

PROD EXPO



29TH INTERNATIONAL EXHIBITION
FOR FOOD, BEVERAGES
AND FOOD RAW MATERIALS

7-11.02
2022

Post Show Report

Exhibitors

2,051
companies

58

Countries:

Abkhazia, Algeria, Argentina, Armenia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, China, Colombia, Czechia, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, India, Indonesia, Iran, Ireland, Italy, Japan, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Malaysia, Mexico, Moldova, Mongolia, North Macedonia, Peru, Poland, Portugal, Rwanda, Russia, Saudi Arabia, Serbia, Slovakia, South Korea, South Ossetia, Spain, Sri Lanka, Switzerland, Tajikistan, Thailand, Tunisia, Turkiye, the UAE, the UK, Ukraine, Uruguay, the USA, Uzbekistan



Exhibitors

1,489

Russian exhibitors



46

Russian regional pavilions



(representing the total number of 300+ manufacturers):
the Republics of Adygea, Bashkortostan, Buryatia, Chechnya, Chuvashia, Crimea, Dagestan, Kalmykia, Karelia, Komi, Mordovia, Tatarstan, Udmurtia, Altai, Khabarovsk, Krasnodar, Primorsky and Stavropol Territories, Sakhalin, Astrakhan, Chelyabinsk, Irkutsk, Kaliningrad, Kemerovo, Kostroma, Kursk, Leningrad, Lipetsk, Moscow, Murmansk, Novgorod, Novosibirsk, Omsk, Orel, Penza, Samara, Saratov, Tambov, Tver, Vladimir, Volgograd, Vologda, Voronezh, Yaroslavl regions, Nenets Autonomous Okrug, Khanty-Mansi Autonomous Okrug – Yugra

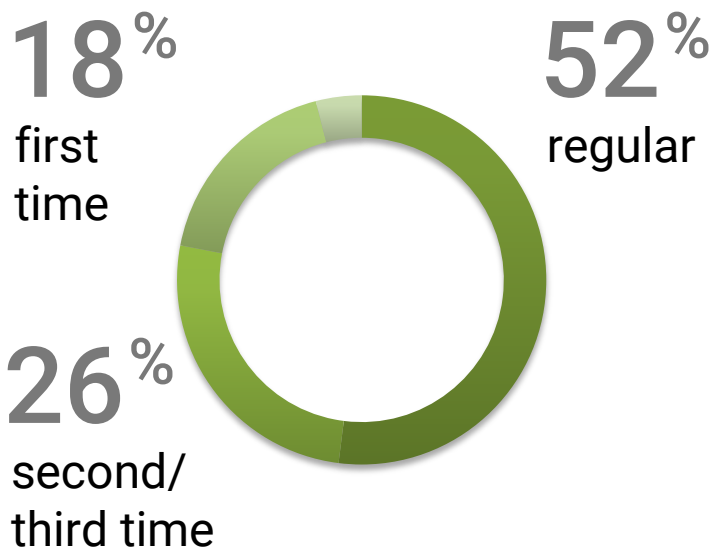
Exhibitors

562 Foreign exhibitors

18 Foreign national pavilions

Armenia, Azerbaijan, Brazil, France, Ireland, Italy, Kazakhstan, Kyrgyzstan, Moldova, North Macedonia, Portugal, Serbia, South Ossetia, Spain, Sri Lanka, Turkiye, Uruguay, Uzbekistan

Frequency of participation



Participant goals

To sign contracts / agreements	80%
To diversify markets, enter new markets and regions	68%
To increase sales	66%
To promote products / services	54%
To search for suppliers	23%
To learn about new products / market analysis	22%
To carry out investment projects	11%

High ROI for participants

Exhibitors
achieved their goals

88%

Exhibitors satisfied with
business leads

92%

Exhibitors would
recommend their
partners to participate in
Prodexpo

98%



Visitors

48,759

visitors

85

regions of Russia

97 countries

Job titles

23.8%

Manager/
specialist

26.9%

Company
owner

14.9%

Area
manager

13.7%

CEO/
managing director

8.9%

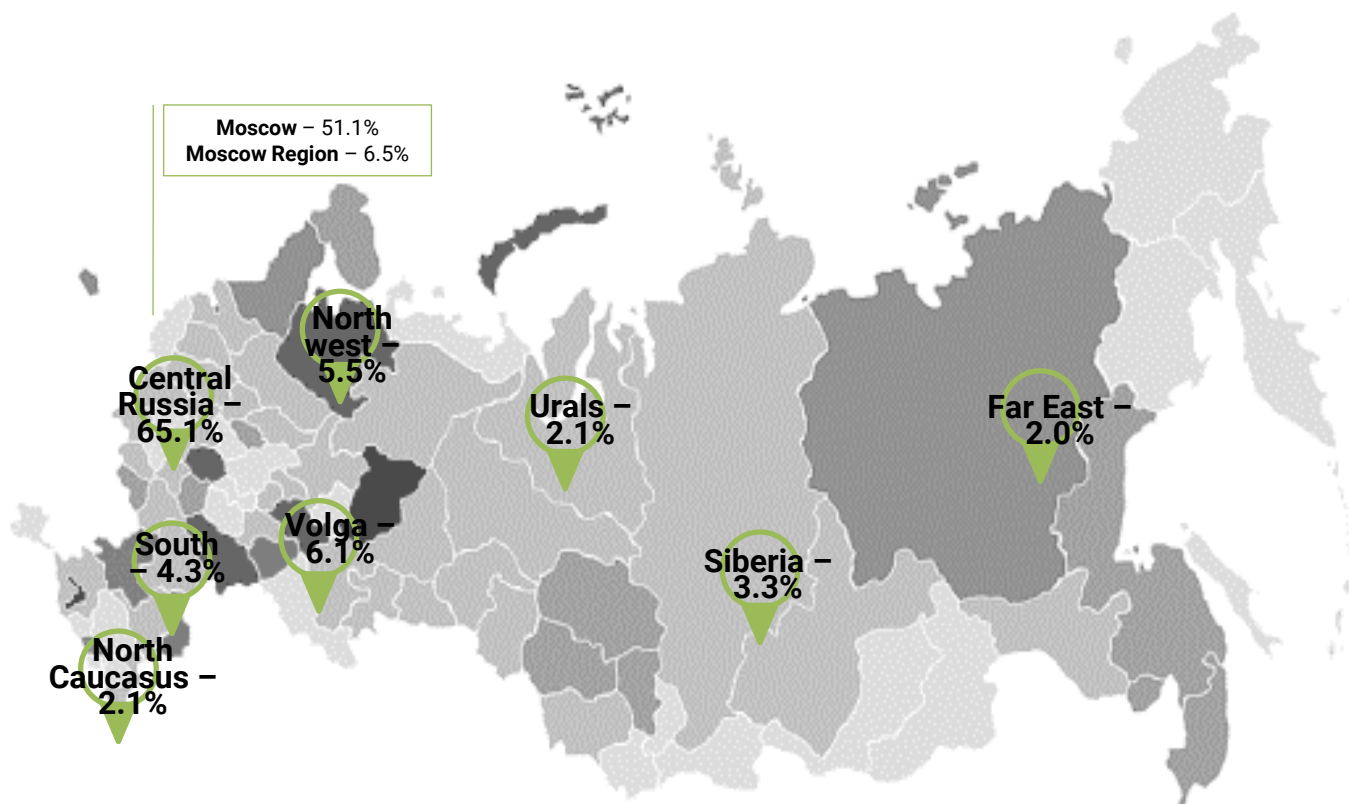
Head of procurement /
buyer

11.8%

CCO/
head of sales



Visitors geography



57.6% – Moscow and Moscow Region

32.9% – All other Russian regions

6.3% – CIS countries

3.2% – Overseas countries

CIS countries

Belarus	1.6%
Kazakhstan	1.2%
Uzbekistan	0.9%
Azerbaijan	0.5%
Armenia	0.5%
Other CIS countries	1.6%

Overseas countries

European countries	1.2%
Asian countries	1.7%
Middle East and African countries	0.1%
Other countries	0.2%

Visitors

80.7%

of visitors
are decision makers
or main influencers

19,600+

of visitors
interested in entering
foreign markets

47.1%

of visitors
plan to buy
after the exhibition

Feedback

13,800+

visitors
were
newcomers



Industry sectors



Wholesale of food / soft drinks	25.8%
Wholesale of alcoholic beverages	5.1%
Production of food / soft drinks	12.2%
Production of alcoholic beverages	2.9%
Chain retail of food/soft drinks	7.1%
Chain retail of alcoholic drinks	2.4%
HoReCa, restaurants, catering	5.3%
Production / distribution of raw materials, ingredients	5.1%
Production / supply of packaging, packaging equipment	4.5%
Non-chain retail of food/soft drinks	3.4%
Non-chain retail of alcoholic drinks	1.4%
Online store, E-commerce	3.3%
Agriculture industry, agricultural holdings, Farms, agricultural cooperatives, storage and processing of agricultural raw materials	8.5%
Services	2.8%
Transport and logistics	2.2%
Production/supply of food processing equipment	1.9%
Corporate purchasers	1.7%
Financial sectors, banks, insurance companies	1.7%
R&D, Education / training / retraining	2.0%
State, municipal management	0.7%

High visitor satisfaction figures confirm a strong ROI

Visitors come to Prodexpo to:

Sign contracts / agreements	43%	Learn about new products / market analysis	22%
Increase sales	37%	Diversify market, enter new markets and regions	17%
Procurements	37%	Carry out investment projects	11%
Search for suppliers	27%	Enter chain store	5%
Promote products / services	23%		

86%
of visitors achieved their goals

98%
of visitors would recommend their colleagues to visit Prodexpo

96%
of visitors are satisfied with the quality of exhibitors

Visitor interests

Meat and meat products. Cooked meats and sausages	27.9%	Fish and seafood. Aquaculture	15.7%
Poultry. Eggs	14.6 %	Gastronomy. Food for restaurants	11.9%
Halal food	7.4%	Vegetables, fruit, mushrooms, berries, wild food	11.7%
Confectionery. Bakery. Confectionery raw materials	27.6%	Organic products	11.2%
Dairy products. Cheese	27.5%	Farm products	9.8%
Ice cream	14.6%	Functional nutrition	7.5%
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	24.4%	Packaging solutions for the food industry	12.0%
Juices. Water. Soft drinks	22.7%	Glass containers. Closures. Design	6.6%
Tea. Coffee	22.3%	Production of store brand products	8.4%
Snacks. Nuts. Dried fruit	20.9%	Honey and bee products	8.0%
Alcoholic drinks. Wine	19.9%	Baby food	7.9%
Beer	15.9%	Sport nutrition	7.0%
Fats and oils	18.2%	Pet food	6.2%
Frozen food. Semi-prepared foods. Ready to eat foods	17.6%	Trading houses, wholesale distribution centers	5.6%
Healthy nutrition	16.2%	International pavilions	5.3%
Canned food. Sauces. Ketchups	15.9%	Russian regional pavilions	4.8%
		Equipment and services salon	4.4%