

Voluntary Report – Voluntary - Public Distribution

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Report Name: THAIFEX ANUGA Asia Serves Up Success in 2026 - The Countdown to 2027 Starts Now

Country: Thailand

Post: Bangkok

Report Category: Trade Show Announcement, Trade Show Closing, Trade Show Evaluation

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Report Highlights:

THAIFEX ANUGA Asia 2027 will take place May 25–29, 2027, at the IMPACT Exhibition and Convention Centre in Bangkok, Thailand. As Asia's premier food and beverage trade exhibition and a USDA-endorsed trade show, the event offers U.S. exporters and agricultural cooperator groups direct access to high-volume buyers, distributors, and retail executives across Southeast Asia and the broader Indo-Pacific region. The USA Pavilion welcomed tens of thousands of trade visitors, generating \$1.25 million in on-site sales, nearly \$12.6 million in projected 12-month sales, and introducing 128 new U.S. products to the market.

THAIFEX ANUGA Asia 2026 Show Overview & Results

THAIFEX ANUGA Asia continues to serve as the benchmark trade platform for food and beverage commerce across Southeast Asia. Held May 26–30, 2026, the exhibition posted significant year-on-year growth:

Figure 1: Thailand: THAIFEX ANUGA Asia 2026 Performance Results



USA Pavilion 2026: Commercial Impact and Post-Show Evaluation

Koelnmesse Inc. organized the 2026 USA Pavilion, which the USDA Foreign Agricultural Service fully endorsed. The pavilion served as the primary showcase for American agricultural innovation, hosting 30 exhibitors, including U.S. food exporters, State and Regional Trade Groups such as Food Export Midwest & Northeast and the Southern United States Trade Association (SUSTA), and USDA Cooperators (American Egg Board, American Peanut Council, U.S. Dry Bean Council, USA Pulses, Raisin Administrative Committee, California Wine Institute, and Washington Apple Commission). A post-show evaluation of participating U.S. exhibitors confirmed strong commercial results as seen in Figure 2 below.

Figure 2. Thailand: THAIFEX ANUGA Asia 2026 USA Pavilion Results



Why Thailand and Southeast Asia in 2027?

Thailand serves as ASEAN's commercial epicenter and processing crossroads. The country imports more than \$9.3 billion in consumer-oriented agricultural products annually, with sustained double-digit growth. Several structural dynamics make the Thai and regional market especially attractive for U.S. agricultural exports:



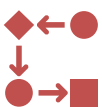
Premiumization and Modern Retail Expansion: Thailand's sophisticated retail infrastructure (Central Food Retail/Tops, Gourmet Market, Villa Market, Foodland, GO Wholesale) is driving demand for premium, imported consumer goods.



Tourism and HRI Rebound: More than 35 million annual tourist arrivals fuel the hospitality, restaurant, and institutional catering sectors' needs for steady supplies of top-tier beef, dairy, wine, fresh fruit, and bakery ingredients.



Functional Foods and Clean-Label Trends: Urban consumers increasingly seek functional nutrition, plant-based protein alternatives, high-protein drinks, reduced-sugar confectionery, and certified organic snacks.



Re-Export and Food Processing Powerhouse: Thailand's expansive food processing and export manufacturing industry depends on high-quality ingredients, including whey protein, specialty pulses, tree nuts, and fruit preparations.

Top product categories showing strong demand growth include:

- Dairy products (whey, specialty cheeses, milk powders)
- Fresh fruits and tree nuts (apples, table grapes, almonds, walnuts)
- Processed foods, dried fruit, baking ingredients, and snack foods
- Plant-based and high-protein food formulations
- Sustainable, organic, and certified healthy snack alternatives

THAIFEX ANUGA Asia 2027 Event Details & Space Reservation

Dates: May 25–29, 2027

Location: IMPACT Exhibition and Convention Centre, Muang Thong Thani, Bangkok, Thailand

Pavilion Endorsement: USDA-Endorsed USA Pavilion

Exhibiting within the USDA-endorsed USA Pavilion provides turn-key booth packages, pre-event market briefings, dedicated USA Café meeting and hospitality space, trade lead matchmaking, and direct on-site support from FAS Bangkok staff.

Additional Resources:

- [THAIFEX USA Pavilion Video](#)
- [USDA Endorsed THAIFEX ANUGA Asia](#)

U.S. Pavilion Sales & Space Reservations:

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Attachments:

[THAIFEX-Anuga-Asia-2026-Post-Show-Report.pdf](#)