COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA DAIRY 2027

DAIRY PRODUCTS AND ALTERNATIVES UNDER FOCUS

Traditional dairy products, plant-based alternatives and innovative dairy technologies - Anuga Dairy reflects an industry that is reinventing itself. For the manufacturers of milk and dairy products, it serves as an indispensable international platform.

THE WORLD OF FOOD. A MARKETPLACE!

8,266
exhibitors
from 110 countries

94%
international

91%
of exhibitors would recommend the event

145,000
visitors
from 190 countries

71%
international

98%
of visitors would recommend the event

ANUGA DAIRY – MEET THE WORLD OF DAIRY PRODUCTS

443
exhibitors
from 110 countries

54,103
visitors
to Anuga Dairy

37.7%
of total visitors

WHY ANUGA?

Five days. 190 countries. The entire world of food meets under one roof. Exhibiting at Anuga sends a clear signal: We play in the top league. 93% of the exhibitors confirm: There is no other more important industry event worldwide. Decision-makers from Walmart, Tesco, Amazon, Carrefour, Costco, JD.com and major German chain stores and discounters were present in 2025. One single trade fair appearance. Global impact.

WHY ANUGA DAIRY IN PARTICULAR?

No other format brings dairy manufacturers, the international importers and retail buyers of dairy products together in such a targeted manner. 145,000 trade visitors, 190 countries, one event - Anuga Dairy is the most direct route to the decisions-makers, who want to add new products to their product range.

88% of visitors plan to return to Anuga 2027

WHAT EXACTLY WILL YOU GAIN?

- **Global visibility**
  Reaching decision-makers from 190 countries – in just five days.
- **All sales channels in one place**
  Meet buyers from the retail trade, restaurants, food service and e-commerce. Your brand - everywhere that food is consumed.
- **Real decision-makers**
  From Aldi to Amazon, from Carrefour to Walmart - this is where products are listed, deals are negotiated and decisions reached.
- **Global market access**
  Tap into new markets - without taking any detours.



'Beemster Cheese is represented at trade fairs worldwide. [...] The unique concentration of global decision-makers at Anuga enables us to explore concrete business opportunities and build long-term partnerships.'

Gijs Dankers
General Manager Export
Beemster Cheese

PRICE OVERVIEW ANUGA 2027

Secure your booth space at the best price – the earlier you book, the lower the cost.

Booking Period	Price per m²
Early Bird Price	**€358.00**
Regular Price	€380.00
Last Call	€423.00

CONTACT

Phone +49 221 821-2240
anuga@koelnmesse.de
anuga.com

BECOME PART OF ANUGA DAIRY!

koelnmesse