

**32ND INTERNATIONAL EXHIBITION
FOR FOOD, BEVERAGES
AND FOOD RAW MATERIALS**



3-7
February **2025**



**PROD
EXPO**

**Post Show
Report**

18+

Exhibitors

1,835 companies

36
Countries

Afghanistan, Argentina, Armenia, Azerbaijan, Belarus, Belgium, Brazil, Chile, China, Egypt, France, Georgia, India, Iran, Italy, Hungary, Kazakhstan, Kyrgyzstan, Lithuania, Malaysia, Mexico, Nepal, Russia, Serbia, South Africa, South Korea, South Ossetia, Spain, Sri Lanka, Switzerland, Thailand, Turkiye, Turkmenistan, the UAE, Uzbekistan, Vietnam



Exhibitors

1,383

Russian exhibitors



39

Russian regional pavilions

Astrakhan, Chelyabinsk, Kaliningrad, Kaluga, Kirov, Kostroma, Kurgan, Kursk, Leningrad, Murmansk, Nizhniy Novgorod, Novgorod, Ryazan, Saratov, Smolensk, Tambov, Tula, Tver, Ulyanovsk, Vladimir, Volgograd, Vologda, Voronezh, and Yaroslavl Oblasts; Donetsk, Udmurt Republics, Republics of Adygea, Chuvashia, Crimea, Kabardino-Balkaria, Kalmykia, Karelia, Mordovia, North Ossetia–Alania, and Tatarstan; Krasnodar, Primorsky and Stavropol Krajs; Khanty-Mansi – Ugra Autonomous Okrug

Exhibitors

452

Foreign
exhibitors

13

Foreign
national
pavilions



Armenia, Belarus, Brazil, China, Hungary,
Iran, Kyrgyzstan, Serbia, South Korea,
South Ossetia, Sri Lanka, Turkiye, Uzbekistan

Frequency of participation

18%

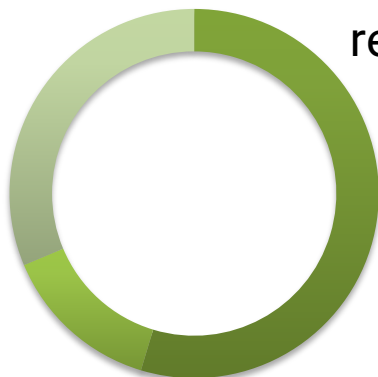
first
time

52%

regular

26%

second/
third time



Participant goals

Sign contracts /
agreements 80%

Diversify markets,
enter new markets and regions 68%

Increase
sales 66%

Promote products /
services 54%

Search
for suppliers 23%

Learn about new products /
market analysis 22%

Carry out
investment projects 11%

High ROI for participants

Exhibitors
met objectives

88%

Exhibitors satisfied
with business leads

92%

Exhibitors would recommend their
partners and peers to participate
in Prodexpo

98%



Visitors

69,349
visitors

112
countries

89
regions
of Russia

Job titles

29.2%
Manager/
specialist

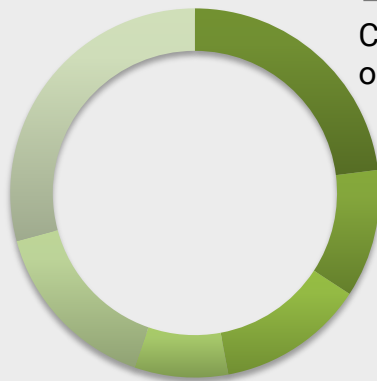
23%
Company
owner

15.5%
Area
manager

11.2%
CEO/
managing director

8.2%
Head of
procurement /
buyer

12.9%
CCO/
head of sales



Visitors

78.6%

of visitors
are decision makers
or main influencers

27,400 +

of visitors
interested in entering
foreign markets

68.4%

of visitors
plan to buy
after the exhibition

Feedback

19,800 +

visitors
were
newcomers



Industry sectors



Wholesale of food/soft drinks	25.6%
Wholesale of alcoholic beverages	4.9%
Production of food/soft drinks	12.9%
Production of alcoholic beverages	2.6%
Chain retail of food/soft drinks	7.7%
Chain retail of alcoholic drinks	2.1%
HoReCa, restaurants, catering	5.4%
Production/distribution of raw materials, ingredients	6.3%
Production/supply of packaging, packaging equipment	4.4%
Non-chain retail of food/soft drinks	3.2%
Non-chain retail of alcoholic drinks	1.2%
Online stores, e-commerce, marketplaces	4.5%
Agriculture industry, agricultural holdings, farms, agricultural cooperatives, storage and processing of agricultural raw materials	7.5%
Services	2.8%
Transport and logistics	2.6%
Production/supply of food processing equipment	1.8%
Corporate purchasers	1.7%
Financial sectors, banks, insurance companies	0.9%
R&D, education/training/retraining	2.5%
State, municipal management	0.6%

High visitor satisfaction figures confirm a strong ROI

86%

of visitors reached their objectives

96%

of visitors are satisfied with the quality of exhibitors

98%

of visitors would recommend their partners and peers to visit Prodexpo



Visitor objectives

Sign contracts / agreements	24.2%
Search for suppliers	14.8%
Search for products/business services	10.3%
Procurements	9.6%
Generate new business contacts	9.5%
Learn about new products / market analysis	8.5%
Search for buyers	7.8%
Business networking	4.6%
Geographic growth, entering new markets and new regions	3.7%
Start supplying products to retail chains, access to marketplaces	3.2%
Attend supporting events	2.3%
Generate investments / Implementation of investment projects	1.5%



Visitor interests *

Meat and meat products. Cooked meats and sausages	28.7%	Canned food. Sauces. Ketchups	15.2%
Poultry. Eggs	14.5 %	Fish and seafood. Aquaculture	15.0%
Halal food	7.5%	Healthy nutrition	13.6%
Confectionery. Bakery. Confectionery raw materials	27.2%	Gastronomy. Food for restaurants	11.1%
Dairy products. Cheese	27.4%	Vegetables, fruit, mushrooms, berries, wild food	10.5%
Ice cream	15.0%	Organic products	8.7%
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	23.4%	Farm products	8.5%
Juices. Water. Soft drinks	23.3%	Baby food	7.5%
Tea. Coffee	21.9%	Functional nutrition	6.8%
Snacks. Nuts. Dried fruit	19.8%	Special nutrition	6.5%
Alcoholic drinks. Wine	18.5%	Production of private label products	8.6%
Beer	15.7%	Honey and bee products	7.2%
Fats and oils	17.6%	Russian regional pavilions	6.5%
Frozen food. Semi-prepared foods. Ready to eat foods	17.5%	International pavilions	5.9%
		Trading houses, wholesale distribution centers	5.6%
		Pet food	7.7%

* Multiple replies possible