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ProSweets Cologne 2026: Global supplier expertise for a strong sweets and snacks industry

International trade fair impresses with its high international reach and strong focus on the future +++ Compact trade fair format meets content-related depth and an intensive exchange +++ Highly topical themes like AI, digitalisation and sustainable packaging solutions shape the offerings and the programme +++ Successful interlinking with the new ISM Ingredients

Before sweets and snacks are ready for the market, key decisions are taken - regarding recipes, production processes, packaging solutions and efficiency. This was precisely what ProSweets Cologne from 1 to 4 February 2026 in Cologne concentrated on. As the only trade fair worldwide with a clear focus on the supply industry for sweets and snacks, together with ISM and the newly-established ISM Ingredients, it gathered together around 1,800 exhibitors and 32,500 trade visitors. Together the three events covered the entire value chain of the sweets and snacks industry - from raw materials and ingredients, to packaging and production through to the marketable product. At the same time, the foundation for the further development of the trade fair portfolio was laid: As of 2027, ProSweets Cologne will become part of the joint umbrella brand ISM, under the new name ISM Manufacturing.

"The strength of this year's ProSweets Cologne lay primarily in its clear focus and the excellent quality of the visitors. The compact structure, high level of internationality and the immediate proximity to ISM and ISM Ingredients enabled efficient discussions, short routes and concrete business deals along the entire value chain. At the same time, diverse networking and event formats created a tangible experience and turned the trade fair into a vibrant meeting point for the industry," emphasised Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

"ProSweets Cologne demonstrated impressively what innovation potential arises when trade fairs are intelligently interlinked. The close collaboration with ISM and ISM Ingredients creates a unique platform that promotes the professional exchange and provides the industry with a further innovation boost," stated Carola K. Herbst, Deputy Managing Director, DLG Competence Centre for Agriculture & Food.

Complete spectrum of offers of the supplier industry

In its regular cycle, ProSweets Cologne 2026 presented itself as a compact and focused trade fair format. The entire spectrum of offers of the international supplier industry was showcased in four clearly defined theme worlds - World of Packaging Materials, World of Packaging Technology, World of Production Technology as well as World of Operating Equipment & Auxiliary Devices. The clear structure



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ensured an efficient visitor guidance, facilitated the orientation and supported targeted business development along the entire value chain.

ProSweets Cologne 2026 made a bold statement with the strong presence of leading machinery and plant manufacturers, who were represented with large stand areas. Companies like VEMAG Maschinenbau GmbH, Maschinenfabrik Seydelmann KG, LIVE-TECH s.r.l., Wolf Spezialmaschinen GmbH, SELMI Chocolate Machinery Srl, Rovema GmbH, Kremers Verpackungsmaschinen GmbH & Co. KG and ULMA Packaging presented innovative solutions for the high-performance, efficient and future-oriented production and packaging of sweets and snacks.

International orientation and global supply chains under focus

With a 69 percent share of foreign exhibitors, ProSweets Cologne 2026 underlined its international focus. The countries with the highest participations included Germany, Turkey, Italy and the Netherlands. Beyond this, group stands from China and Italy were represented. The high level of internationality reflected both the global orientation of the sweets and snacks industry as well as the growing significance of international supply chains and technological partnerships.

Future themes characterised the offerings and content

In terms of contents, ProSweets Cologne 2026 clearly placed the focus on the key challenges facing the industry. Artificial intelligence, digitalisation, sustainable packaging solutions, increasing production efficiency as well as regulatory requirements - including the EU Packaging Regulation PPWR - were the centre of attention of the offerings and the accompanying events.

With a clearly focused event programme, ProSweets Cologne, ISM Ingredients and ISM set content-related highlights. The Expert Stage once again served as the central knowledge hub for examples of best practice in everyday industrial life. The programme was enhanced by the Talks & Tasting Stage. This interactive stage combined lectures with product tastings, live podcasts and creator formats, fostering a lively exchange between the industry, start-ups and industry experts.

Promoting young talent, knowledge transfer and networking

A further programme highlight was the DLG Careers Day on 1 February 2026, which specifically addressed students and young professionals. Young professionals took advantage of this opportunity to engage in a direct exchange with leading companies of the supplier industry and learn about career paths, qualifications and entry opportunities.

Practical packaging workshops in cooperation with pacoon on themes like packaging, AI and PPWR, as well as thematic guided tours and interactive formats rounded off the specialised programme. The ProSweets Cologne Party in Hall 10.1 on 2 February 2026 once again offered the opportunity for an intensive, personal exchange and brought the second day of the trade fair to a pleasant close in a relaxed atmosphere.

Strong support from the industry

ProSweets Cologne 2026 was accompanied and supported by key industry

associations, including the Federal Association of the German Sweets Industry (BDSI), Sweets Global Network e.V., the German Agricultural Society (DLG e.V.) and the Central College of the German Sweets Industry e.V. (ZDS). Together they underscored the significance of the trade fair as an international platform for innovation, knowledge transfer and networking.

The trade fair trio in figures

1,790 exhibiting companies from 75 countries participated in ISM, ISM Ingredients and ProSweets Cologne 2026. Foreign exhibitors accounted for 85 percent of the total. In total, around 32,500 trade visitors from 140 countries attended the trade fairs, the foreign share was 71 percent.

As of 2027: ProSweets Cologne will be renamed ISM Manufacturing

From 2027 onwards, ISM will, for the first time, unite all sections of the international sweets and snacks industry under a joint umbrella brand. With ISM, ISM Ingredients and ISM Manufacturing, a seamless, clearly structured and inspiring trade fair experience will be created - from the ingredients and the production through to the finished product. In this way, the industry's entire value chain will be united under one strong brand, which will significantly enhance the experience for the exhibitors and visitors.

The first edition of ISM Manufacturing is scheduled to take place from 31 January to 3 February 2027.

Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

Further information: <https://www.prosweets.com/fair/industry-sectors>

The next events:

THAIFEX - HOREC Asia - Southeast Asia's leading Hospitality & Food Service Trade Show, Bangkok 11.03. - 13.03.2026

Anuga Select Brazil - The Energy of Brazil, the Power of the Global Market, São Paulo 07.04. - 09.04.2026

Anuga Select Japan - WHERE TRADE AND TRENDS ARISE, Tokyo 15.04. - 17.04.2026

Note for editorial offices:

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