

**thai
anuga**
ASIA

Soaring to New Highs!

THAIFEX – ANUGA ASIA 2025

142,000+ Trade & Public Visitors
THB 135 Billion in Trade Value



THAIFEX - ANUGA ASIA 2025

Concludes on a High Note THAIFEX - ANUGA ASIA 2025, Asia's leading food and beverage trade show, concluded gracefully after a five-day run from 27 - 31 May. The event served as a key hub for manufacturers, entrepreneurs, industry professionals, and international buyers - providing an exceptional platform for trade networking and business development.

Held under the theme **"Beyond Food Experience"** this year's edition offered more than a conventional trade exhibition. It delivered an immersive and forward-looking experience, showcasing the latest innovations, market trends, and global opportunities that extended well beyond the show floor.



SHOW SUMMARY

THAIFEX – ANUGA ASIA 2025

**TOTAL
TRADE VALUE**

135,678.07
million baht

- Trade days: THB 135,450.25 million
 - Immediate order: THB 271.81 million
 - Anticipated value within one year: THB 135,178.44 million
- Public day: THB 227.82 million

EXHIBITORS



3,231 Exhibitors
6,208 Booths from **57** countries

Local
1,184
Exhibitors

International
2,047
Exhibitors

VISITORS



Total **142,370** Visitors

Trade Visitors
88,349

Public Visitors
54,021

- International 20,566
- Local 67,783

Top 5 countries with highest purchasing value



China



Thailand



India



Vietnam



Japan

Top 5 best-selling product categories

- 1** Fine Food
- 2** Food Technology
- 3** Drinks
- 4** Frozen Food
- 5** Fruits & Vegetables

INNOVATION & NEXT:

Delivering a discovery experience for best-in-class products and partnerships. This specialised feature showcased cutting-edge innovations from both Thai and international exhibitors.



QUALITY NETWORKS:

THAIFEX - ANUGA ASIA 2025 successfully catered to the needs of business professionals at all levels in their search for quality partnerships. Leading manufacturers from East Asia, ASEAN, Europe, the U.S.A., Latin America, the Middle East, and Australia gathered to showcase their products and conduct business negotiations.



SPARKING IDEAS:

Delivering new perspectives and valuable knowledge to both entrepreneurs and aspiring business professionals, THAIFEX – ANUGA ASIA 2025 featured a rich line-up of forums, exhibitions, and business consultation services designed to spark ideas and inspire innovation across the food industry.

- **THAIFEX – ANUGA Trend Zone:** A global showcase of F&B trends and insights from all regions around the world.
- **THAIFEX – Anuga *tasteln*Innovation Show:** An exhibition and competition spotlighting breakthrough food innovations, such as plant-based products, superfoods, and sustainability-driven offerings.
- **Future Food Experience⁺:** A knowledge-sharing platform featuring expert talks on emerging topics, paired with a live tasting contest of future-forward food concepts.
- **THAIFEX – Anuga Startup:** Innovative products from next-generation entrepreneurs, offering creative and practical solutions.
- **Exhibitions & Seminars:** A curated selection of showcases highlighting Thai capabilities in halal-certified products, organic food, future food, herbal food products, sustainable packaging and ect.
- **Thailand Ultimate Chef Challenge:** An international culinary competition drawing professional and rising chefs from around the world.



Exhibitor's View



Nima Simon
France Gourmet, France

“ I've been pleasantly surprised by the number of visitors, even from the very first days. The event is large in scale, with participation from many countries. We've made two or three very promising contacts who could potentially become great customers in the near future. ”



Vichien Jentrakulroj
Srifa Frozen Food, Thailand

“ This is one of Asia's leading food & beverage trade shows, especially for Thailand's strengths in food. It draws global businesses looking to explore Thai food innovations and build trade partnerships. Joining the show has increased our brand visibility and helped us connect with new partners, both in Thailand and overseas. ”



Claus Hansen
Hansen & Co A/S, Denmark

“ We've found some of the products we were looking for, and we're planning to explore more. We've also had the chance to meet with some really promising young Thai entrepreneurs, as well as well-established companies. Overall, it's been a great experience and we've come away feeling truly impressed. ”



Thida Shein Win
MDHG Group, Myanmar

“ THAIFEX – ANUGA ASIA is more than just a trade fair - it's truly diverse, with excellent product and brand offerings. We can explore innovative new products and discover emerging trends, so there's a lot to learn. ”

Visitor's View



Get Ready to Discover New Experiences
and Achieve Greater Success at
THAIFEX – ANUGA ASIA 2026
26 - 30 May 2026

IMPACT Muang Thong Thani, Bangkok, Thailand

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