

THAIFEX - Anuga Asia 2023: Frozen Food Fact Sheet

The Frozen Food trade show highlights the region's innovative and top products. Focusing on the fast-growing segment of convenience foods and small, ready-to-serve portions. Frozen Food covers:

- Frozen fruit and vegetables
- Frozen meat
- Frozen fish and seafood
- Frozen ready-meals
- Frozen baked goods
- Ice cream
- Frozen dairy products
- Raw ingredients and auxiliary agents for frozen products

Fast Facts

- The Asia Pacific frozen food market is poised for significant expansion, primarily due to frozen food manufacturers' strategic development efforts in the region. Predictions suggest that the market will surge from \$71.02 billion in 2022 to \$106.30 billion by 2028¹.
- To cater to their customers' needs and meet the growing demand for frozen food, manufacturers are implementing various strategies, including expanding their business operations and increasing their production capacity. According to estimates, the industry is expected to grow at a CAGR of 7.0% from 2022 to 2028.

Key Exhibitors

- **Biolan Oy (Spain)**
 - Biolan Oy is a Finnish family business specialising in developing, manufacturing and marketing products that help reduce the environmental impact of daily human activities. Biolan manufactures and sells products for ecological gardening as well as environmental products. The company has its own production facilities in Finland, Estonia and China. The products have been developed in cooperation with the best experts in the field since the 1970s.
- **Asandas and Sons Private Limited (India)**
 - In 1962, the first generation of entrepreneurs at M/s. Asandas & Sons began the trading of Potatoes and Onions. The second generation further expanded the business and by November 2015, the third generation set up HyFun to produce a

¹ <https://www.researchandmarkets.com/reports/5668391/asia-pacific-frozen-food-market-forecast-to-2028>



variety of delicacies such as French Fries, Burger Patties, Cheese Poppers etc. In a short span of 5 years HyFun became one of the most valued B2B player, catering to leading global QSR brands.

Full information about this year's **11 Signature Trade Shows** can be found on <https://thaiFEX-anuga.com/trade-fair/trade-shows/>

For the overall **THAIFEX - Anuga Asia Key F&B Segments**, please visit <https://thaiFEX-anuga.com/>

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