



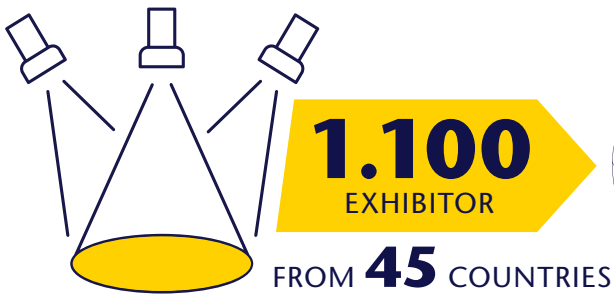
THE WORLD'S LEADING TRADE  
FAIR FOR THE BAKING AND  
CONFECTIONERY INDUSTRY

2027

24. - 28.10.2027 in Munich

# Here's what to expect at iba 2027

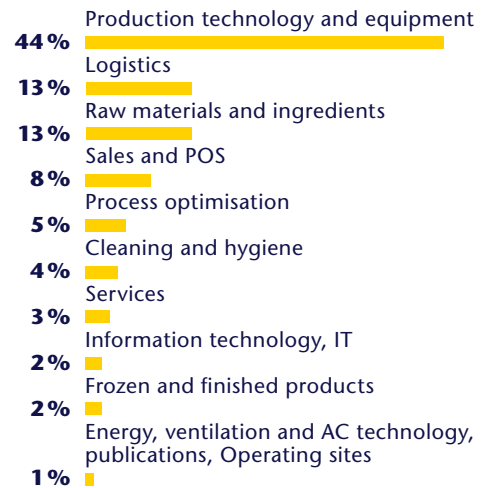
## Facts & Figures Exhibitor



31% national

69% international

### The iba range of products



### TOP Reviews



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

**88%**

Maintain existing business relationships  
and nurture existing customers

**96%**

Initiate new business relationships,  
expand the customer network

**84%**

Company/product presentation,  
brand promotion

**80%**

Knowledge-sharing and  
networking

### Exhibitors focus topics



**40%**

Artisan Bakeries



**35%**

Turnkey solutions



**28%**

Food Trends



**33%**

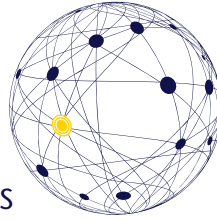
Digitalization

# Facts & Figures visitors



**60.000**  
VISITORS

FROM **150** COUNTRIES



**30%** national

**70%** 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



**86%**

New customer acquisition

**86%**



Nurture existing customers



**80%**

Knowledge-sharing and networking

## 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
6. Pastry shop / coffee shop / ice cream parlor
7. Retail food trade
8. Wholesaler / purchasing association

## Top visitors interests

Visitors are particularly interested in these topics at iba:



**37%**

Production tech and equipment



**35%**

Raw materials and ingredients



**24%**

Packaging technology



**23%**

Process optimisation

## Knowledge-sharing

**3** Stages



- iba FORUM
- iba SPEAKERS AREA
- iba NEWCOMER AREA



**80** Presentations

With a total of **100** speakers

**86%**



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

## Total satisfaction



**94%**

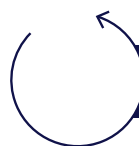


of visitors rate iba as good to very good.

**86%**



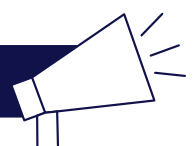
view iba as the best place to learn about innovations and new trends in the industry.



**85%**

will return

**90%**



would recommend iba trade fair.