

No. 15 / July 2023, Cologne
#anuga

Anuga 2023: Wide range of products from all over the world at "Anuga Organic"

The focus is on international organic innovations

The coming edition of Anuga from 7 to 11 October 2023 in Cologne provides an overview of the worldwide offer of organic products. A concentrated spectrum of organic products that carry proof of a recognised organic certification commonly found on the marketplace awaits the visitors in the specialised "Anuga Organic" trade show. The theme "organic" has gained additional significance over the past few years due to the consumers' growing awareness for health and the environment.

Due to the Corona pandemic and the trend towards healthy, regional and natural products, the global market for organic food and beverages and the related innovations have experienced an additional boost. The organic categories include all of the F&B product introductions that carry an organic seal. According to the knowledge partner of Anuga, Innova Market Insights, North America, Europe and Asia were the market's largest regions for ecological foodstuffs in the year 2022. The three leading segments are "vegan" with a share of 29 percent, "gluten-free" with a share of 60 percent and "without additives/preservatives" with a share of 47 percent.

Awareness for health and regional demand are driving the global trends

According to Innova Market Insights, the worldwide interest in organic food and beverages experiences an average growth of +4.5 percent annually (CAGR, Jul 2017 - Jun 2022). Europe plays a leading role here, because almost one third of all organic products tracked worldwide are introduced on this continent (Jul 2017 - Jun 2022). France tops the ranking here with a market penetration of 14 percent, followed by Germany with 12 percent. The USA remains to be the leader in the organic products section (CAGR, Jul 2017 - Jun 2022), although they are recording a 5 percent decline in the number of new introductions.

The fast-growing trends in the organic food and beverage section should be particularly highlighted (worldwide, CAGR, Jul 2020 - June 2022*). The demand for plant-based products grew by +31 percent, followed by HFC-free products at +29 percent and halal-certified products at +28 percent. According to the Organic Food Global Market Report 2023 by Research and Markets, the market for organic food is expected to increase up to 437.36 billion Dollars worldwide by 2026 with a CAGR of 14 percent.

Discover a diversified organic offer at the Anuga Organic trade show



Anuga
07.10. - 11.10.2023
www.anuga.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

The Anuga Organic trade show under the Anuga umbrella offers a wide range of organic products from Germany and abroad with a clear focus on export. Comprising of around 200 international exhibitors, a wide variety of sustainable and healthy products are presented. The top exhibitors include companies like Smart Organic from Bulgaria; Daabon, Ecofinia, Followfood, Wechsler and Wholey from Germany; English Tea Shop from Great Britain, Elite Green from India; BioOrto, Lauretana and Sipa from Italy; Grupo PSA from Mexico; Tradin Organic from the Netherlands and SDA Gida Tarim from Turkey.

Page

2/3

In addition there are important group stands from: China, Denmark, Italy, Germany, Turkey, the USA, Austria, Romania, Peru, Latvia, Morocco, Paraguay, Hungary, Greece, Estonia and the Ukraine. They will present the organic trends and innovations of their respective countries and contribute towards the international diversity of the trade fair.

Overall, the market for organic food offers a promising opportunity for companies that specialise in sustainable and healthy products and it is also a lucrative business. In the scope of Anuga Organic, an organic offer that suits the customers and location, regional products and fair trade continue to be the trends and drivers of the industry. Many organic clean label suppliers and non-GMO products are expected at the leading trade fair for the global food industry.

Anuga Organic Supermarket to present its new organic supermarket concept

With a new, modern organic supermarket concept, in 2023 the Organic Supermarket will present the diversity of the entire organic offer in the heart of Anuga Organic. This supermarket in Hall 5.1 that contains organic food and beverages will present a wide-ranging offer comprising of over 1,500 organic products for the food retail trade. The latest organic trends will be on display here. In addition to the supermarket, the programme is rounded off by the Anuga Organic On Stage lecture programme that offers panel discussions and trend lectures on the themes of the organic industry.

Start-ups will be integrated into the concept and will present unconventional ideas and solutions together with established industry players. Since 2023 the offer of start-up companies has been expanded by a publicly advertised pitch, the application phase of which started in the spring. The presentation will occur in October in the scope of the trade fair. This provides start-ups with a platform, where they can exhibit their projects and products and present the added value of their business models to new contacts.

Registration options and detailed information on the Anuga Organic Supermarket can be found [here](#).

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.

Page

3/3

Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 07.09. - 09.09.2023

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

Note for editorial offices:

Anuga photos are available on the Internet at www.anuga.com/imagetdatabase

Press information is available at: www.anuga.com/Pressinformation

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

Anuga in the Social Web:

<https://www.facebook.com/anugacologne>

<https://www.instagram.com/anugacologne/>

<https://www.linkedin.com/company/anugashowcase>

<https://twitter.com/anugacologne>

Your contact:

Peggy Krause

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel.: +49 221 821 2076

E-Mail: p.krause@koelnmesse.de

www.koelnmesse.com