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Anuga 2025 presents the top trends and innovations of the global food industry

608 companies from 53 countries took part in the Anuga taste Innovation show +++ Expert jury selects 62 innovations +++ Most products submitted from Italy, Germany, Greece, France and Spain

The international food and beverage industry is meeting up once again in Cologne for Anuga, the world's largest food and beverage trade fair, from 4 to 8 October 2025. Under the top theme "Sustainable Growth" over 8,000 exhibitors from 110 countries will present the innovative strength and diversity of the global food industry in ten trade shows.

A special highlight: The **Anuga taste Innovation Show** - the central showcase for the most important new products. It serves as a **trend barometer and source of inspiration** for the global food business. An international jury comprising of trade journalists, nutrition experts, scientists and market researchers selected **62 outstanding innovations** from over 1,900 submissions, which all impress with their idea, sustainability, market potential and creative implementation. In total, 608 companies from 53 countries took part in the Anuga taste Innovation Show. The most products submitted came from Italy, Germany, Greece, France and Spain.

The trends of Anuga 2025

Together with the knowledge partner Innova Market Insights the key developments that will shape the food of tomorrow were identified:

- **Trend 1: Plant-based diversity beyond substitute products**
From fermented cashew camembert to vegan tuna alternatives, through to innovative egg substitutes - vegetarian food is establishing itself as an independent world of culinary enjoyment.
- **Trend 2: Personalised diets - health and functionality in everyday life**
Functional food has long since become part of everyday life: from probiotic drinks and protein bread to adaptogenic mushroom drinks that reduce stress and promote concentration.
- **Trend 3: Clean label - transparency, regionality and responsibility**
QR codes on packaging enable traceability from the field to the shelf. Upcycling concepts like bread spread made from bakery products from Cologne show how the circular economy works.
- **Trend 4: Enjoyment remains to be the top priority**
Taste and innovation go hand in hand: from French patisserie in frozen quality through to cold brew variations with tonka beans or yuzu.
- **Trend 5: Sustainability as a prerequisite**
Sustainability is no longer an added benefit, it is the standard. The focus is on raw



Anuga
04.10. - 08.10.2025
www.anuga.com

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materials like broad beans, lupin coffee or carob cocoa alternatives.

- Trend 6: Private labels as innovation drivers

Over 3,500 own brands demonstrate how retailers combine quality, sustainability and differentiation - with growing opportunities on international markets.

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The top ten of the Anuga taste Innovation Show 2025

Of the 62 winning products, ten were distinguished as being especially pioneering:

- Kern Tec from Austria with **100% apricot kernel butter**
- airup GmbH from Germany with **air up® Liquid Rainbow Variety Pack**
- AlgMighty from the Netherlands with **AlgMighty Emulsifier & Binder**
- F W Inter Trading CO., Ltd. from Thailand with **Coconut Water Noodle**
- Panfruit Ukraine from the Ukraine with **Crunchy IceCream - Blueberries & Blackberries**
- And Ice P.C. from Greece with **Hotly - Vegan Hot Beverage**
- YÖMilch/DBG Deutsches Biogeschäft GmbH from Germany with **Collagen Yoghurt with Blueberries**
- Meatless B.V. from the Netherlands with **Meatless Hybrid Fish**
- wunderfish GmbH from Germany with **OH-MAMI**
- Neggst Foods GmbH from Germany with **Poached Neggst**

This selection underlines the dynamics of the new trade show **Anuga Alternatives**, the focus of which lies on alternative sources of protein.

Anuga 2025 - a platform for inspiration and exchange

Anuga is more than just a trade fair: It is a **platform, stage and marketplace** for the transformation of the food industry. An inspiring programme comprising of special events like the **Anuga Organic Supermarket**, the **Anuga Halal & Kosher Market** as well as the new **Anuga HORIZON Stage** awaits the visitors.

"Anuga 2025 makes it clear how much innovative spirit, responsibility and global collaboration drives the industry. This is where the trends become visible, future themes tangible and solutions for the challenges of our time are discussed," commented Bastian Mingers, Vice President Trade Fair Management Food & Food Technology of Koelnmesse GmbH.

All award-winning products will be presented in the **Anuga taste Innovation Show on Boulevard North** from Saturday onwards.

Further information and the complete catalogue of the top innovations is available here: <https://www.anuga.com/events/events-on-site/anuga-taste-innovation-show>

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.

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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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