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Empowering Readers: Our Most Precious Asset

Gastronomy

Anuga: Trendsetter in food and beverage business



Come October F&B professionals and technocrats across the globe will converge in Cologne, Germany to visit Anuga, the world's largest trade fair for food and beverages feels **Chandragupta Amritkar**

Anuga, a bi-annual (meaning it happens every two years), has been a trendsetter in food and beverage business for years. In 2023 Anuga there were 7,900 exhibitors from 118 countries attracting 1,40,000 global visitors. Held in Cologne, Germany, Anuga showcases latest product innovations, prospective topics, sustainable products, snackification and food trends. The impressive trade fair concept of Anuga allows exhibitors and trade visitors to experience the diversity of the food and beverage industry in 10 trade shows under one roof. In every specialist segment, each food trade fair is unique and presents products and services related to the respective segment.

Important trends and focal themes of 2025

Anuga 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: 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 UK 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.

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%).

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.

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.

Anuga 2025 is scheduled in Cologne, Germany from Oct 04 - 08

10 trade shows under one roof

1. Anuga Alternatives - 'Sustainable Growth'.
2. Anuga Bread & Bakery - Bread, baked goods and spreads
3. Anuga Chilled & Fresh Food - fish, fruit and vegetables
4. Anuga Dairy - Dairy products
5. Anuga Drinks - Drinks
6. Anuga Fine Food - Gourmet and delicatessen products and general provisions
7. Anuga Frozen Food - Frozen food and ice cream products
8. Anuga Hot Beverages - Tea, coffee and hot chocolate
9. Anuga Meat - Meat, sausage, game and poultry
10. Anuga Organic - Organic products