

No. 1 / June 2024, Cologne
#weareanuga #sustainablegrowth

Anuga presents its new trade show Anuga Alternatives

Focus lies on alternative proteins and sustainable food +++ Early bird campaign until 30 September 2024 +++ Closely linked to the top theme Sustainable Growth

Anuga, the No. 1 for Food & Beverage Business, is presenting its new trade show Anuga Alternatives. The trade show exclusively concentrates on a wide variety of products from the plant-based protein, insect protein, algae protein, mushroom-based protein and cell-cultivated meat segments. With over 1,400 companies worldwide, including at least 70 in Germany, that offer plant-based alternatives to animal-based products, the new trade show reflects the growing interest and increased variety within the industry. The commitment to alternative proteins ties in closely with the top theme of Anuga, 'Sustainable Growth'.

"Alternative proteins are not a short-lived trend, but indeed the future of food. A healthy and sustainable supply of proteins will become an essential component for the food requirements of an ever increasing number of consumers. The market for alternative proteins is not only being pushed by the demand of the consumers, but equally by trailblazing, technological innovations. The progress made in processing plant-based sources of protein and finding new sources of protein are of central importance here. At the coming edition of Anuga, especially within the scope of Anuga Alternatives, we will examine these developments in detail," explained Jan Philipp Hartmann, Director of Anuga.

In the light of the high global interest in sustainable food solutions, Anuga will offer an extensive programme comprising of webinars, workshops and speaker events that focus on alternative proteins and will examine the latest research results and technological breakthroughs. Professionals from science and business circles and environment protection organisations will share their cognitions about the plant-based, fermented and cell-cultivated protein sources.

In addition to the technical and scientific discussion, Anuga Alternatives also focuses on the social aspects of food production, including themes like ethical procurement, the preservation of biodiversity and the socio-economic effects of changing over to plant-based diets.

Overall market for plant-based food is growing

As such, Anuga is reacting to the rising trend within the trade of extending its line-up of plant-based own brands. This in turn is a reaction to the consumers' growing demand: According to [Innova Market Insights](#), a global market researcher, the market for plant-based meat substitute products in Germany has recorded



Anuga
04.10. - 08.10.2025
www.anuga.com

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

significant growth both in terms of turnover and the number of product launches. Between 2022 and 2023 the market value increased by 7.8%, from a market size of USD 639 million in the year 2022 up to USD 689 million in the year 2023.

Page

2/3

Furthermore, in April 2024, 27% more meat substitute products were introduced onto the market than in the same period of the previous year, which represents a peak in innovation. Own brand companies also recorded positive growth in the category of meat substitute products - 34% of the market launches of meat substitute products in this country are now own brands.

"The figures impressively underline how the increasing consumer orientation towards plant-based products is sustainably changing the food market and opening up new growth potential. Our new trade show, Anuga Alternatives, is the answer to the market's dynamic development towards plant-based food and a decisive trendsetter for the trade and industry. Visitors have the unique opportunity to gain in-depth insights into an aspiring industry, get to know new suppliers and products, inform themselves about the latest trends and keep abreast of the developments of the food industry of tomorrow," stated Bastian Mingers, Vice President Food Trade Fairs, Koelnmesse GmbH.

Anuga Out of Home: Newly organised for even better business initiations

The new trade show Anuga Alternatives goes hand in hand with a relaunch of the hitherto segment Anuga Out of Home. The manufacturers will no longer be bundled under their own segment, but instead integrated into the trade shows that match their respective offer to enable more efficient matchmaking.

For the coming Anuga, which is being staged from 04.-08.10.2025, companies can register under the following link: [Become an exhibitor | Anuga](#). The early bird offer ends on 30.09.2024.

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. 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.

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

The next events:

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá
18.06. - 21.06.2024

Anuga Select India - India's international exhibition on food & beverage trade and retail market, Mumbai 28.08. - 30.08.2024

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 24.09. -

26.09.2024

Page
3/3

Note for editorial offices:

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

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

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>

Your contact:

Jana Hohlfinger

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel.: +49 221 821 3468

E-Mail: j.hohlfinger@koelnmesse.de

www.koelnmesse.com

You are receiving this message as a subscriber to Koelnmesse press releases. If you do not wish to receive our service, please reply to this e-mail with the subject "unsubscribe".