



TASTE THE FUTURE
COLOGNE,
05.–09.10.2019

Anuga Organic
Everything at a glance.

ANUGA
ORGANIC MARKET 

 103 companies participated
in the product show

Over 1,500 organic products

Over 180 vegan organic products

Origin of the exhibitors from abroad



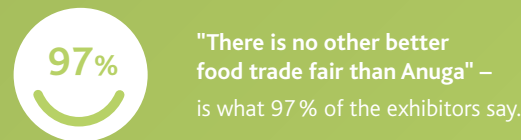
EXHIBITORS*

Origin of the exhibitors



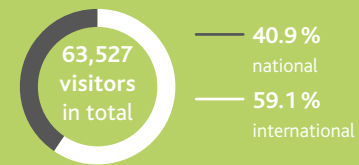
Top countries of origin of the exhibitors (excl. Germany)

- 1 China
- 2 Italy
- 3 Denmark
- 4 USA
- 5 The Netherlands
- 6 Austria
- 7 Latvia
- 8 Poland
- 9 Spain
- 10 Turkey



VISITORS

Origin of the visitors



Origin of the visitors from abroad 

Europe (excl. Germany)	21,842
America	7,002
Asia	6,127
Africa	1,865
Australia	1,180



Influence on procurement/purchasing decisions

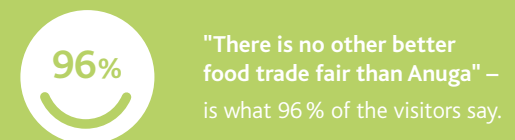
Key responsibility	35.4 %
Co-responsibility	28.3 %
Advisory/influential	17.2 %
Not involved	8.3 %
Others	10.7 %

Economic branches



Area of responsibility (single response)

Business, company, factory managers	29.0 %
Purchasing, procurement	13.0 %
Production and Maintenance	5.8 %
Research and Development	8.7 %
Sales, Marketing, PR	23.2 %
Logistics, warehouse, IT	0.9 %
Finances, Administration	1.7 %
Other trade visitors	17.6 %



Top countries of origin of the visitors (excl. Germany)

- | | |
|-------------------|-----------------|
| 1 The Netherlands | 6 Canada |
| 2 France | 7 India |
| 3 USA | 8 Belgium |
| 4 Italy | 9 Great Britain |
| 5 Spain | 10 Austria |