



THE WORLD'S BIGGEST F&B EVENT

POST SHOW REPORT 2025

The landmark 30th edition of Gulfood, honored by the visit of **His Highness Sheikh Mohammed bin Rashid Al Maktoum**, has once again cemented Dubai's role as the undisputed global hub for food innovation, trade, and economic transformation. Aligned with the UAE's National Food Security Strategy 2051 and the Dubai Economic Agenda D33, this milestone event amplifies cross-continental collaboration, fuels billion-dollar opportunities, and sets the gold standard for shaping resilient, future-ready food systems. Gulfood 2025 stands as a testament to Dubai's unwavering ambition: to unite the world's most visionary leaders and industries in driving sustainable progress for economies and communities worldwide.



**HIS HIGHNESS SHEIKH MOHAMMED
BIN RASHID AL MAKTOUM**
VICE PRESIDENT AND PRIME MINISTER
OF THE UAE, AND RULER OF DUBAI

THE LARGEST EDITION IN HISTORY

DEFINING WHAT'S POSSIBLE IN F&B

30TH

Biggest Edition
To Date

198

Countries
Attended



24

Halls of Innovative
Discoveries

144,003

Visitors



5,500

Exhibitors



1M⁺

Products Sourced



ACCELERATING FOOD TRADE ON A GLOBAL SCALE

Top countries participated to showcase innovation, forge participation and shape the next frontier in food on the world stage.

129

Countries Represented



"Gulfood is the gateway for Japanese companies to introduce their world-class products to a global audience of buyers—a cornerstone of international trade success."

HIROKI NAGAMINE
DEPUTY DIRECTOR

JETRO

Japan External Trade Organization





95% EXHIBITOR ROI

GULFOOD DELIVERS MARKET DOMINANCE AT SCALE

\$2.54M

in average business value
per exhibitor is anticipated
over the next year

4/5

exhibitors rated the event
as critical to achieving their
annual business objectives

“

Gulfood transformed our debut
into a triumph, generating
unprecedented demand for
our unique citrus-fed Wagyu
in a sea of competitors.”

TIM DAVIS
DIRECTOR

ELBOW VALLEY
BEEF



“Year after year, Gulfood fuels our global diaspora business growth, turning innovation into opportunity across 400+ brands and counting.”

ANIRBAN MULLICK
GENERAL MANAGER



“For 8 years, Gulfood has been our launchpad: Sriracha today, global expansion tomorrow. No platform matches its reach for export-driven brands.”

DISHA PAGARANI
DIRECTOR OF SALES & MARKETING



“Gulfood bridges taste preferences worldwide—where samples become sales and feedback shapes our next breakthrough in cranberry innovation.”

MICHAEL HANNA
BUSINESS DEVELOPMENT



“As the MENA region’s most pivotal event, Gulfood unites global stakeholders and showcases BRF’s leadership in food innovation.”

BEATRIZ
HEAD OF MARKETING & INNOVATION





9 OUT OF 10

BUYERS LOCKED GAME-CHANGING DEALS

61%

attendees were returning visitors, indicating strong event loyalty

4/5

buyers recommended the show

65%

International visitors



“

Gulfood's structured excellence makes it effortless to connect with the perfect partners, year after year, driving our global peanut trade forward.”

GIOVANA NOLASCO
GIANGRECCO
COMMERCIAL MANAGER

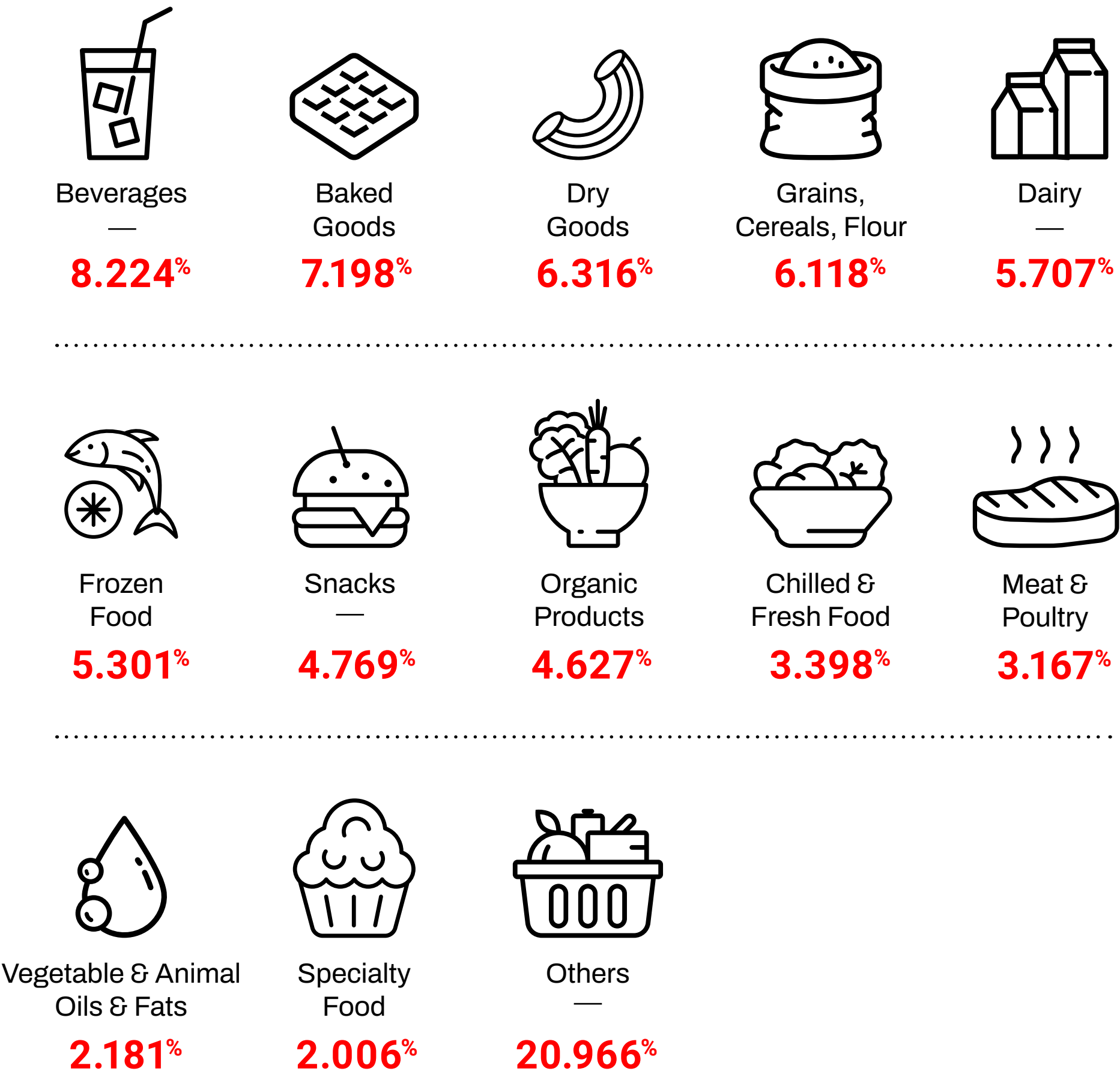


BUYERS PROFILE

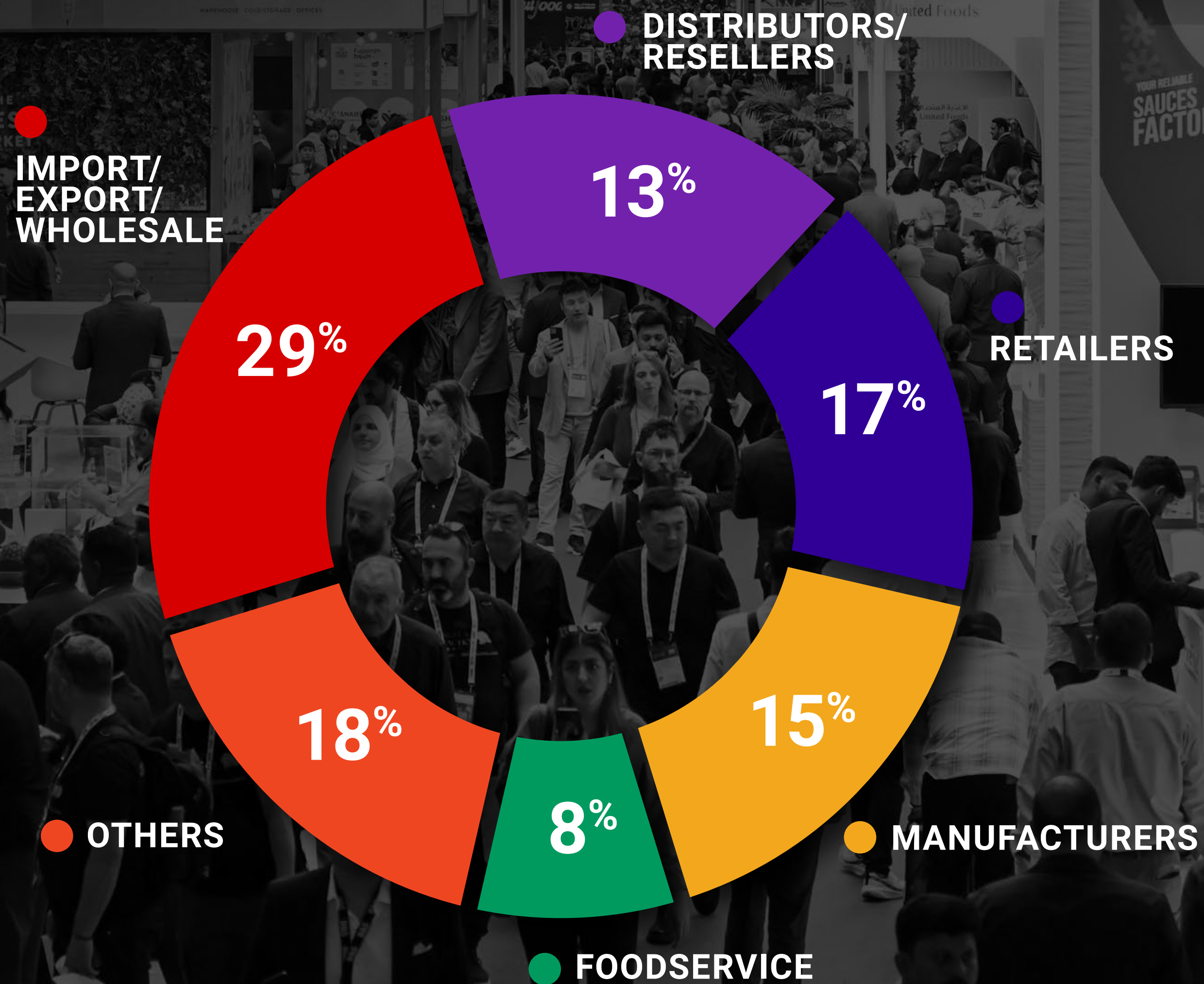


PURCHASE INTEREST

BUYERS CAME TO SOURCE



BUYERS INDUSTRY



“

Gulfood's evolution into specialised sectors amplifies its value, inspiring businesses like ours to connect with global suppliers and shape groundbreaking ideas.”

ABDULRAHMAN ALABDULQADER
FOUNDER, 7 GRAMS COFFEE, KSA

“

Gulfood is pivotal to India's vision of becoming the global food basket, offering unmatched opportunities to showcase our culinary heritage and strengthen international ties.”

CHIRAG PASWAN
CABINET MINISTER OF FOOD PROCESSING INDUSTRIES
INDIA



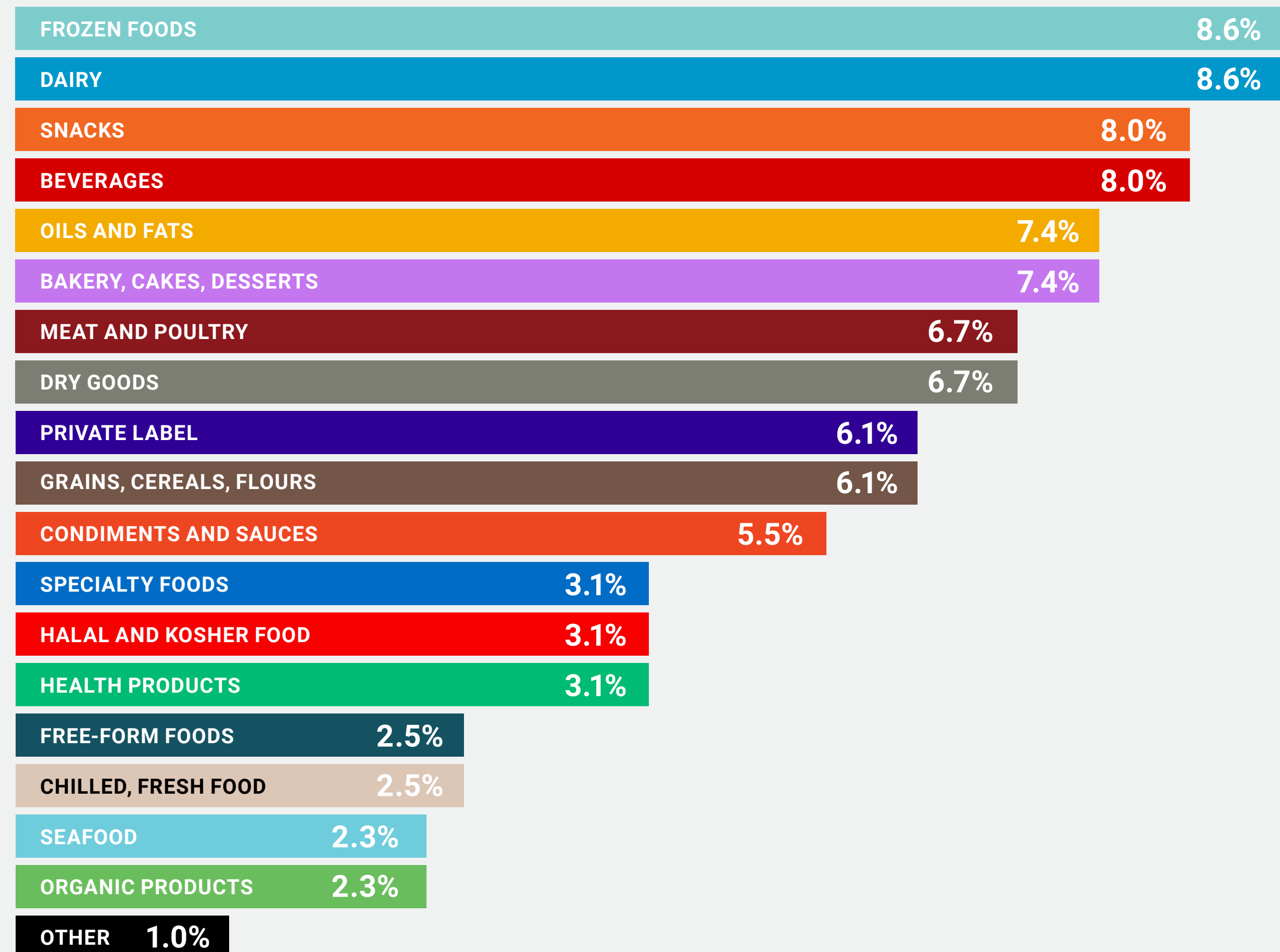


THE MEETINGS PROGRAMME THAT POWERED GULFOOD'S \$20B DEALMAKING

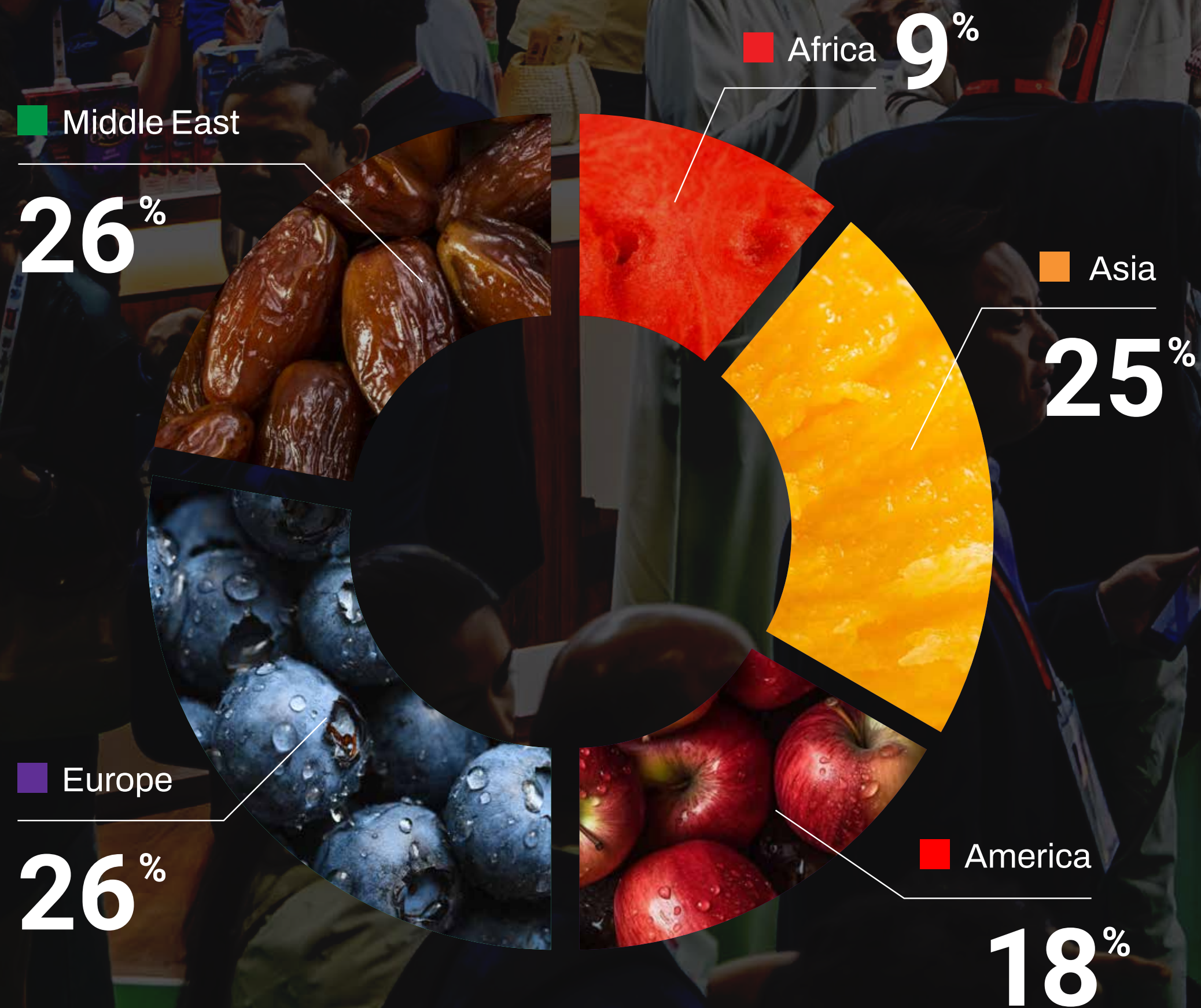
- **Total Scheduled Meetings:** 16,538 (+21% vs. 2024)
- **Concierge Meetings Adoption:** 61.5% success rate (5,480 meetings concluded)
- **Organic Meetings Growth:** 7,639 scheduled, reflecting strong spontaneous engagement.

BUYER DEMAND

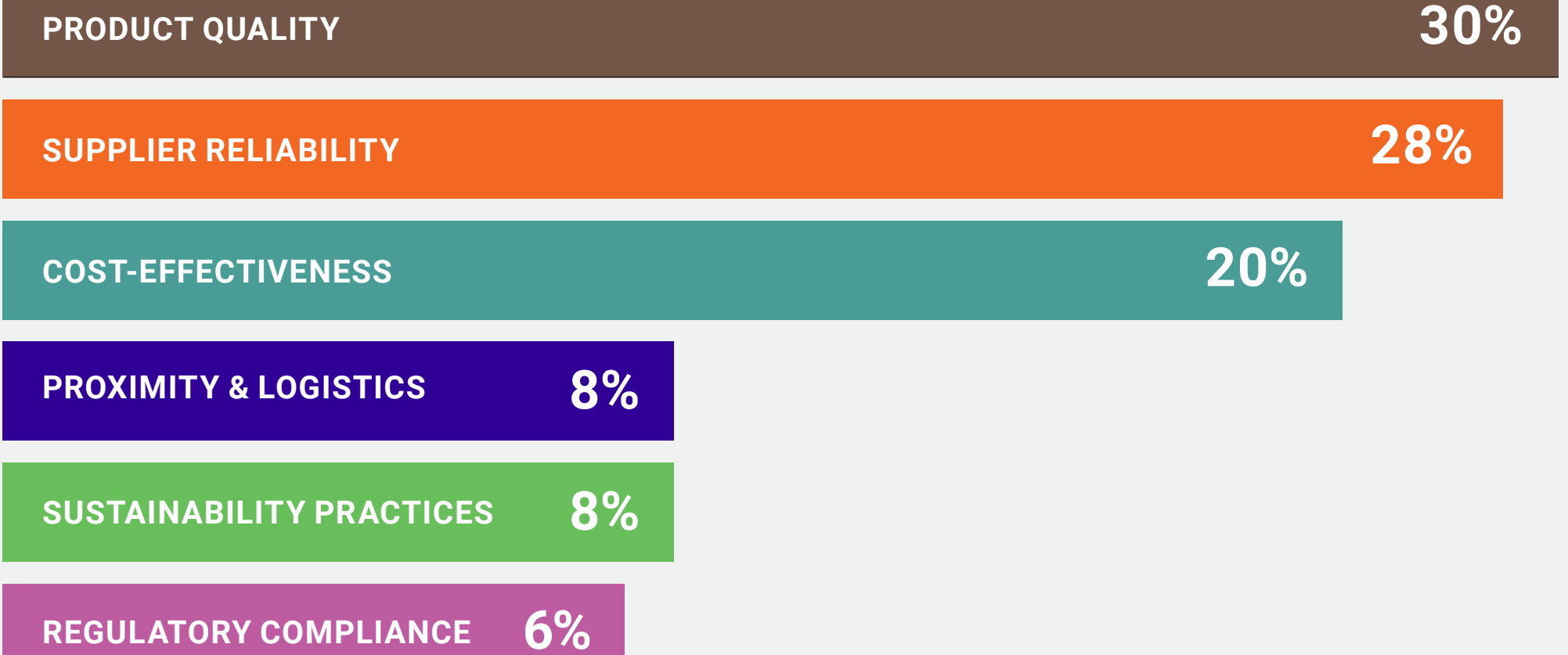
TOP PRODUCT CATEGORIES GENERATED THE HIGHEST VOLUME OF EVENT ORDERS



BUYER MARKETS OF INTEREST



FACTORS INFLUENCING SOURCING DECISIONS





“

Gulfood is the ultimate international showcase, offering unmatched access to suppliers that meet the diverse culinary needs of a global clientele.”

HARVEY MARSTON
PROCUREMENT
UK

onata
catering & retail



“

Gulfood’s exponential growth reflects its role as the epicenter of food innovation, where cutting-edge products meet evolving consumer demands.”

STEVE SCHWARZ
HEAD OF PROCUREMENT
AUSTRALIA

onata
catering & retail

“

Gulfood’s unparalleled scale and organization make it the definitive platform for discovering suppliers that align with our sustainability and efficiency goals.”

PETER O’NEILL
MANAGER, PROCUREMENT
& DISTRIBUTION

snappfresh



“

Gulfood is the definitive platform to uncover market trends and suppliers - where innovation meets opportunity, driving the future of food categories and healthy trends globally.”

**ANDRÉS FELIPE
HOYOS BELTRÁN**
REGIONAL PRIVATE LABEL MANAGER

talabat





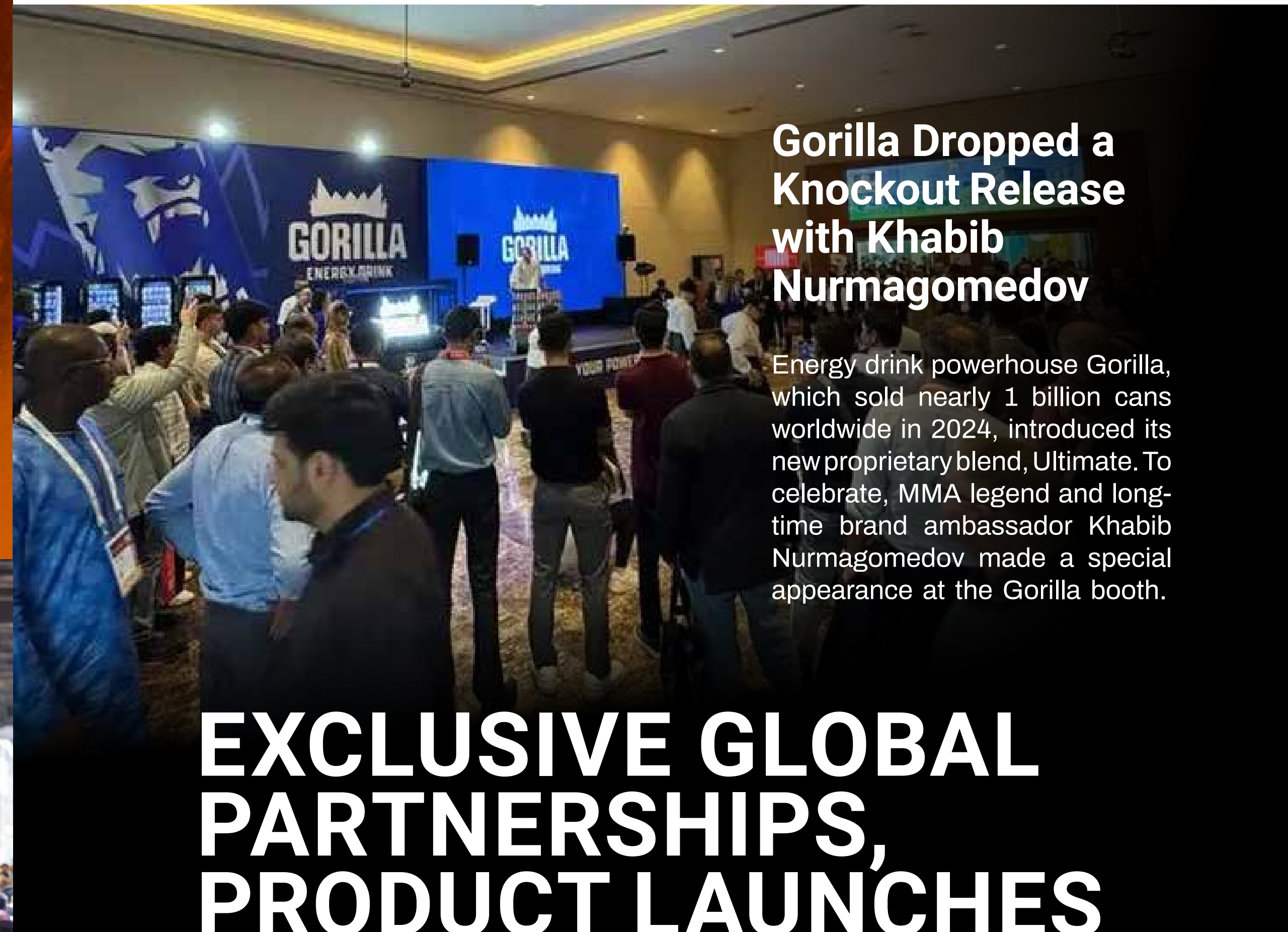
IFFCO Group Unveiled a Multipurpose Cream

Leading business house IFFCO Group unveiled its Multipurpose Cream at Gulfood. This three-in-one formulation is perfect for cooking, whipping and pouring, ideal for toppings and more.



Lulu Retail Strengthened Global Presence with Nine New MoUs

Lulu Retail has significantly expanded its reach, signing nine new Memorandums of Understanding (MOUs) with top global manufacturers from Italy, Spain, Portugal and India at Gulfood 2025. This move strengthens Lulu's offerings across the GCC and international markets.



Gorilla Dropped a Knockout Release with Khabib Nurmagomedov

Energy drink powerhouse Gorilla, which sold nearly 1 billion cans worldwide in 2024, introduced its new proprietary blend, Ultimate. To celebrate, MMA legend and long-time brand ambassador Khabib Nurmagomedov made a special appearance at the Gorilla booth.

EXCLUSIVE GLOBAL PARTNERSHIPS, PRODUCT LAUNCHES & MOUs TOOK CENTRE STAGE

**Madayn Showcases
Oman's Growing
Food Sector at
Gulfood 2025, Signs
MoU with Agro
Solution Korea**



SME Bank Facilitates **RM 140 Million in Export
Opportunities for Malaysian SMEs at Gulfood Dubai 2025**



**Bikanervala partners with Dubai's National Industries park
for **AED 33.7 Million** investment in new production facility**

**Jafza Partners
with Haldiram to
Establish Major
Saffron Processing
Facility in the GCC**



NEXT-LEVEL PRODUCTS UNVEILED AT THE SHOW



FISHER FARMS INCORPORATED

Deboned Milkfish
in Chili Spiced
Cream



SNECO

Crunchy
Cheese Snack



LISTEN UP PTE LTD

OatLife Oat Milk
Avocado with
Chia Seeds



FETTAYLEH FOODS

Wagyu Salami



LIONHEART FARMS

The Power of SLOW
Carbonated Coconut
Water Flower Sap
Drink Calamansi



THAI COCONUT CO., LTD

Thai Mango
Sticky Rice

GULFOOD DiSCOVERY Tours

95% of participants
expressed
satisfaction with
Discovery Tours



Gulfood Discovery Tours wasn't just a walkthrough, it was a first-hand experience of what's next in F&B. Across six unique routes, visitors explored breakthrough innovations, cutting-edge product launches, and the biggest industry shifts.



210
attendees discovered new
products and suppliers

70+
innovations discovered
during the tours

12
hours of discoveries
across multiple sectors



HONOURING OUR AWARD WINNERS



BEST BEVERAGE PRODUCT CATEGORY

Boost It Super Greens Moringa
Aryze Co. Ltd



BEST PACKAGING & DESIGN CATEGORY

Cup-Ji Ready To Sip Beverage Cups
Aditya Trading Company



BEST HEALTH & WELLNESS PRODUCT CATEGORY

Edible Flower Ice Lolly
Blue Bird Foodstuff Trading L.L.C



BEST DAIRY PRODUCT CATEGORY

V.S.O.C. Gold Label Cheese
Daily Dairy Holland



BEST READY TO EAT CATEGORY

**Shredded Chickenless In
Coconut-Curry Sauce**
Thormi Technology



BEST FROZEN & CHILLED PRODUCT CATEGORY

Tato Cheezz Bites
Ark34



BEST SNACKS/BAKED PRODUCT CATEGORY

Mango Coconut Tablet
Yourharvest Ag



BEST SAUCE, CONDIMENT OR PRESERVE CATEGORY

**Jalapeño Dill Pickle Spicy
Seasoning**
A Spice Affair



BEST MEAT & POULTRY PRODUCT CATEGORY

**Good Seoul Korean Fried
Chicken 6 Flavors**
Good Seoul



FOOD500 SUMMIT SET THE STAGE FOR INDUSTRY TRANSFORMATION

“Gulfood has grown to become the world’s largest and most influential gathering for the food and beverage industry, shaping global food trade and fostering partnerships to address pressing challenges in food security, innovation, and resilience.”

**H.E. ABDULLA BIN TOUQ
AL MARRI**
UAE MINISTER OF ECONOMY



110

Speakers

38

International
Speakers

26

Global CEOs

19

First time speakers
in the region



GULFOOD TOP TABLE

GASTRONOMIC
TRADITION & HERITAGE
MET INNOVATION
& CREATIVITY

50

Michelin Stars
Were In Action

105

Masterclasses
Hosted

120

World-Class
Chefs Participated

140

Exceptional
Dishes Created

EMERGING YOUNG CHEFS BATTLED IT OUT TO WIN A CAREER-DEFINING PRIZE

YouthX
CHEF
Challenge

Gulfood continued its unwavering commitment to nurturing talent and innovation through the **YouthX Young Chef Challenge 2025**.

After an intense final competition, **SLS Dubai Hotel** emerged victorious. The talented young chefs showcased their culinary expertise and creativity, winning an exclusive internship at Spain's Aponiente, led by Chef Ángel León.



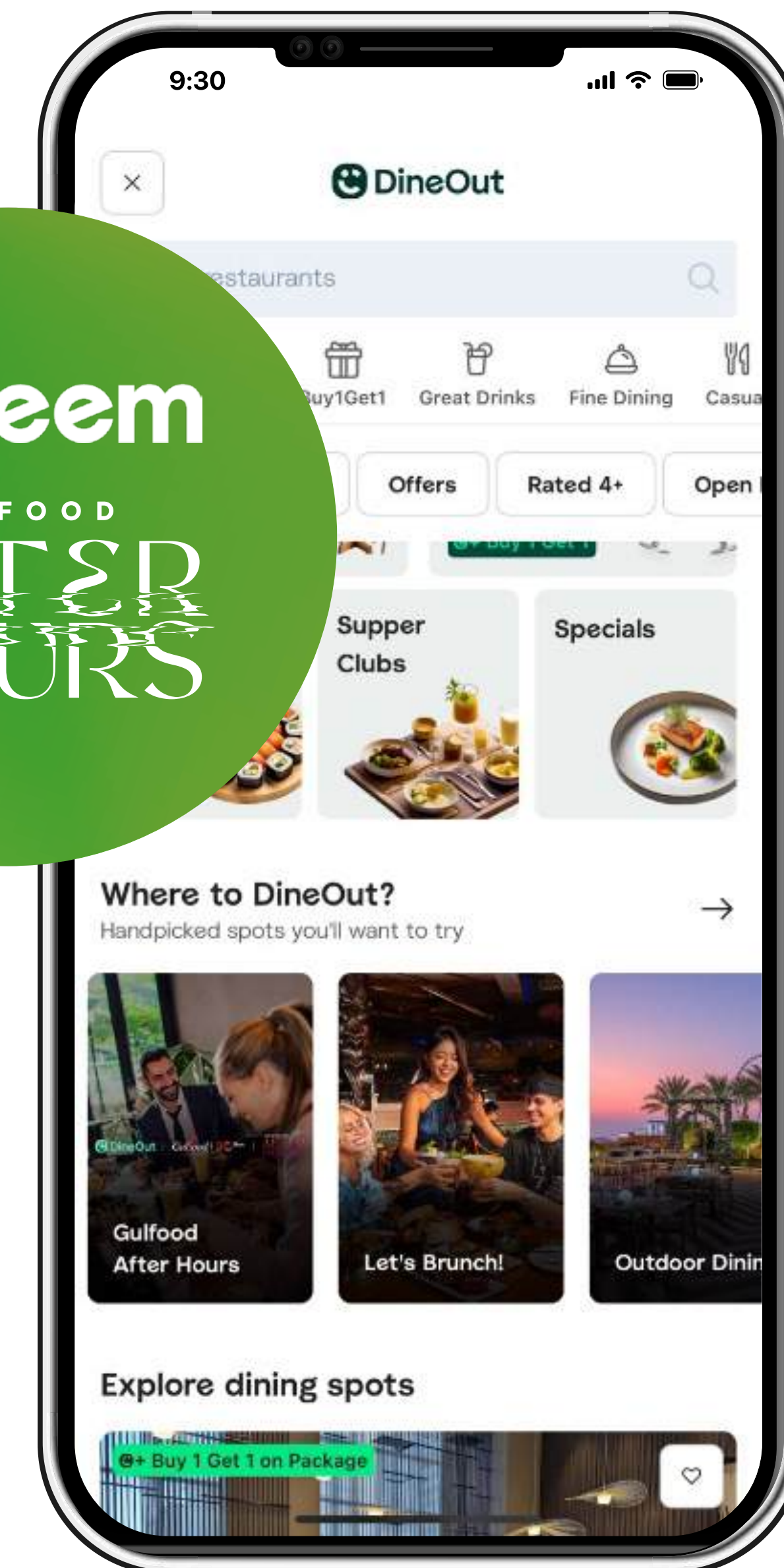
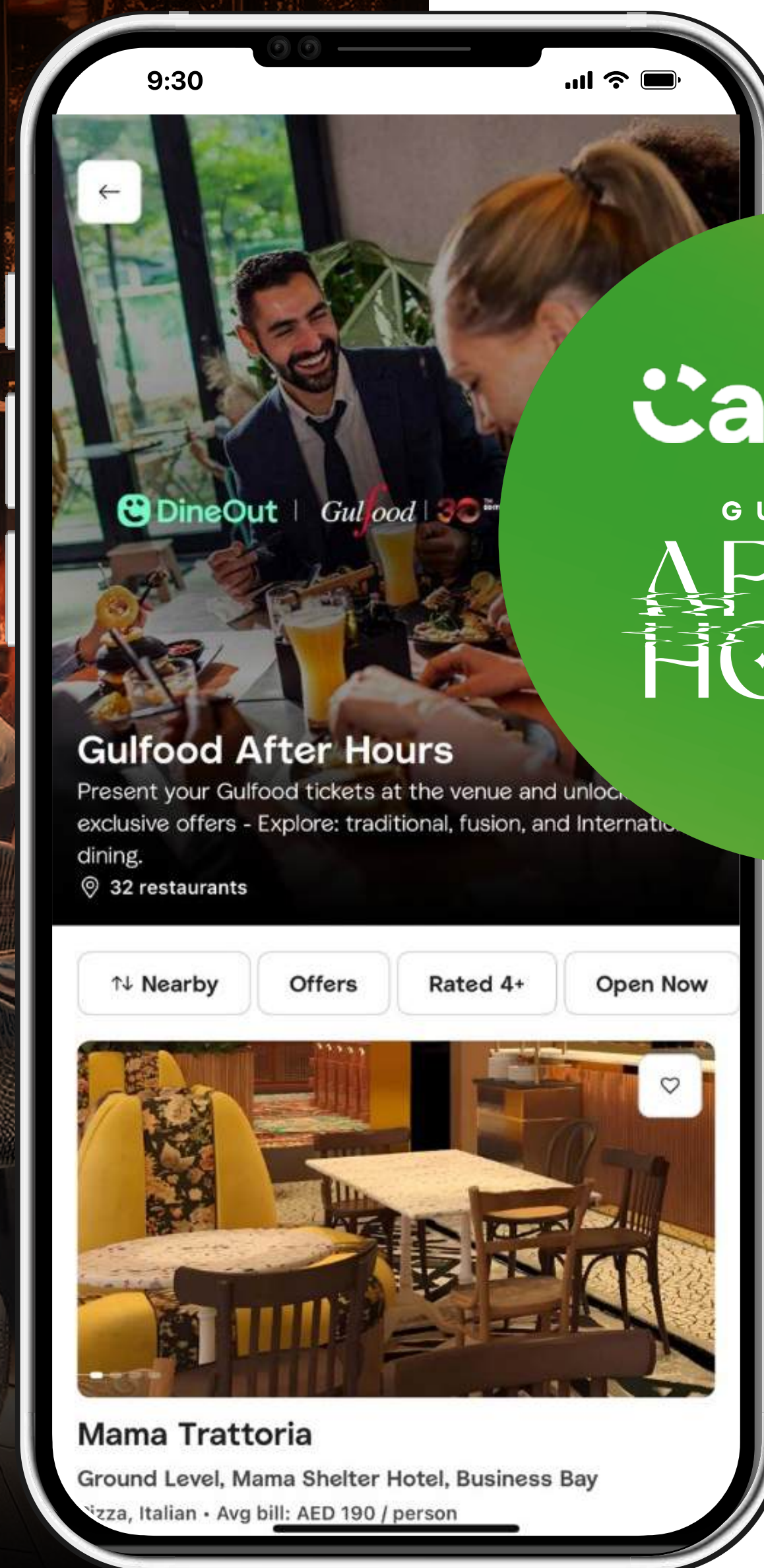
DUBAI WORLD CUISINE & AFTER HOURS

18

collaborations with top
global & local chefs
were established

40

collaborations with
restaurants across
Dubai during the show



DIGITAL MARKETING OVERVIEW

36,795

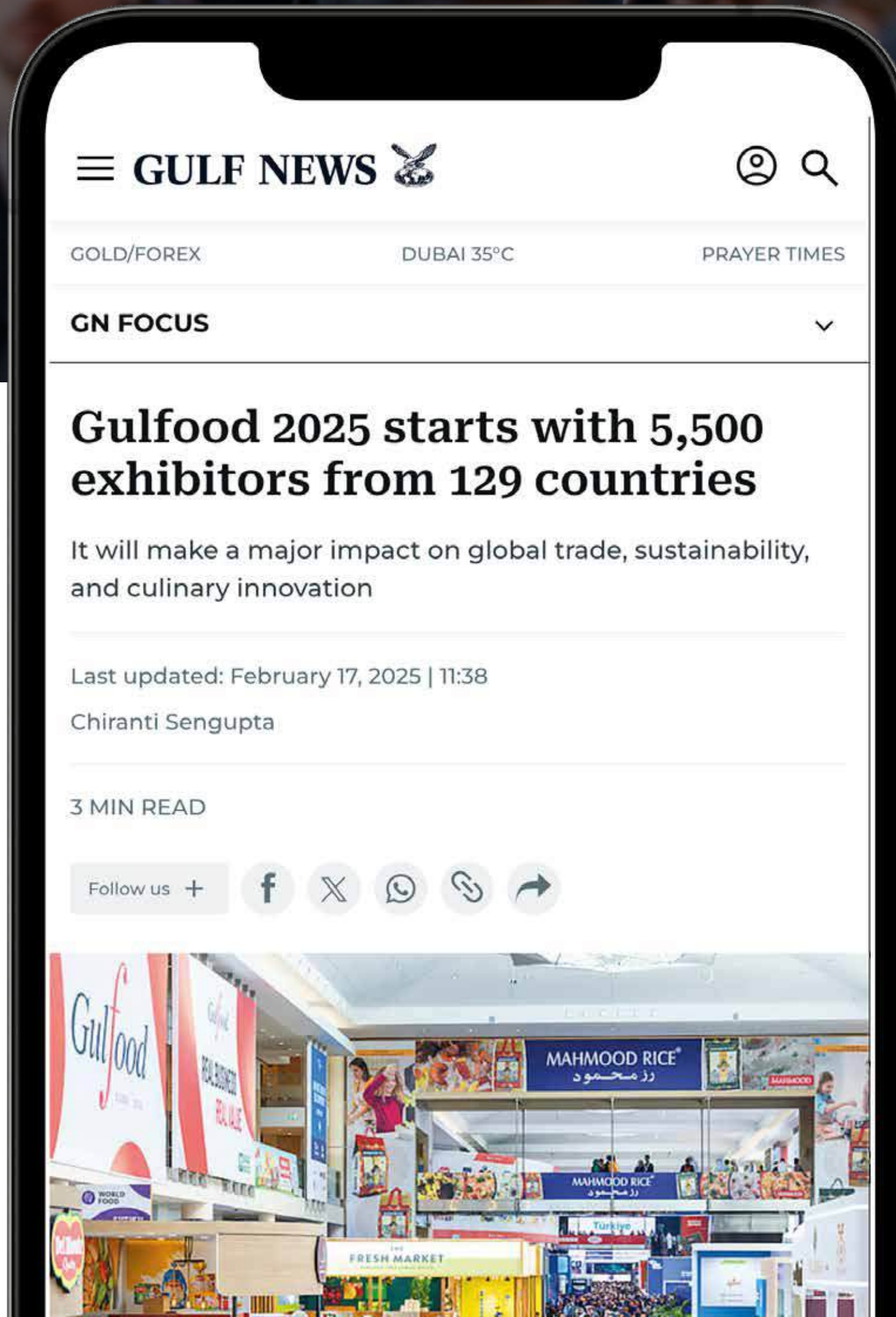
MOBILE APP DOWNLOADS

450K

TOTAL APP
SESSIONS

5.1M⁺

VIEWS GENERATED
FROM MEDIA
COVERAGE



3M⁺

WEBSITE SESSIONS

240M⁺

AD
IMPRESSIONS

14M⁺

SOCIAL MEDIA
IMPRESSIONS

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Category Sponsor Meat & Poultry



Category Sponsor Beverage



Category Sponsor Bakery



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Top Table Ingredient Sponsor



Top Table Masterclass Sponsors



Blend Studio Masterclass Sponsors

