

No. 12 / August 2025, Cologne
#weareanuga #sustainablegrowth

Anuga Organic 2025: Global organic meeting point offers new diversity

**More than 300 exhibitors from more than 20 countries registered
+++ New countries and strong brands expand the portfolio +++
International group stands reinforce the exchange +++ Exciting
trend formats illustrate the future of the organic industry +++
Fresh impetus for the organic trade**

Anuga Organic will once again be the international display window of the organic industry in 2025. With more than 300 exhibitors confirmed, the trade show that forms part of the leading global trade fair, Anuga, is once again fully booked - a clear signal of the increasing importance of the organic market in times of global challenges and growing consumer demands. Even if the hall capacity doesn't allow for any expansion in the amount of exhibition space, the diversity, internationality and innovative strength of the exhibitors continues to grow.

The exhibitors, who have confirmed their participation, include brands such as Dr. Goerg, English Tea Shop, Followfood, Tradin Organic, Werner Lampert and Wholey - the who's who of the organic industry. Strong group stands from China, Denmark, Germany, Estonia, Greece, Italy, Latvia, Austria, Paraguay, Portugal, Ukraine and Hungary have confirmed their participation. Especially remarkable: Egypt, Bolivia, Japan and Uzbekistan are represented with own country stands for the first time, which extends the international spectrum of the trade show and makes the global organic trade visible.

Diversity, innovation and export opportunities

Anuga Organic is presenting a wide-ranging offer of organic products from all over the globe - from regional specialties and fairly-traded goods, through to vegan foods, which are considered to be key growth drivers. The focus lies on sustainability and transparency as well as on forward-looking product innovations.

A special highlight is the Anuga Organic Supermarket special event, which unites a unique selection of certified organic products for the food retail trade from all of the Anuga trade shows. This bundled presentation offers the buyers a simple orientation and supports the trade with its product range development.

The trade show offers an inspiring platform, called Anuga Organic on Stage, that enables an exchange on current organic trends, innovative business models and sustainable supply chains. Keynotes, practical panels, start-up pitches and examples of best practice provide valuable impulses for all those, who want to actively co-shape the organic sector.



Anuga
04.10. - 08.10.2025
www.anuga.com

Your contact:
Jana Oberlies
Tel.
+49 221 821-3468
e-mail
J.Oberlies@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

Global organic markets are growingPage
2/3

According to Anuga's knowledge partner, Innova Market Insights, just under 60% of the new global launches of organic products originate from Western Europe, followed by North America (16%). The fastest growing markets are Eastern Europe (+17%) and Africa (+14%). Baby and toddler food (16% market share), sauces and spices (10%) as well as bakery products (9%) are in particularly high demand.

Globally, 43% of the consumers worldwide stated that the organic label has a high to extremely high influence on their purchasing decisions. The combination between the product claims organic with vegan (43%), gluten-free (35%) and no additives (29%) is especially popular.

This development not only underscores the rising demand for sustainable, health and ethically produced food, but at the same time offers extensive export opportunities for the producers of organic products - a topic that will play a key role at Anuga Organic.

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.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

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

Anuga - The leading trade fair for the global food industry, Cologne 04.10. - 08.10.2025

LogiMAT & LogiFOOD Southeast Asia - The Premier Trade Show for Intralogistics, Process Management and Cold Chain Solutions, Bangkok 15.10. - 17.10.2025

Note for editorial offices:

Anuga photos are available on the Internet at <https://www.anuga.com/press/multimedia/image-database/>.

Press information is available at: <https://www.anuga.com/press/press-releases/press-releases-of-anuga/>.

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>

Page
3/3

Your contact:

Jana Oberlies
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel.: +49 221 821 3468
E-Mail: j.oberlies@koelnmesse.de
www.koelnmesse.com