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This is how international the future tastes: Anuga Drinks and Anuga Hot Beverages 2025 with clear growth dynamics and global reach headline

Traditional breweries like Krombacher International celebrating comeback +++ Brand presence at record level +++ High level of internationality +++ Strong impulses for global beverage trends +++ Beauty drinks, organic coffee, plant-based diversity & more

The trade shows, Anuga Drinks and Anuga Hot Beverages, are presenting themselves in top form at this year's Anuga from 4 to 8 October 2025: Both segments are recording continual growth, high international participation and are setting strong impulses in the section of sustainable, healthy and innovative beverage concepts. With just under 530 exhibitors participating in Anuga Drinks and over 140 exhibitors in Anuga Hot Beverages, both segments are recording a strong participation and there are also numerous innovative and young companies in the Start-up Area. Particularly gratifying: In some sections the demand already exceeds the available amount of space - there are many interested parties on the waiting list.

Anuga Drinks: More than just a thirst quencher

Anuga Drinks is a good example for the transformation of the global beverage industry. Its spectrum ranges from refreshments that are rich in vitamins and minerals, to high-fibre hydration solutions, through to creative alcohol-free alternatives. All of these developments react to an increasing need for holistic well-being - a trend that the data of Anuga's knowledge partner, Innova Market Insights, confirms. In this way, the global market for soft drinks and sports drinks recorded an annual average growth rate of 22% between 2021 and 2023. Beverages that combine hydration with "beauty benefits" have registered particularly strong growth, for example with added skin care ingredients - this segment achieves a CAGR of 109%.

The transformation is also noticeable in the product range: Functional ingredients like vitamins, minerals and fibre are becoming an integral part of many new beverage products. Drinks rich in vitamin are displaying around 10% growth annually, high-fibre products about 18%. This is enhanced by limited editions and brand cooperations that have generated an increasing amount of attention over the past five years with a CAGR of 17% - especially in the iced tea segment that grows by 44% annually. Consumer behaviour is also changing: 37% of the consumers worldwide are consciously reducing their alcohol consumption. The demand for alcohol-free cocktails and aromatised mixed drinks is correspondingly high - with a 26% CAGR between 2019 and 2023.

In addition to numerous international beverage companies, also traditional breweries like Krombacher International and the Carlsberg Brewery are among the



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www.anuga.com

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exhibitors again in 2025 - a clear signal for the return of this important segment to Anuga Drinks: "We are delighted that Krombacher International is represented at Anuga this year. In our opinion, Anuga is an ideal platform for presenting ourselves as Germany's no. 1 beer brand also to people outside of Germany. With an attention-grabbing appearance, we intend to give the visitors of Anuga a close insight into our famous brand and our great variety of products," explained Dirk Nuber, Head of Marketing, Krombacher International.

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Further famous participants include among others Uludag Icecek, Medibel, Prodalim, Gat Foods, Riha WeserGold, Klaus Böcker, Hermann Pfanner, Orana, San Miguel and Gan Shmuel. Over 25 countries are represented on-site with group stands - including Turkey, Korea, Belgium, Argentina, Brazil, Poland, China, France, the USA, Great Britain, Austria, Thailand, Taiwan, Estonia, Lithuania, Latvia, Georgia, Greece, Azerbaijan, Bulgaria, Italy, Hungary, Cyprus, Mexico and Portugal.

Anuga Hot Beverages: Taste, diversity and global impulses

Anuga Hot Beverages is also positioning itself as a display window for quality, taste and sustainability in the hot beverage section. Tastings, special presentations and networking offers provide scope for an exchange and inspiration. The trade show is profiting from growing global interest: Between 2019 and 2023 the average annual growth rate on the hot beverages market was 3%. There is particularly high innovative power in Asia, which accounts for 30% of all new launches worldwide. Followed by Western Europe with 28%, Africa and the Middle East with growths of 16% and 7%, respectively. In Asia, China, India and Japan are recording double-digit growth rates (18%, 10% and 4%).

Tea remains to be the leading category regarding new launches (46%), whereby coffee is catching up and is growing by an annual rate of 4% - much more dynamically than tea (1%). Alternative categories like malt and other hot beverages are also expanding, with a growth rate of 7%. Hot beverages are increasingly used for a conscious time-out: 28% of the respondents worldwide state that they implement coffee, tea or hot chocolate specifically for enjoyment purposes. Natural ingredients are gaining significance here: "Made from real ingredients/natural is the most important buying incentive at 28% for tea and 25% for coffee. "Organic" is the most frequently used health claim (16%), whilst "plant-based" hot beverages is the fastest growing category with an annual growth rate of 48%.

The diversity of the companies represented speaks for itself: CAFEA, Taylors of Harrogate, Dilmah Ceylon Tea, Ultramar Caffé, Capital Resources, Bianchi Coffee, Devolli Corporation and Food Empire Holdings are among the most famous names. The priority also lies on diversity for the group stands: Group stands from China, Turkey, Argentina, Greece, Poland, Sri Lanka, Kenya, Italy, Great Britain, Portugal and Taiwan underline the internationality.

Dynamic duo with a clear focus

With this clear thematic alignment, high level of innovation and a strong global presence, in 2025 Anuga Drinks and Anuga Hot Beverages are positioning themselves as pacesetters for the industry. Embedded in the overall concept of Anuga with ten trade shows under one roof, they offer a central platform for orientation, business

and shaping the future.

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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 India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 20.08. - 22.08.2025

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2025

Anuga - The leading trade fair for the global food industry, Cologne 04.10. - 08.10.2025

Note for editorial offices:

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