

# Post Show Report

18+

**Crocus Expo**  
**09-12 | 02 | 2026**



# PRODEXPO

33<sup>RD</sup> INTERNATIONAL EXHIBITION FOR FOOD,  
BEVERAGES AND FOOD RAW MATERIALS

ORGANISED BY  
 EXPOCENTRE

# Facts & figures

Area

90,296

sq. m

Exhibitors

2,017

companies

from

37

countries

Visits

110,113

from

103

On average every professional visitor attended the show for two days



# Exhibitors. Countries.

2,017 companies

from

37 countries



Russia, Argentina, Armenia, Austria, Azerbaijan, Belarus, Brazil, Chile, China, Czechia, Egypt, France, Georgia, Germany, Hungary, India, Indonesia, Iran, Italy, Japan, Kazakhstan, Kyrgyzstan, Lithuania, Mexico, Portugal, Saudi Arabia, Serbia, South Korea, South Ossetia, Spain, Sri Lanka, Thailand, Turkiye, Turkmenistan, Vietnam, the UAE, Uzbekistan



# Exhibitors. Russia

# 1,461

Russian  
companies

from

# 76

Russian  
regions

and

# 448

cities and settlements  
of the Russian Federation



# Russian regional pavilions

# 263

companies

# 48

Russian regions

from

Astrakhan, Chelyabinsk, Kaluga, Kemerovo, Kherson, Kirov, Kostroma, Kurgan, Kursk, Leningrad, Lipetsk, Moscow, Murmansk, Novgorod, Omsk, Orenburg, Oryol, Penza, Rostov, Samara, Saratov, Smolensk, Sverdlovsk, Tambov, Tula, Tver, Ulyanovsk, Vladimir, Voronezh, Yaroslavl Oblasts; Khabarovsk, Krasnodar, Perm, Primorsky, Stavropol, Zabaykalsky Krai; Republics of Adygea, Buryatia, Kalmykia, Karelia, Khakassia, Komi, Mordovia, North Ossetia–Alania, and Altai, Chuvashia, Donetsk, Kabardino-Balkarian Republics



# Foreign exhibitors

# 556

foreign  
companies

# 13

foreign  
national pavilions

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



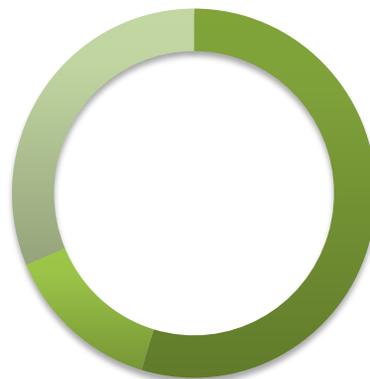
## Frequency of participation

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

Exhibitors  
met objectives

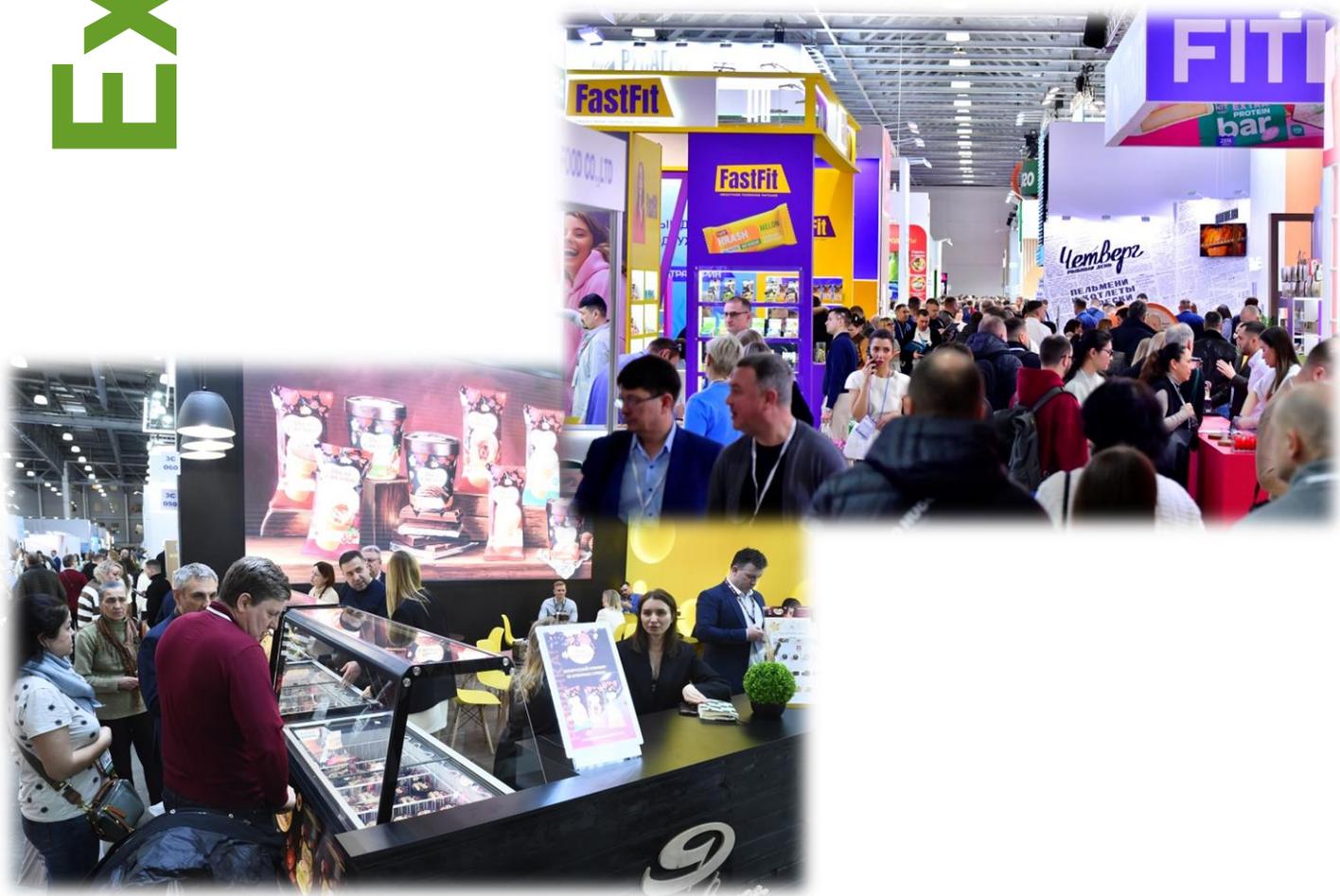
88%

Exhibitors satisfied  
with business leads

92%

Exhibitors would recommend  
partners and peers to participate  
in Prodexpo

98%



# 66,333

professional  
visitors

from

# 102

countries

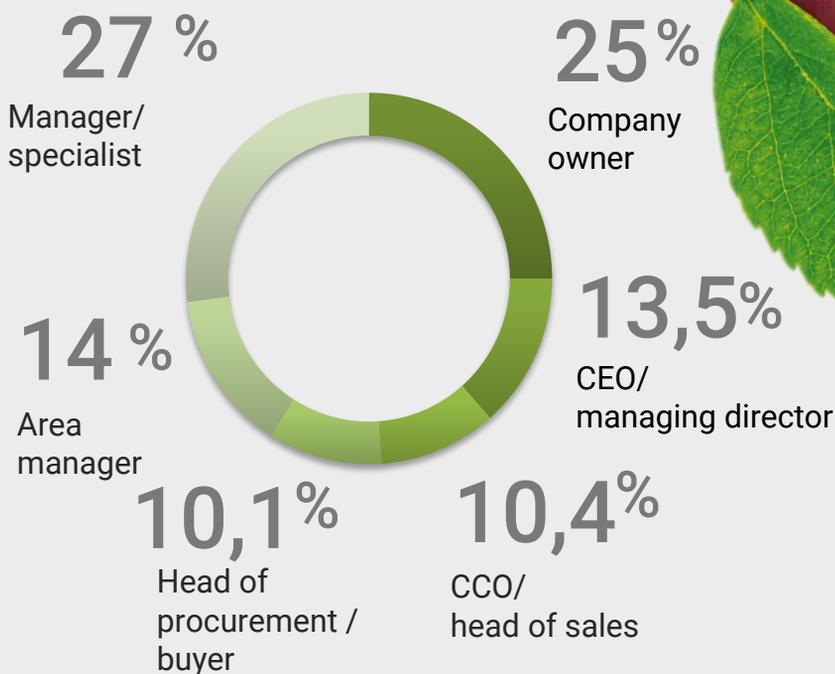
# 1,227

cities and settlements  
of the Russian Federation



# Visitors

## Job titles



78.2%

of visitors  
are decision makers  
or main influencers

24,900 +

of visitors  
interested in entering  
foreign markets

68.3%

of visitors  
plan to make  
purchases post-  
show

Feedback

17,400+

visitors  
were  
newcomers

Visitors





## Industry sectors

Wholesale of food/soft drinks	26.9%
Wholesale of alcoholic beverages	4.4%
Production of food/soft drinks	15.6%
Production of alcoholic beverages	2.3%
Chain retail of food/soft drinks	7.9%
Chain retail of alcoholic drinks	1.8%
HoReCa, restaurants, catering	5.4%
Production/distribution of raw materials, ingredients	8.1%
Production/supply of packaging, packaging equipment	4.5%
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	1.6%
Corporate purchasers	0.8%
Financial sectors, banks, insurance companies	2.5%
R&D, education/training/retraining	0.6%

# Visitors

# High visitor satisfaction figures confirm a strong ROI

**86%**  
of visitors reached their objectives

**98%**  
of visitors would recommend partners and peers to attend Prodexpo

**96%**  
of visitors are satisfied with the quality of exhibitors

**Visitors**



# Visitors

## Visitor objectives \*

Sign contracts / agreements	26.1%
Search for suppliers	13.2%
Search for products/business services	10.4%
Procurements	10.9%
Generate new business contacts	9.4%
Learn about new products / market analysis	7.9%

Search for buyers	8.1%
Business networking	4.8%
Geographic growth, entering new markets and new regions	3.2%
Start supplying products to retail chains, access marketplaces	3.8%
Attend supporting events	2.1%
Generate investments / implement investment projects	1.5%

*\* Multiple replies possible*



# Visitor interests \*

Meat and meat products. Cooked meats and sausages	<b>29.8%</b>	Fish and seafood. Aquaculture	<b>15.1%</b>
Poultry. Eggs	<b>15.0%</b>	Healthy nutrition	<b>13.2%</b>
Halal food	<b>7.5%</b>	Gastronomy. Food for restaurants	<b>11.2%</b>
Confectionery. Bakery. Confectionery raw materials	<b>27.4%</b>	Vegetables, fruit, mushrooms, berries, wild food	<b>10.6%</b>
Dairy products. Cheese	<b>27.9%</b>	Organic products	<b>8.5%</b>
Ice cream	<b>15.7%</b>	Farm products	<b>8.1%</b>
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	<b>23.9%</b>	Sport nutrition	<b>8.7%</b>
Juices. Water. Soft drinks	<b>23.0%</b>	Baby food	<b>7.5%</b>
Tea. Coffee	<b>22.4%</b>	Functional nutrition	<b>6.9%</b>
Snacks. Nuts. Dried fruit	<b>20.6%</b>	Special nutrition	<b>6.3%</b>
Frozen food. Semi-prepared foods. Ready to eat foods	<b>18,5%</b>	Production of private label products	<b>8.0%</b>
Alcoholic drinks. Wine	<b>16.2%</b>	Honey and bee products	<b>7.2%</b>
Beer	<b>15.0%</b>	Russian regional pavilions	<b>4.5%</b>
Fats and oils	<b>17.4%</b>	International pavilions	<b>4.6%</b>
Canned food. Sauces. Ketchups	<b>15.9%</b>	Trading houses, wholesale distribution centers	<b>5.0%</b>
		Pet food	<b>7.3%</b>
		Packaging solutions	<b>11.3%</b>
		Equipment and services	<b>8.8%</b>
		Glass containers	<b>5.7%</b>

\* Multiple replies possible