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#weareanuga #sustainablegrowth

Anuga 2025 writes history: Biggest business and innovation platform of the global food industry

More than 145,000 visitors from over 190 countries +++ 3.6 percent increase in visitors +++ Politics, business and research talk about the future of food +++ Interactive formats on the three stages bring new impetus +++ Partner country Korea with culinary highlights and modern food solutions +++ Global Anuga community continues to grow online and offline

The leading global trade fair Anuga broke all previous records with its 2025 edition: Over 8,000 exhibitors from 110 countries exhibited in Cologne from 4 to 8 October - more than ever before. More than 145,000 trade visitors from over 190 nations took advantage of the opportunity to discover innovations, experience trends and establish international business contacts. The trade audience was especially strongly represented from Great Britain, Italy, the Netherlands and Spain. Outside Europe, Brazil, China, Japan, Canada and the USA were among the top nations. With a 94 percent share of foreign exhibitors and 80 percent share of visitors from abroad and with its ten trade shows, Anuga impressively reinforced their position as the undisputed global platform for the F&B industry. The visits of Alois Rainer, the German Minister of Agriculture, Food and Regional Identity, and Miryung Song, Minister of Agriculture, Food and Rural Affairs from the Republic of Korea as well as many international delegations also underlined the high level of political interest in the trade fair.

"Anuga impressively demonstrates the central role it plays for the international food industry: It is a showcase for the success of an entire sector and a key driver of billions in sales. The global food industry is one of the most important growth drivers worldwide. This strength becomes tangible at Anuga, it underscores the innovative power and international significance of the sector," explained Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

Björn Fromm, President of the German Association of the Retail Grocery Trade (BVLH), added: "Anuga has once again presented itself as the leading global trade fair for food and beverages. Particularly in today's era of protectionism and global tension, the trade fair has set a strong signal for international dialogue and trade."

Partner country Korea: "Flavor Meets trends"

The appearance of the **partner country Korea** was a special highlight of this year's trade fair. Around 100 exhibitors presented the culinary diversity and innovative strength of the country - from fermented classics like kimchi and gochujang, through to modern food tech solutions. Guided Tours, tastings and cultural brought Korea's cuisine to life for the trade audience.



Anuga
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Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

"This year's Anuga brought K-food and global food trends together. The result was numerous successful meetings between important buyers and the establishment of new business partnerships. This demonstrates once again why Anuga is the central platform for the global food trade," emphasised Bong Jun Yoo, Director of the Korea Food Industry Association (KFIA).

Trends, talks and tastings: An event programme with added value

Anuga successfully brought politics, business, research and the industry together - which was particularly visible on the new **Anuga HORIZON Stage** International experts such as Edwin Bark (Redefine Meat), Hector Freitas (LIVEKINDLY Collective) and Dr. Giuseppe Scionti (Novameat) provided insights into alternative proteins, sustainability, food tech and vertical farming. Supported by partners such as BALPro, ProVeg, Vegconomist, DLG, Lidl and REWE, the dialogue between politics and business was promoted in a targeted manner. The new trade show **Anuga Alternatives celebrated a successful premiere in the immediate vicinity.**

The **Anuga Trend Zone** was a further highlight. Together with the knowledge partners, Innova Market Insights and Euromonitor International, the Stage provided in-depth analyses on global food & drink trends, sustainability, plant-based food as well as on health & wellness.

The Anuga Organic on Stage focused on organic, plant-based food and sustainability. Among others, the highlights included the Organic Trade Academy's market discussion with the Minister for Agriculture, Alois Rainer, who talked about the EU Goals "30% organic space by 2030", as well as discussions on new regulations for genetic engineering and non-GMO products. Further topics encompassed the future of plant-based food, sustainability strategies and innovative product developments.

High quality of the visitors

The exhibitors particularly praised the high quality of the trade visitors including many decision-makers. Almost all of the top 20 companies from the German food retail sector were present - including Aldi Nord and Süd, the Edeka Group, Lidl, Metro AG and the Rewe Group. Over the course of the trade fair, Anuga achieved double-digit growth in the number of trade visitors from Germany.

Representatives from Aeon Co, Ahold Delhaize, Amazon, Auchan, Carrefour, Costco Wholesale Corporation, Intermarché, JD.com, Lotte Shopping, Tesco, Walmart and the Woolworths Group came from abroad.

#weareAnuga: The brand is growing worldwide

Anuga's strength not only lies in Cologne, but also in its global network. With satellite events in Milan, Brazil, China, India, Japan and Thailand, as well as the latest newcomer, Anuga Select Ibérica in Madrid, the brand is growing continually. Today, the Anuga portfolio comprises ten international formats.

The brand's global presence is also evident on social media: Under the hashtag #weareAnuga the community networks beyond country borders and shares inspiration from all Continents. Anuga 2025 achieved a total reach of over **3 million**

and thus 25 percent more than at the last edition in the year 2023.

Page

3/4

Anuga in figures:

8,015 companies from 110 countries took part in Anuga 2025 on exhibition space covering 300,000 m². The share of foreign exhibitors was 94 percent. More than 145,000 trade visitors (plus 3.6 percent) from over 190 countries attended Anuga 2025, the foreign share was 80 percent.

The next Anuga will take place from 9 to 13 October 2027.

Further statements:

Christoph Minhoff, Chief Executive Director, Federation of the German Food and Drink Industries (BVE): "Anuga 2025 impressively demonstrated how high the international interest in food and beverage from Germany is. Our exhibitors were able to gain important impetus for their international business - a crucial factor in economically challenging times. At the same time, it became clear: The location Germany and "made in Germany" products are innovative, sustainable and competitive."

Ingrid Hartges, Chief Executive Director of the German Association

DEHOGA: "Anuga 2025 has once again set benchmarks. It was once again possible to see, feel and taste an impressive selection of culinary specialities from all over the globe - which is just as essential as the personal encounters. We too were delighted to be able to greet many members, partners and friends at the DEHOGA stand."

Sabine Eichner, Managing Director of the German Frozen Food Association

(dti): "Anuga 2025 showed what the food industry can achieve - and what unites it. The way people from all nations peacefully exchange ideas, make contacts and do business here is a strong sign of peace across all borders. The frozen food industry has contributed to this with a high-calibre international event programme such as the 2nd International Frozen Food Conference."

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:

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
Andina Pack - International Processing and Packaging Exhibition for the Food,
Pharma and Cosmetic Industry, Bogotá 04.11. - 07.11.2025

Page

4/4

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