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Anuga Meat 2025 impresses with its internationality - over 860 exhibitors demonstrate the diversity of the global meat market

Big international companies back on board +++ Strong growth for Eastern Europe +++ Focus on German participations with German Meat +++ Halls 6, 7 and 9 become the centre of the industry's attention

With over 860 exhibitors from all over the globe, Anuga Meat opens its doors in Cologne from 4 to 8 October 2025. As one of the ten trade shows under the Anuga umbrella, it impressively showcases the entire value chain from fresh meat through to sausage products. The "Processed Meat" section is moving from Hall 5.2 to Hall 7 for Anuga 2025, right next to Anuga Drinks, whereas the allocation in Halls 6 and 9 remains the same.

International top exhibitors on board again

Numerous leading companies from the meat industry have confirmed their participation at Anuga 2025 again. Major players in the fresh meat section include JBS Foods (USA), Tyson Foods (USA), BRF SA (Brazil), Wiesenhof (Germany), Langeflügel (Germany), LDC Sable (France), Tönnies Lebensmittel GmbH (Germany), VION Food International (the Netherlands), Westfleisch (Germany) and a renowned newcomer, Danish Crown (Denmark).

Leading companies in the sausage segment such as Salumificio Fratelli Beretta (Italy), Jamones Duriber (Spain), Levoni (Italy), Inalca (Italy), AIA (Italy), Leoncini (Italy), Consorzio del Prosciutto di Parma (Italy), Noel Alimentaria (Spain), Citterio Giuseppe (Italy) and Tarczynski Deutschland (Germany) are also represented.

New momentum through Eastern Europe

The growing presence of Eastern European exhibitors is particularly noticeable. Companies such as Avicarvil (Romania), Animex Foods (Poland), LipCo Foods (Poland), Cucina Lenta (Romania) and Mielewczyk.pro (Poland) have booked large-sized stands over 100 m² - a clear signal for the significance of these markets.

German participation in transition

Under the umbrella of German Meat there is also a German group participation at the trade fair, which above all offers companies a good opportunity to exhibit at the global leading trade fair that cannot afford to exhibit independently at the trade fair.

Global market trends in focus

The global meat and sausage industry is undergoing transition: Consumers are



Anuga
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www.anuga.com

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increasingly demanding **high-quality premium products** that offer transparency regarding origin and animal welfare and which at least fulfil the standards of **Farming Form 3. Clean label** products with fewer additives, natural ingredients and clear nutritional values are gaining significance. Parallel to this, the market for **convenience solutions** such as pre-cooked or ready-to-eat products is growing, whilst **international flavours and new taste combinations** are providing additional variety. The **alternative proteins** section is also experiencing global growth, whereby hybrid products are complementing classic meat products. Despite this innovative drive, **price awareness** remains to be a decisive factor: The consumers are paying more attention to the balance between quality, sustainability and costs.

Anuga Meat - the global stage of the meat industry

With its strong international exhibitor base, Anuga Meat remains to be the leading global business and innovation platform of the meat sector. It offers buyers, producers and trading partners a unique opportunity to get to know the current market developments, new products and sustainable trends as well as initiate business at global level.

Anuga Meat is being staged in Cologne from 4 to 8 October 2025 as part of Anuga. For further information, visit: <https://www.anuga.com/trade-fair/10-trade-shows/anuga-meat/>

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:

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

Cibus Tec Forum - Exhibition & Conference on Food & Beverage Technologies Trends, Parma 28.10. - 29.10.2025

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