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Food of the future: Anuga presents the most important trends and focal themes of 2025

Personalised food on the rise +++ Enjoyment meets health awareness +++ Alternative and hybrid solutions under the spotlight +++ Quality, sustainability and exclusivity as success factors +++ Experience the F&B trends at Anuga live

Anuga, the biggest international trading and marketplace of the global F&B industry, presents together with its knowledge partner, Innova Market Insights, the decisive trend and focal themes for 2025. These developments mirror the increased innovative power of the industry and will play a key role at Anuga 2025. Personalised food, sustainability, alternative protein sources as well as the growing influence of private labels are particularly under focus. As the global trendsetter, Anuga sets significant trends and demonstrates concrete business potential with its focal themes.

Personalised food: To suit the people's preferences

The desire for individual food is on the rise. Personalised food means that consumers selectively choose food and beverages that meet their individual preferences and eating habits. Whereby aspects like a balanced diet, a needs-based intake of nutrients and functional food are increasingly coming under focus. According to the Innova Trends Survey 2025 more than one third of the consumers use enriched food and beverages for a targeted intake of nutrients. The market for products that regulate weight is showing particularly strong growth with an annual growth rate (CAGR) of 8% (2022-2024). The USA, India and the United Kingdom are driving this development, whilst Germany is recording the highest growth within Europe.

Sustainability: Environmental awareness characterises the market

The emphasis increasingly lies on sustainable products: Especially plant-based proteins like fava beans are gaining in significance. The market for plant-based food with fava beans is recording 11% annual growth (2022-2024). Germany, the United Kingdom and Finland are the leaders here, whilst Switzerland is recording the highest growth within Europe with +108%. Parallel to this the demand for alternatives for climate-sensitive raw materials like cocoa, coffee or orange juice is increasing. Companies are more and more frequently betting on sustainable substitute products like carob as an alternative to cocoa, lupin coffee instead of conventional coffee or fermented fruit juices as a substitute for orange juice. These innovative solutions contribute towards reducing the burden on the environment and doing justice to the consumers' increased sustainability demands. Already every second consumer worldwide would avoid or reduce a product if they knew it wasn't produced in a sustainable manner.



Anuga
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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)
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Chairwoman of the Supervisory Board:
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Henriette Reker

Headquarters and place of jurisdiction:
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Alternative protein sources: Flexitarianism on the advance

The trend towards alternative protein sources is developing rapidly. Whilst plant-based proteins increased by 5% between 2020 and 2024, the demand for cultivated and microbial proteins rose by 15% in the same period. These are in particularly high demand in the categories Meat Substitutes (43% of the new introductions), Ready-made Meals (13%) as well as Desserts and Ice Cream (11%). Furthermore, a current survey shows that two out of five consumers worldwide are interested in testing hybrid meat products that combine conventional and alternative protein sources.

With the introduction of Anuga Alternatives, in its pioneer role Anuga is leading the way forward in the global food industry. The new trade show will present products made from plant-based protein, insect protein, algae protein, mushroom-based protein and cell-cultivated meat.

Convenience and snacking: Enjoyment without having to do without

Snackification is still a mega trend. Around half of all consumers enjoy at least one snack a day, whereby enjoyment and comfort are the key drivers. Manufacturers are more and more frequently relying on smaller portions and innovative taste developments to satisfy the needs of the consumers for enjoyment and practical food.

Private label: Strong own brands booming

Own brands are above all gaining relevance in Europe and North America. In 2023 just under a third of the consumers stated that they are opting for brand names more often. Europe dominates with 62% of the new introductions in the private label segment, followed by North America and Asia. Brand names are especially strongly represented in the categories Bakery Products (13%), Meat, Fish & Eggs (12%) and Ready-made Meals (12%).

Premium & Gourmet: High-quality, sustainable, exclusive

Premium products not only convince with their exclusivity, but also with their sustainability and quality. Consumers increasingly expect ethically correct and healthy products. The share of premium launches among Hot Beverages (11%), Sauces & Spices (10%) as well as Snacks (9%) is particularly high.

Anuga Fine Food is the biggest trade show within Anuga and it underlines how the industry is developing and which trends are shaping the future. It is an important platform for delicatessen manufacturers and their customers from the food retail trade and food service sectors, presenting the latest innovations in the sections delicatessen, gourmet food, superfoods and more.

Gut & Digestive Health: Health begins in the intestines

More than half of the consumers are interested in food and beverages that are rich in fibre. Between 2022 and 2024 the market for fibre with digestive benefits increased by 3% annually, whereby the USA, the United Kingdom and China are the top markets. Food Supplements (47% of the new introductions) as well as Products for Babies & Toddlers (26%) are particularly well-represented.

Halal: Growing market with high innovative power

The demand for halal products is increasing worldwide. Over the past five years the segment has recorded an annual growth rate of 8%. The halal segment is proving particularly dynamic in the sections Bakery Products (15%), Sauces & Spices (13%) and Snacks (11%).

Anuga Fine Food picks up on this theme and presents a host of halal-certified products. It offers a platform for manufacturers that are reacting to the growing demand and who are presenting innovative solutions in this section.

Clean Label: Transparency as a buying criterion

Consumers are increasingly opting for products without artificial additives. Particularly high clean label shares are found in the categories Sauces & Spices (13%), Bakery Products (10%) and Snacks (9%).

Anuga 2025: Innovation driver of the global F&B industry

As an international trading and marketplace of the global F&B industry, Anuga 2025 offers a unique platform for the most important developments of the food industry. Companies can gain valuable insights into forward-looking trends and experience the latest innovations live.

Further information on Anuga 2025 and the trend themes can be found at: [Discover the Anuga Food Trends | Anuga](#)

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 Select Japan - WHERE TRADE AND TRENDS ARISE, Tokyo 15.04. - 17.04.2025
ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokyo 15.04. - 17.04.2025
Anuga Select China - The leading food & beverage exhibition for Southern China, Shenzhen 24.04. - 26.04.2025

Note for editorial offices:

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

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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