Wawel (Poland) and WAWI (Germany).

New impulses: ISM Functional Sweets starts in 2026

The new theme section "ISM Functional Sweets" will be a special highlight of the coming ISM. ISM is reacting to current trends such as Health & Wellness, Functional Food and Convenience with this targeted expansion of the trade fair offer. The clearly segregated section offers functional sweets a central stage - from cough sweets with medicinal herbs or chewing gum with collagen, through to products containing vitamins, melatonin or botanic essence. Furthermore, the new section underlines the role of ISM as a trendsetter and driving force - both in the classic food retail trade and beyond.

Innovative formats with global relevance

Formats like the Creator Day, the Sweet Week Talks & Tasting Stage or the new section for functional confectionery - ISM Functional Sweets - show: ISM further develops continually and keeps on setting new impulses. It thus not only remains to be a central marketplace for new products, but also an international meeting point



ISM
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for decision-makers of the sweets and snacks industry - from buyers and chains, to importers, through to distributors from all continents.

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Save the Date: ISM 2026 from 1 to 4 February in Cologne

ISM is entering the next round with a strong tailwind, innovative formats and international relevance - and is inviting guests to Cologne from 1 to 4 February 2026. The new ISM Ingredients format will also be taking place for the first time in 2026, which concentrates on raw materials, ingredients and semi-finished products. Together with the co-located ProSweets Cologne, the international supply fair for the sweets and snacks industry, a unique trade fair alliance arises. This combination between ISM, ISM Ingredients and ProSweets Cologne offers an holistic 360° view of the entire value chain - a unique selling point in the international trade fair environment.

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:

THAIFEX - Anuga Asia - Beyond Food Experience, Bangkok 27.05. - 31.05.2025

Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 20.08. - 22.08.2025

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2025

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