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Starting signal for Anuga Alternatives: Anuga's new trade show attracts global exhibitors

Renowned brands like Beyond Meat and Oatley are banking on Anuga Alternatives +++ Manifold innovations from plant-based, algae-based, cultivated or microbial-based protein products +++ Specialised programme on the Anuga HORIZON Stage to highlight trends and technologies +++ Market analyses confirm dynamic growth of new sources of protein

Anuga, the biggest international trading and marketplace of the global F&B industry, is expanding its portfolio this year to include a forward-looking concept: For the first time from 4 to 8 October 2025, with the launch of Anuga Alternatives it is focusing on an independent trade show that is exclusively dedicated to products comprising of alternative proteins. The key question is how the global supply of protein can be ensured long-term in a health-friendly and technologically feasible way - totally in line with the top theme "Sustainable Growth". The premiere is already arousing plenty of international interest: Around 90 exhibitors from all over the globe, including numerous group stands have already confirmed their participation. More than 1,300 exhibitors throughout Anuga will present plant-based product solutions spread across all ten trade shows, which is clear evidence of the market penetration of alternative forms of diet. The new format will be enhanced by a specialised programme on the Anuga HORIZON Stage (Hall 1), which will examine the current developments in the areas of research and technology of alternative proteins.

Strong interest in the premiere

The premiere of Anuga Alternatives is already recording strong global demand: Around 90 exhibitors have already confirmed their participation. Especially pleasing: Many international group stands from the Netherlands, Denmark, Slovenia, Turkey and Luxembourg have registered to participate and are thus underlining the global relevance of the topic.

Two of the most well-known international brands are exhibiting at the new trade show: Beyond Meat EU B.V. and Oatly Deutschland GmbH. Beyond this, among others The New Originals Company GmbH is also represented with its brand "Omami" as well as Tofutown Lüneburger Heide GmbH - companies that have successfully positioned themselves in the vegetarian food segment for years.

Furthermore, a closer look at the overall picture reveals that over 1,300 exhibitors spread across the whole of Anuga are presenting plant-based product solutions - a clear indication of how firmly the theme alternative proteins is already established in the international food industry. This broad presence underlines the strategic



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importance and topicality of the new trade show for the global F&B market.

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Manifold plant, microbial and mycelium-based innovations

The spectrum of product solutions exhibited ranges from plant-based classics, through to high-tech microbial or mushroom-based innovations. For example, Pacifico Biolabs GmbH from Germany is presenting a meat alternative called "Viando chicken" made from mycelium, which according to the company offers the same sensory experience, nutritional value and functionality as conventional chicken. SunflowerFamily GmbH is launching "Sunflower Mince", an organic certified meat alternative based on sunflower protein. The Danish company, Jens Møller Products ApS, is presenting among other things algae-based vegan caviar ("Cavi-Art") and vegan shrimps ("Zhrimps"). Neggst Foods GmbH is also on board with the "Neggst Patty", a burger alternative based on a vegetarian egg substitute. A special highlight is awaited from Oatly Deutschland GmbH, which has announced it will be launching a new product during Anuga.

Stage for future themes: The Anuga HORIZON Stage

The new Anuga HORIZON Stage in Hall 1 bundles the future themes of the food industry in a curated programme comprising of keynotes, panels and interactive formats. Developments along the entire value chain - from research to market launch - will be under focus here. Under the main theme topics "AI & Deep Tech", "Health & Functional Food" and "Circularity & Regeneration", the experts will demonstrate how food, technology and sustainability can be rethought. Whereby the stage isn't purely a knowledge platform, it is also a meeting point for visionaries and enhances the classic trade fair experience with new perspectives.

Alternative proteins - growth driver of the food industry

The international participation of exhibitors, the variety of marketable applications as well as the practical knowledge input on the Anuga HORIZON Stage underline the fact: Alternative proteins are certainly no longer a future theme - they are firmly established on the market. Numerous market analyses confirm this development, including the studies of [Innova Market Insights](#).

The number of new products containing insect-based proteins grew by an average of 114% per year (CAGR) over the past five years. With an annual growth rate of +10%, microbial cultivated proteins are also recording significant growth. Nutritional yeast protein-based products are experiencing particularly dynamic growth (+60%) as well as non-animal-based whey protein (+24%), which is above all increasingly implemented in dairy and bakery products.

Algae-based products are growing at a yearly rate of +17%. Especially kelp, red algae and kelp extracts stand out here, which are attaining growth rates (CAGR) of up to +32%. In particular, the consumers' global interest in proteins arising from algae, insects, cultivated sources, nuts, oats and soy is growing - a development that sustainably underscores the significance of alternative proteins on the food market.

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>

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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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