



TASTE THE FUTURE
COLOGNE, 09. - 13.10.2021



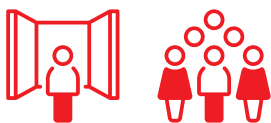
**FIGURES.
DATA.
FACTS**



**ANUGA
CHILLED & FRESH FOOD**



Anuga - the trade fair



Exhibitors and visitors 2019

Exhibitors	7,972	+8%*
Visitors	169,653	+3%*

* compared to the previous event

Business Networking



Matchmaking365

Numerous new contacts and business potential.
Raise your networking up to a new level, efficiently,
free of charge and 365 days a year.

Event - Highlights

ANUGA *taste* 
INNOVATION SHOW

845 companies with over 2,250 new ideas submitted entries for the Anuga taste Innovation Show special event.

64 products were commended in the leading food and drink industry innovation show, with the ten top innovations being named for the first time. 35,000 visitors were recorded in the display area.

ANUGA CHILLED & FRESH FOOD 2019: FIGURES. DATA. FACTS

Exhibitors



148

Exhibitors Anuga Chilled & Fresh Food in total



86%

International exhibitors Anuga Chilled & Fresh Food



14%

National exhibitors Anuga Chilled & Fresh Food

Origin of the exhibitors

Europe (excl. GER)	83
Asia	31
Germany	21
America	13

Top countries of origin of exhibitors (excl. GER)

1 Korea	6 Poland
2 Belgium	7 Greece
3 Italy	8 Ecuador
4 Latvia	9 The Netherlands
5 China	10 Guatemala

Visitors



47,600

Visitors Anuga Chilled & Fresh Food in total



61%

International visitors Anuga Chilled & Fresh Food



39%

National visitors Anuga Chilled & Fresh Food

Origin of the visitors

Germany	18,515
Europe (excl. GER)	16,258
Asia	5,759
America	4,537
Africa	1,571
Australia	960

Top countries of origin of visitors (excl. GER)

1 The Netherlands	6 Austria
2 France	7 Brazil
3 Italy	8 USA
4 China	9 Poland
5 Belgium	10 Spain

68%

of exhibitors are (very) satisfied with the quality of visitors.

88%

of the visitors of Anuga Chilled & Fresh Food are (very) satisfied with the exhibition offerings of the trade fair.

85%

of the exhibitors of Anuga Chilled & Fresh Food are planning to exhibit at the next edition of Anuga in 2021.

Anuga Chilled & Fresh Food is the leading export platform with 148 exhibitors from 38 countries

Area of responsibility (extract)

Business, company, factory managers	27.2%
Sales, distribution	16.1%
Purchasing, procurement	12.3%
Manufacturing, production, quality control	7.3%
Research and Development	7.0%
Marketing, advertising, PR	6.8%
Finance and administration	1.5%
Other departments	21.8%

Overall, 81%

of the visitors of Anuga Chilled & Fresh Food are (very) satisfied with the degree to which their fair objectives are achieved.

Selected top visitors Anuga 2019

Accor Hotels, Aeon, Albert Heijn, Amazon, Burger King, Carrefour, Chefs Culinar, Coop, Costco, Edeka, Ikea, Intercontinental Hotels & Resorts, jet, Joybuy, Jumbo Supermarkten, Kroger, L'Osteria, LSG-Sky Chefs, Maritim Hotels, McDonald's, Mercadona, Metro, Migros, Rewe digital, Rewe Group, Sainsbury's, Sam's Club, Schwarz Gruppe, Sobey's, SPC, Starbucks Coffee, Steigenberger Hotels and Resorts, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano, Walmart, Yorma's

Business sectors

Wholesale and retail trade	33.6%
Food service/out-of-home market	22.4%
Industry	14.3%
Import /Export	12.7%
Service providers	8.6%
Others	8.4%