2026 POST SHOW REPORT

thaifex anuga ASIA

BEYOND FOOD EXPERIENCE

26 - 30 MAY 2026

IMPACT
MUANG THONG THANI
BANGKOK, THAILAND
www.thaifex-anuga.asia



PRESS COVERAGE

963 journalists from 542 publications

PR value:	US$ 15,375,823.04
News:	1,453 clippings

DIGITAL AUDIENCE

Facebook Page Visits	**328,975**
Facebook Followers	**41,666**
LinkedIn Followers	7,612
Instagram Followers	6,020

future FOOD EXPERIENCE+

28 talks & panel sessions over 5 days

42 guest speakers, 16 startup presenters

1,312 unique registrants from 64 countries & regions

THAILAND ULTIMATE CHEF CHALLENGE

60 judges from 13 countries & regions

505 contestants from 10 countries & regions

702 entries for 24 categories

THAIFEX-ANUGA START-UP

28 startups from 3 countries & regions

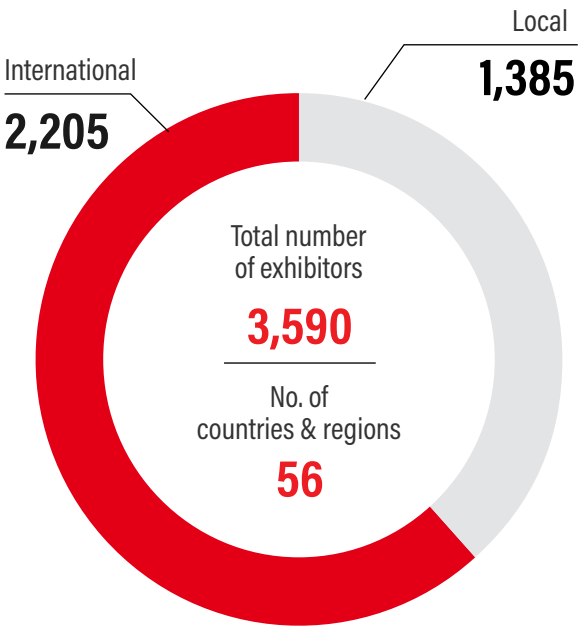
275 investors and buyers from 33 countries & regions registered to meet startups

THAIFEX-ANUGA *taste*INNOVATION SHOW

2,281 product innovation submissions

10 winners and 50 finalists across 9 trade shows + THAIFEX - Anuga Startup

EXHIBITORS



TOP EXHIBITORS' COUNTRIES & REGIONS OF ORIGIN FROM ABROAD:

- China
- Republic of Korea
- Vietnam
- Malaysia
- Japan
- Taiwan
- Italy
- Singapore
- India
- Türkiye

EXHIBITORS LISTED BY TRADE SHOWS

THAIFEX – Anuga Fine Food	2,188
THAIFEX – Anuga Sweets & Confectionery	385
THAIFEX – Anuga Drinks	238
THAIFEX – Anuga Seafood	193
THAIFEX – Anuga Frozen Food	169
THAIFEX – Anuga Food Technology	168
THAIFEX – Anuga Fruits & Vegetables	134
THAIFEX – Anuga Meat	61
THAIFEX – Anuga Rice	54

97% of the Exhibitors
are very satisfied / satisfied with the quality of the visitors

EXHIBITORS LISTED BY TREND TOPICS:

Ready-to-eat	1,492
Halal Food	1,459
Private Labels	1,197
Sustainably Produced or Packaged	570
Clean Label	553
Plant-based Proteins or Foods	523
Organic Products	520
Functional & Free-From Products	450
Superfoods	364
Alternative Meat Proteins	199
Franchise	162





VISITORS



VISITORS' REGION OF ORIGIN FROM ABROAD:

East Asia	7,962
Southeast Asia excl. Indochina	4,401
Europe, USA & Rest of the World	2,793
Indochina	2,320
South Asia	1,454
Middle East	782
Oceania	668

TOP VISITORS' COUNTRIES & REGIONS OF ORIGIN FROM ABROAD:

- China
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Republic of Korea
- Singapore
- Taiwan
- Vietnam

95% of the Visitors
are satisfied

VISITORS LISTED BY INDUSTRY:

Manufacturer/Processor	26,931
Importer/Wholesaler/Distributor	23,246
Café/Restaurant/Catering	21,029
Bakery	18,632
Food Delivery	16.978
Retailer/Department Store/Convenience Store Grocery Store/Supermarket	10,607
Service Provider	8,470
Private Label/ODM/OEM Buyers	7,451
Online Shop/Mail Order	6,592
Hotel & Resort	5,569
Investors	4,679
Others	4,641
Media/Publication	4,373
NGO/Association	1,491

VISITORS LISTED BY AREA OF RESPONSIBILITY:

Management	36.690
Manufacture	24,491
Purchase	22,933
Finance	5,626

ESTIMATED ORDER VALUE

USD 4.01 BILLION*

Including:

USD 6.37 million
Immediate order secured during the show

USD 4.00 billion
Anticipated business within 12 months

*Figures are based on available exhibitor declarations.

TRADE MISSION + HOSTED BUYER PROGRAMME

Total number of trade mission + hosted buyers	No. of countries & regions
2,195	70

East Asia	835
Europe, USA & Rest of the World	542
Southeast Asia excl. Indochina	292
South Asia	185
Indochina	148
Middle East	124
Oceania	69









HEAR FROM EXHIBITORS

"Exhibiting here as a country/provicincial group for more than 10 years given us greater access to Southeast Asia.

This year, the show's bigger international stage has enabled us to cast our net wider to markets we're setting our eyes on such as the Middle East and North America.

Two days in and we are already close to concluding around 350 deals for Japan – this is more than last year's record.

This is why THAIFEX - Anuga Asia continues to be a key calendar moment for us."

Koike Hiroyuki
Director, Agriculture and Food Department,
Japan External Trade Organisation
Japan

"Our debut experience at THAIFEX - Anuga Asia has been extremely positive. We have secured successful leads into the Asia makret with close to 35 concrete meetings and at least 14 signed contracts that have a minimum combined value of USD 980,000.

This show has really delivered in terms of access to quality buyer leads and we're looking forward to building momentum in Asia."

Mazan Alquraish
Head of Exports Empowerment and Qualification Department,
National Centre for Palms and Dates
Saudi Arabia

"We closed a first order of USD 250,000 with one of Thailand's largest retailers on Day 2 of the event. That relationship started at THAIFEX - Anuga Asia 2024 – a small sample, two years of trust-building and rapport, and we finally closed here."

Ahmad Idzwan
Sales Director,
Nims
Malaysia

"We've wrapped with a total of USD 32.9 million in confirmed and prospective sales in our four days here – a true testament to the event's power as a global sourcing and networking platform."

Aprille C. Robles
Project Director,
Philippine Food Processors and Exporters Organization, Inc. (PHILFOODEX)
Philippines

"This year, the Seafood from Norway Pavilion brought together 20 Norwegian exporrters, who collectively held more than 600 buyer meetings across the five-day event. Exhibitors have reported promising business opportunities, in addition to valuable meetings with existing customers, the majority of them are long-standing relatinoships built over a decade here at THAIFEX - Anuga Asia.

Åshild Nakken
Southeast Asia Regional Director,
Norwegian Seafood Council (NSC)
Norway

HEAR FROM BUYERS/VISITORS

"THAIFEX – Anuga Asia makes our job a lot easier because we're meeting the suppliers face to face, having frank conversations of what we require, how we need it packed and explaining in person. It also expedites the buying process because we can see and try the products.

Usually it takes us at least six months to launch a new product, this may be half the time. It's a fantastic opportunity that THAIFEX – Anuga Asia provides."

Shineng Su
Perth Branch Sales & Procurement Director,
Taitung Food Service
Australia

"It's our second time at THAIFEX - Anuga Asia. For us, it's an incredible opportunity to discover what's new in the Asian market, especially in Thailand, that has an incredible mindset in terms on innovation, a lot of new products, new claims, and new concepts that are really relevant for the consumers.

THAIFEX - Anuga Asia is a must-attend show in Asia because it showscases the food industry and also the capacities to innovate and to bring novel products to the market. So, I think it's a great place to catch up with Southeast Asia and Thailand.

Malwine Steinbock
Founder & Strategy Director,
Food Republik
Spain

SAVE THE DATE!

THAIFEX - ANUGA ASIA 2027
25 - 29 MAY 2027