

# FACTS & FIGURES of iba 2023

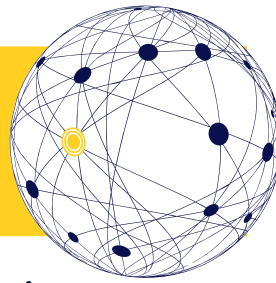


**2023**  
22. – 26.10.  
**Munich**  
iba-tradefair.com

## The iba exhibitors



**1.073**  
exhibitors

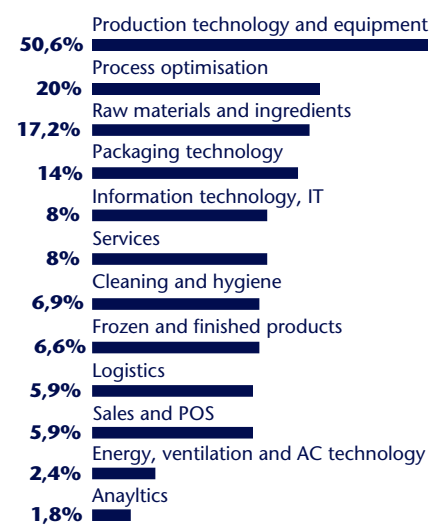


from **46** countries

**31%** national

**69%** international

### The iba range of products:



### TOP Reviews

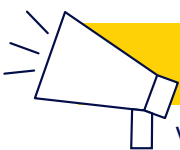


**93%**

of exhibitors rate iba as  
good to very good

**86%**

consider iba as the most  
important trade fair in the sector



**90%**

would recommend  
iba trade fair

**85%**

will return



### On target - exhibitors achieve their goals at iba

**93%**

Maintain existing business relationships  
and nurture existing customers

**90%**

Initiate new business relationships,  
expand the customer network

**94%**

Company/product presentation,  
brand promotion

**87%**

Knowledge-sharing and  
networking

### Range of exhibitors



**42,2%**

Artisan  
Bakeries



**33,6%**

Turnkey  
solutions



**31,8%**

Food Trends



**23,2%**

Sustainability

**24 Start Ups**

at the  
**iba START UP AREA**



**WECARRY**

Winner of the  
**iba START UP AWARD**

## The iba visitors



**57.000**  
visitors

from **150** countries

**31%** national

**69%** international

### TOP 10 countries:

1. Germany
2. Italy
3. Austria
4. Poland
5. Spain
6. USA
7. Netherlands
8. United Kingdom
9. Brasil
10. Czechia

### Top reasons for visiting iba

**86%**

Discover new trends



**76%**

New customer aquisition

**76%**

Nurture existing  
customers



**81%**

Knowledge-sharing  
and networking

### Top interests

Visitors are particularly interested in these topics at iba:



**41,8%**

Production tech  
and equipment



**40,7%**

Raw materials  
and ingredients



**26,8%**

Packaging  
technology



**20,4%**

Process  
optimisation

### TOP 5 Industry origin of the visitors:

1. Artisan bakery
2. Industrial bakery products /  
without own shop /  
supply bakery
3. Industrial bakery products /  
with own shop / chain  
bakery / system bakery
4. Production technology /  
mechanical engineering
5. Food manufacture

### Knowledge-sharing

**3 Stages**

**iba FORUM**  
**iba SPEAKERS AREA**  
**iba START UP AREA**



**107 Presentations**

for a total of **4,000** minutes.

**85%**

visit iba to gain  
**knowledge of the industry**



### Total satisfaction



**93%**

of visitors rate iba as  
good to very good.



**86%**

will return

**82%**

view iba as the  
best place to learn about  
innovations and new trends  
in the industry.

**89%**

would recommend  
iba trade fair.

