



## Innovation and optimism: the industry shows its strength at IFFA 2025

**Frankfurt am Main, 08 05 2025. The atmosphere at the stands of over 1,000 exhibitors at IFFA – Technology for Meat and Alternative Proteins was characterised by a high investment confidence. In a complex global economic situation, the industry impressively demonstrated its innovative strength and competitiveness. This was also confirmed by the visitor numbers: a total of 63,117 trade visitors from 144 countries came to the leading international trade fair in Frankfurt. The proportion from abroad was 74 percent.**

The international meat and protein industry took advantage of IFFA to experience the latest trends in automation, artificial intelligence (AI) and robotics. AI-supported and data-driven process intelligence is the future, and numerous exhibitors presented groundbreaking solutions in this field. In addition, companies showcased a wide variety of innovative ingredients, trends in craft meat processing and new products made from alternative proteins. 63,117 visitors from 144 countries came to Frankfurt am Main from 3 to 8 May, the majority of whom were from the protein processing industry, but also from the food retail, packaging, butchery and spices industries.

“No distance is too far for IFFA – that has been impressively demonstrated once again,” says Wolfgang Marzin, CEO of Messe Frankfurt. “Three out of four visitors came to Frankfurt from abroad – and especially from outside Europe, for example from the USA, China, South America and Australia.” Marzin continues: “I was particularly pleased with the feedback on the noticeably positive atmosphere in the halls. Despite the current challenging economic conditions, there was a real spirit of optimism at the stands. IFFA has demonstrated how much innovative power there is in the industry – and that it is ready to invest in the future.”



IFFA demonstrates how automation and robotics are revolutionising protein processing and packaging. Source: Messe Frankfurt Exhibition

### **Protein processing in transition: smart technologies are revolutionising production.**

Under the motto “Rethinking Meat and Proteins”, 1,019 exhibitors from 52 countries presented machines, technologies and solutions for the entire value chain – from processing and packaging to innovative ingredients and sales trends. The comprehensive range of products and services on offer made it clear that meat and protein processing is developing rapidly, driven by a growing shortage of skilled workers and the need for more efficient processes. Among other things, the focus was on AI applications and automation solutions. Digital technologies for analysing production data also demonstrated their potential for greater transparency, sustainability and cost-effectiveness.

Visitors from the butcher trade took advantage of IFFA to gain an overview of practical solutions for their businesses: from digital systems and modern business structures to forward-looking packaging technologies. Discussions with colleagues, exciting competitions and award ceremonies showcased the diversity of the trade and completed the experience.

Alternative proteins are a growing segment of the food industry, as demonstrated by the interest in the World of New Proteins, which had its own exhibition area at IFFA for the first time. Innovations in taste, texture and nutritional value were the focus of attention. New products based on plant proteins and mycoproteins from fungi, as well as precision fermentation, were the main topics of discussion.

### **Positive assessment of the industry’s economic situation.**

More than half of visitors expect the economy to improve, while a third believe it will remain the same. Respondents were enthusiastic about IFFA: 98 percent said they had achieved their trade fair goals. Satisfaction with the exhibitors' range of products was also exceptionally high at 95 percent.

### **Event programme: Experience, exchange, innovation.**

With a varied and practical event programme, IFFA provided stimulus and inspiration. The IFFA Kitchen impressed with a mix of live cooking, product tastings and specialist presentations. Discussion panels covered a wide range of topics: issues such as the status quo of cultured meat, biointelligence in mechanical engineering, plant-based proteins for tailor-made products and opportunities in the meat alternatives sector from the perspective of start-ups met with great interest.

The IFFA Factory showed how mechanical engineering, research and start-ups are actively combating the shortage of skilled workers with an innovation show and presentations. The focus was on technologies that make processes smarter, simplify operation and relieve employees of specific tasks. The Discovery Tours – guided tours to selected exhibitors and products – were also very well received.

The German butcher trade impressively demonstrated the high quality and craftsmanship of its businesses in product and quality competitions. At the Butcher of the Year 2025 award ceremony, representatives of the trade came together to select the representative

of a modern, sustainably managed butchery business. The international competitions and award ceremonies were also especially well received.



IFFA 2025 at a glance. Source: Messe Frankfurt Exhibition

The next IFFA will be held from 13 – 18 May 2028.

### Facts and figures IFFA

	2025	2022
Exhibitors	1,019	865
Exhibitor nations	52	44
Visitors	63,117	49,448
Visitor nations	144	129
International visitor share	74%	71%
Top visitor nations (after Germany)	China, Spain, Poland, Italy, Netherlands, USA, Brazil, Ukraine, Australia, Austria	Netherlands, Italy, Spain, Poland, USA, Brazil, Austria, Great Britain, Switzerland, France

Further information can be found at: [www.iffa.com](http://www.iffa.com)

Messe Frankfurt accompanies the dynamic growth of the food industry with four trade fairs on three continents. The industry meets at the events in Argentina, Thailand, the USA and Germany. Find out more at: [www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)

**Press information & images:**

<http://iffa.com/press>

**Follow the IFFA on its social media channels:**

[www.iffa.com/follow-iffa](http://www.iffa.com/follow-iffa)

**Foodtech Now!**

Animal and alternative proteins at a glance: [Foodtech Now!](#) is your digital update for the industry with the latest insights and valuable expert knowledge 365 days a year.



**Your contact:**

Dominique Ewert

Phone: +49 69 75 75-6463

Dominique Ewert@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)