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Anuga Bread & Bakery 2025 convinces with a stable participation - over 400 exhibitors present international diversity and bakery trends

Strong international group participations +++ Market leaders and hidden champions represented +++ Innovations from high-protein bread to premium spreads +++ New accents through new exhibitors

With over **400 exhibitors**, Anuga Bread & Bakery opens its doors in Cologne from 4 to 8 October 2025. The trade fair under the umbrella of Anuga is located in Halls 2.2 and 3.2 and unites the international diversity of bread and bakery products under one roof.

Renowned exhibitors and newcomers

The big names of the bakery and biscuits industry this year include **Harry Brot, Mestemacher, Lambertz, Langnese, D'Arbo, Andros and Biancoforno**. A further, new international player is enriching the trade fair too, namely **Bimbo Donuts** from Spain.

International diversity through group stands

The country participations demonstrate the internationality: **Italy, Spain, Turkey, France and Belgium** are particularly shaping the appearance of the trade fair with diversified group stands. A further novelty: An extended participation by **Spain**, which further raises the international profile of Anuga Bread & Bakery.

Innovations and product highlights

Exhibitors are increasingly focusing on **product innovations in the premium and niche segment**. For example, Mestemacher is presenting "**Our pure organic toast bread**", a winner of the Product of the Year Award 2025 - in bronze. **High-protein breads and spreads** that match the current nutrition and fitness trend are also setting new accents. **Bakery products enriched with protein powder or functional ingredients** also reflect the demand for healthier, innovative recipes. Further new products of the exhibiting companies include among others:

- Ciabatta without yeast - a classic Italian bread that contains neither yeast nor sugar.
- Spelt bread with beetroot - combined with whole grains with vegetables for colour and nutritional value.
- Multigrain baguette with roasted cornmeal - traditional form, reinterpreted with special ingredients.
- Bakery products with added functional benefits - i.e. enriched with fibre, superfoods or heart-healthy ingredients.

Global trends and developments



Anuga
04.10. - 08.10.2025
www.anuga.com

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According to current analyses by **Innova Market Insights** the global bakery product market is characterised by the following developments:

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- **Health & functionality:** Products with protein boost, fibre or less sugar are experiencing strong growth. More and more consumers are looking for bread and snacks that offer functional benefits.
- **Clean label & naturalness:** Fewer additives, organic certifications and clear ingredients lists are decisive for buying decisions.
- **Premiumisation & enjoyment:** In addition to functionality, the enjoyment remains to be a decisive factor - quality craftsmanship, traditional recipes and premium positioning are gaining significance.
- **Sustainability:** Packaging made from recyclable materials as well as raw materials of responsible origin are under focus.
- **Snacking & convenience:** Smaller portions, on-the-go products and biscuits for the road correspond to modern consumer behaviour.

These trends are also reflected in the offerings of the trade fair: from innovative protein bread and refined pastries, through to convenience formats for urban target groups.

Anuga Bread & Bakery as a global stage

With its stable development, high internationality and numerous innovations, Anuga Bread & Bakery remains to be the international platform for the bakery and sweets industry. It brings manufacturers, the trade and food service sector together to discover new trends, establish business relations and actively shape the future of the bakery industry.

Anuga Bread & Bakery is being staged in Cologne from **4 to 8 October 2025** as part of Anuga. Further information: <https://www.anuga.com/trade-fair/10-trade-shows/anuga-bread-bakery/>

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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