

**31ST INTERNATIONAL EXHIBITION
FOR FOOD, BEVERAGES
AND FOOD RAW MATERIALS**



5-9
February **2024**



**PROD
EXPO**

**Post Show
Report**

18+

Exhibitors

2,195 companies

40
Countries

Argentina, Armenia, Azerbaijan, Belarus, Brazil, Bulgaria, Chile, China, Cyprus, Egypt, Finland, France, Georgia, Germany, Greece, India, Indonesia, Iran, Italy, Kazakhstan, Kyrgyzstan, Lithuania, Moldova, Poland, Portugal, Russia, Serbia, South Africa, South Korea, South Ossetia, Spain, Sri Lanka, Switzerland, Thailand, Tunisia, Turkiye, Turkmenistan, the UAE, Uzbekistan, Vietnam



Exhibitors

1,658

Russian exhibitors



48

Russian regional pavilions

Republics of Adygea, Altai, Buryatia, Crimea, Chuvashia, Kabardino-Balkaria, Kalmykia, Karelia, Khakassia, Komi, Mordovia, North Ossetia–Alania, and Udmurtia; Altai, Krasnodar, Krasnoyarsk, and Primorsky Krai; Astrakhan, Belgorod, Chelyabinsk, Irkutsk, Kaliningrad, Kaluga, Kostroma, Kurgan, Kursk, Leningrad, Moscow, Nizhniy Novgorod, Novgorod, Novosibirsk, Omsk, Orel, Penza, Samara, Saratov, Smolensk, Tambov, Tula, Tver, Ulyanovsk, Vladimir, Volgograd, Vologda, Voronezh, and Yaroslavl Oblasts; Khanty-Mansi – Ugra and Yamalo-Nenets Autonomous Okrugs

Exhibitors

537

Foreign
exhibitors

12

Foreign
national
pavilions



Azerbaijan, Belarus, Brazil, China,
Iran, Kyrgyzstan, Serbia, Tunisia, Turkiye,
South Korea, South Ossetia, Sri Lanka

Frequency of participation

18%

First
time

52%

Annually

26%

Last 2-3
years



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 number and quality of
business leads

92%

Exhibitors would recommend their
partners and peers to participate
in Prodexpo

98%



Visitors

71,414
visitors

96
countries

89
regions
of Russia

Job titles

25.9%
Manager/
specialist

24.2%
Company
owner

17.9%
Area
manager

12.4%
CEO/
managing director

9.8%
Head of
procurement /
buyer

9.8%
CCO/
head of sales



Visitors

74.1%

of visitors
are decision makers
or main influencers

28,500 +

of visitors
interested in entering
foreign markets

46.5%

of visitors
plan to make purchases
after the exhibition

Feedback

21,800 +

visitors
were
newcomers



Industry sectors



Wholesale of food/soft drinks	25.2%
Wholesale of alcoholic beverages	5.0%
Production of food/soft drinks	12.9%
Production of alcoholic beverages	2.6%
Chain retail of food/soft drinks	7.4%
Chain retail of alcoholic drinks	2.2%
HoReCa, restaurants, catering	5.5%
Production/distribution of raw materials, ingredients	6.2%
Production/supply of packaging, packaging equipment	4.7%
Non-chain retail of food/soft drinks	2.9%
Non-chain retail of alcoholic drinks	1.2%
Online store, e-commerce	3.5%
Agriculture industry, agricultural holdings, farms, agricultural cooperatives, storage and processing of agricultural raw materials	7.5%
Services	2.6%
Transport and logistics	2.3%
Production/supply of food processing equipment	1.9%
Corporate purchasers	1.7%
Financial sectors, banks, insurance companies	0.8%
R&D, education/ training/retraining	3.3%
State, municipal management	0.6%

High visitor satisfaction figures confirm a strong ROI

86[%]

of visitors met their objectives

96[%]

of visitors are satisfied with the quality of exhibitors

98[%]

of visitors would recommend their colleagues and peers to visit Prodexpo



Visitor objectives

Sign contracts / agreements	23.1%
Search for suppliers	15.2%
Search for products/business services	10.8%
Procurements	9.1%
Generate new business contacts	9.1%
Learn about new products / market analysis	9.1%
Search for buyers	7.5%
Business networking	4.6%
Entering new markets and new regions	3.9%
Start supplying products to retail chains, access to marketplaces	3.5%
Attend supporting events	2.5%
Generate investments / Implementation of investment projects	1.6%



Visitor interests*

Meat and meat products. Cooked meats and sausages	27.7%	Fish and seafood	14.6%
Poultry. Eggs	14.5%	Healthy nutrition	12.9%
Halal food	7.2%	Gastronomy. Food for restaurants. Gourmet food	10.9%
Confectionery. Bakery. Confectionery raw materials	27.0%	Packaging solutions	10.4%
Dairy products. Cheese	26.4%	Vegetables, fruit, mushrooms, berries, wild food	10.4%
Ice-cream	14.4%	Organic products	8.4%
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	22.9%	Farm products	8.3%
Juices. Water. Soft drinks	21.8%	Baby food	7.0%
Tea. Coffee	21.2%	Dietary nutrition	6.5%
Snaks. Nuts. Dried fruit	18.9%	Special nutrition	6.1%
Alcoholic drinks. Wine	18.6%	Production of private label products	7.8%
Beer	15.1%	Honey and bee products	7.1%
Fats and oils	16.5%	Pet food	6.8%
Frozen food. Semi-prepared foods. Ready-to-eat foods	16.3%	Glass containers. Corking. Design	5.6%
Canned food. Sauces. Ketchups	14.9%	Trading houses, wholesale distribution centres	4.8%
		Russian regional pavilions	4.9%
		Foreign national pavilions	4.7%
		Equipment and services	3.9%

* Multiple replies possible