

**30<sup>TH</sup> ANNIVERSARY INTERNATIONAL  
EXHIBITION FOR FOOD, BEVERAGES  
AND FOOD RAW MATERIALS**



**6-10**  
February **2023**



**PROD  
EXPO**

**Post Show  
Report**

18+

# Exhibitors

2,032 companies

35  
Countries

Abkhazia, Afghanistan, Armenia, Azerbaijan, Belarus, Brazil, Bulgaria, China, France, Georgia, Greece, India, Indonesia, Iran, Italy, Kazakhstan, Kenya, Kyrgyzstan, Moldova, Mongolia, Nepal, Peru, Portugal, Russia, Serbia, South Korea, South Ossetia, Spain, Sri Lanka, Switzerland, Thailand, Turkiye, Turkmenistan, Uzbekistan, Vietnam



# Exhibitors

# 1,565

Russian exhibitors



# 48

Russian regional pavilions

Republics of Adygea, Buryatia, Crimea, Ingushetia, Kabardino-Balkaria, Kalmykia, Karelia, Khakassia, Mordovia, North Ossetia–Alania, Sakha (Yakutia) and Udmurtia; Altai, Krasnodar, Perm, Primorsky and Stavropol Krai; Sebastopol; Arkhangelsk, Astrakhan, Belgorod, Chelyabinsk, Irkutsk, Kaliningrad, Kirov, Kostroma, Kurgan, Kursk, Leningrad, Moscow, Novgorod, Novosibirsk, Omsk, Orenburg, Orel, Penza, Samara, Saratov, Smolensk, Tula, Tver, Ulyanovsk, Vladimir, Volgograd, Vologda, Voronezh, and Yaroslavl Oblasts; Khanty-Mansi Autonomous Okrug – Ugra



# Exhibitors

467

Foreign exhibitors

12

Foreign national pavilions



Armenia, Belarus, Brazil, China,  
Iran, Kyrgyzstan, Peru, Serbia,  
South Ossetia, Sri Lanka, Turkiye

# Frequency of participation

18%

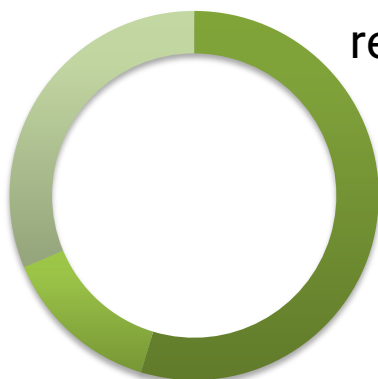
first  
time

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  
achieved their goals

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88%

Exhibitors satisfied  
with business leads

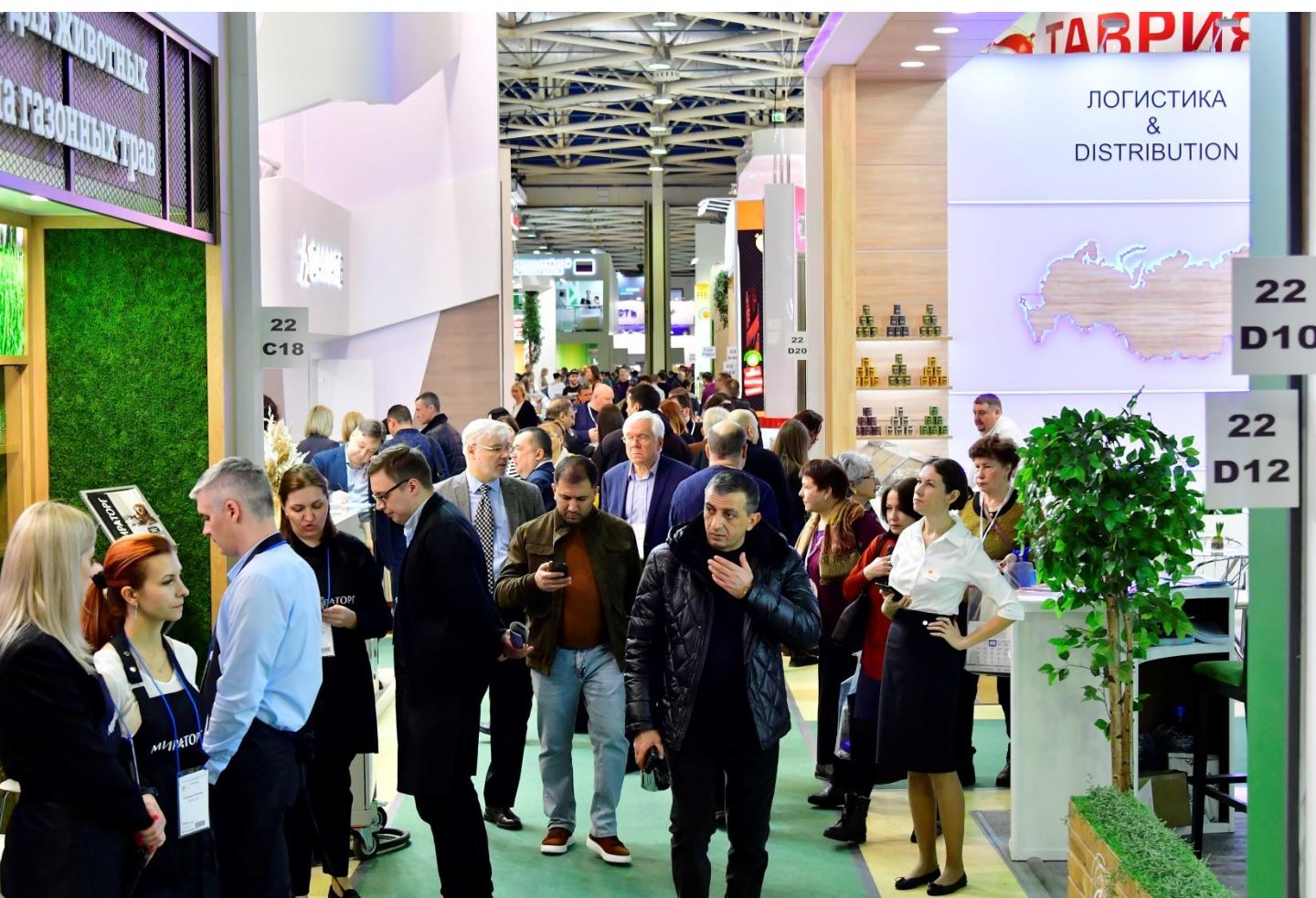
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92%

Exhibitors would recommend their  
partners and peers to participate  
in Prodexpo

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98%



# Visitors

**67,753**  
visitors

**106**  
countries

**89**  
regions  
of Russia

## Job titles

**25.6%**  
Manager/  
specialist

**25.1%**  
Company  
owner

**17.9%**  
Area  
manager

**13.1%**  
CEO/  
managing director

**8.2%**  
Head of  
procurement /  
buyer

**10.1%**  
CCO/  
head of sales





# Visitors

78.9%

of visitors  
are decision makers  
or main influencers

27,800 +

of visitors  
interested in entering  
foreign markets

45.9%

of visitors  
plan to buy  
after the exhibition

Feedback

20,900 +

visitors  
were  
newcomers





# Industry sectors



Wholesale of food/soft drinks	25.2%
Wholesale of alcoholic beverages	4.8%
Production of food/soft drinks	13.6%
Production of alcoholic beverages	2.7%
Chain retail of food/soft drinks	7.2%
Chain retail of alcoholic drinks	2.1%
HoReCa, restaurants, catering	5.2%
Production/distribution of raw materials, ingredients	5.8%
Production/supply of packaging, packaging equipment	4.9%
Non-chain retail of food/soft drinks	3.1%
Non-chain retail of alcoholic drinks	1.2%
Online store, e-commerce	2.9%
Agriculture industry, agricultural holdings, farms, agricultural cooperatives, storage and processing of agricultural raw materials	8.5%
Services	2.5%
Transport and logistics	2.2%
Production/supply of food processing equipment	1.9%
Corporate purchasers	1.7%
Financial sectors, banks, insurance companies	0.8%
R&D, education/ training/retraining	3.1%
State, municipal management	0.6%

# High visitor satisfaction figures confirm a strong ROI

**86**<sup>%</sup>

of visitors reached their objectives

**96**<sup>%</sup>

of visitors are satisfied with the quality of exhibitors

**98**<sup>%</sup>

of visitors would recommend their Colleagues and peers to visit Prodexpo



# Visitor objectives

Sign contracts / agreements	<b>24%</b>
Procurements	<b>14%</b>
Search for suppliers	<b>22%</b>
Search for buyers	<b>9%</b>

Learn about new products / market analysis	<b>14%</b>
Diversify market, enter new markets and regions	<b>8%</b>
Carry out investment projects	<b>3%</b>
Enter a chain retail store	<b>3%</b>





# Visitor interests \*

Meat and meat products. Cooked meats and sausages	<b>27.8%</b>	Fish and seafood. Aquaculture	<b>15.3%</b>
Poultry. Eggs	<b>14.0 %</b>	Gastronomy. Food for restaurants	<b>11.5%</b>
Halal food	<b>7.2%</b>	Vegetables, fruit, mushrooms, berries, wild food	<b>11.1%</b>
Confectionery. Bakery. Confectionery raw materials	<b>28.2%</b>	Organic products	<b>9.5%</b>
Dairy products. Cheese	<b>27.4%</b>	Farm products	<b>9.0%</b>
Ice cream	<b>14.7%</b>	Functional nutrition	<b>7.1%</b>
Groceries. Cereals. Pasta.		Packaging solutions for the food industry	<b>11.8%</b>
Seasonings. Spices. Kitchen herbs	<b>23.9%</b>	Glass containers. Closures. Design	<b>6.3%</b>
Juices. Water. Soft drinks	<b>22.6%</b>	Production of private label products	<b>8.5%</b>
Tea. Coffee	<b>22.3%</b>	Honey and bee products	<b>7.6%</b>
Snacks. Nuts. Dried fruit	<b>20.1%</b>	Baby food	<b>7.8%</b>
Alcoholic drinks. Wine	<b>19.3%</b>	Special nutrition	<b>6.8%</b>
Beer	<b>15.7%</b>	Pet food	<b>7.4%</b>
Fats and oils	<b>17.4%</b>	Trading houses, wholesale distribution centers	<b>5.5%</b>
Frozen food. Semi-prepared foods. Ready to eat foods	<b>17.1%</b>	International pavilions	<b>5.0%</b>
Healthy nutrition	<b>14.1%</b>	Russian regional pavilions	<b>4.9%</b>
Canned food. Sauces. Ketchups	<b>15.8%</b>	Equipment and services	<b>4.3%</b>

\* Multiple replies possible