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#weareanuga #sustainablegrowth

## Hungry for everything new: The Anuga event programme 2025 combines trends, talks and tastings

**Around 8,000 exhibitors from 110 countries +++ Comprehensive insights into current food trends +++ Organic innovations and classics in modern market design +++ Halal and Kosher Markets with a wide spectrum of products +++ New Anuga HORIZON Stage showcases alternative proteins and regenerative business models +++ Partner country Korea brings culinary highlights to Cologne**

Spread over 290,000 m<sup>2</sup> of space, Anuga is taking place in Cologne from 4 to 8 October 2025 and it is going to be bigger and more diversified than ever - a highlight for the global food and beverage industry. Around 8,000 exhibitors from 110 countries will fill the entire fair grounds. In addition to the diversified product exhibition, a multi-faceted programme with ten trade shows as well as numerous stages, lectures and conferences awaits the trade audience. Anuga thus not only offers extensive insights into the current trends and innovations, but also first-class networking opportunities and an intensive professional exchange at the highest level.

The Anuga Trend Zone on the Boulevard North, in front of Hall 8, is where the heart of the action will be. Here Anuga's knowledge partners, Innova Market Insights B.V. and Euromonitor International Limited, together with selected experts, will present exclusive research results and in-depth analyses that will provide important impulses for the food and beverage sector. This year the focus lies on themes like sustainability, health and wellness, plant-based as well as on the general global food and drink trends. This will be complemented by an overview of the global consumer trends with a view to 2026 as well as the increased significance of plant-based food concepts. Both the opportunities and the challenges of sustainable food systems will be discussed.

### **Anuga Organic Supermarket: Tomorrow's organic market**

The organic section also plays a key role: In the Anuga Organic Supermarket (OSM), a specially designed event area in the style of a modern organic supermarket, the focus is on carefully selected organic products - a successful combination between trusted classics and innovative new developments. The design consciously relies on an authentic, attractive presentation of the products that invites the visitors to explore and spend time browsing. The organic trends of tomorrow are growing in Hall 5.1/Stand F-091, where the trade visitors can gain living insights into the future of sustainable food.

The accompanying format, Anuga Organic On Stage in Passage 4/5, Stand A-070,



Anuga  
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offers a diversified programme comprising of lectures, discussions and networking events that connect the organic industry and provide creative food for thought. Among others, on 6 October 2025 Markant Deutschland GmbH is inviting guests to visit voilà! - the Start-up Arena. Start-ups will pitch their innovations in the Future of Foods & Organic section live to the decision-makers of leading retail companies - including dm-drogerie markt, RTG Retail Trade Group and FOODNEWSGERMANY. With access to over 200 retail partners and 6,800 stores, the event offers an exclusive opportunity for making the breakthrough onto the retail market.

### **Anuga Halal Market and Anuga Kosher Market: Growth markets with new impulses**

The Anuga Halal Market in Passage 2/4 is also one of the trade fair's key focuses. Halal-certified food is a rapidly growing market worldwide - especially in Europe where the demand is experiencing constant growth. The Halal Market presents a diverse spectrum of products, from meat and dairy products, to delicatessen, sweets and snacks, through to beverages, frozen goods and organic produce. Innovative start-ups and specialised providers from the retail and logistics areas round off the offer and provide holistic solutions for this dynamic market.

The growing market for kosher-certified food also boasts a prominent stage at the trade fair. The Anuga Kosher Market is the key point of contact for those who would like to present their kosher products to a qualified and international trade audience. An innovative shelving system simulates product presentation at the point of sale and enables a realistic and authentic product staging. As such, Anuga is also providing optimum framework conditions for this high-growth product group. The Anuga Kosher Market is also located in Passage 2/4.

### **Anuga HORIZON Stage: Innovation and future themes**

Innovation and future themes will become particularly visible on the new Anuga HORIZON Stage in Hall 1. With international top speakers like Edwin Bark (Redefine Meat), Millie Diamond (WGSN) or Marc Oshima (Babylon Micro-Farms), the stage is bringing together leading voices from the fields of plant-based food, food tech and trend research. Alongside renowned brands like LIDL, REWE, Oatly or Rügenwalder, investors and investment partners such as ProVeg, UnternehmerTUM and the Government of the Netherlands are represented. The programme is complemented by extraordinary formats like "Truth or Drink", which offers intimate insights beyond the usual panel discussions, and "Hot Debate", an interactive debate about the most urgent issues of the future of food.

### **Guided Tours by the partner country Korea**

As the partner country of Anuga 2025, Korea is presenting its culinary diversity and innovative power. Exclusive Guided Tours will lead buyers and press representatives through the world of K-food - from traditional specialities through to modern food trends. The participants have the opportunity to sample selected highlights of leading Korean companies and engage in a direct exchange with experts. This will provide a deep insight into the dynamic Korean food market and its manifold opportunities.

The Guided Tours last around 80 minutes and start at the meeting point in Hall 5.2

(in front of Boulevard 061g). It is necessary to pre-register. Further information on registering is available here: <https://www.anuga.com/events/events-on-site/guided-tours>

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### **The event programme at a glance**

With its multi-faceted offer, the diversified theme worlds across the ten trade shows and innovative formats, Anuga 2025 is much more than purely a trade fair. It is a vibrant marketplace for the exchange of knowledge, ideas and experiences. The trade visitors can look forward to inspiring insights, valuable contacts and a wealth of impulses that will support them and drive their day-to-day business routine forward.

An overview of the event programme can be found here: <https://www.anuga.com/events/events-on-site>

### **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

### **Note for editorial offices:**

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

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