

TWO LEADING ORGANIZERS UNITE TO HOST  
AFRICA'S MOST EXCITING F&B EVENT OF 2025

# Africafood Show

Powered by *Gulfood*

## Africa's most influential F&B sourcing event

Meet African buyers, close deals and build your brand

**10-12 JUNE 2025**

CAPE TOWN INTERNATIONAL  
CONVENTION CENTRE, SOUTH AFRICA  
[www.theafricafoodshow.com](http://www.theafricafoodshow.com)



### MARKET INSIGHTS FOR INTERNATIONAL EXHIBITORS

**3**

DAYS

**300+**

GLOBAL  
EXHIBITORS

**6000+**

F&B PROFESSIONALS  
FROM ACROSS AFRICA

Co-located with:



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# Understanding the African food & beverage market

To support our international agents in bringing the right exhibitors to Africa Food Show, we've outlined key trends shaping the African food and beverage landscape. These insights will help guide exhibiting companies in selecting products that align with regional demand.

## Health-conscious consumption

African consumers are increasingly seeking healthier food and beverage options. This includes:

- Natural & organic products - Growing demand for organic, non-GMO, and plant-based offerings.
- Functional beverages – interest in drinks with added health benefits, such as probiotics, vitamins, and adaptogens.

## Convenience & ready-made meals

With fast-paced lifestyles, consumers are looking for easy, time-saving food solutions:

- Ready-made & packaged meals – High demand for pre-prepared meals that cater to busy urban consumers.
- On-the-Go snacks & beverages – Portable and nutritious options are gaining popularity.

## Smart & sustainable packaging

Sustainability is a key purchasing factor for African consumers:

- Recyclable & biodegradable packaging – Brands using sustainable packaging solutions have a competitive edge.
- Eco-friendly materials – Increasing preference for packaging made from renewable resources.





## Premiumisation & unique experiences

Consumers are willing to pay more for high-quality and exclusive food experiences:

- Premium food & beverages – Demand for craft beers, fine wines, artisanal cheeses, and gourmet ready-made meals.
- Authentic & unique offerings – Unique flavours and culinary experiences are key selling points.

## Sustainable & ethical sourcing

Conscious consumerism is driving preference for ethically produced goods:

- Environmentally Friendly Practices – Sustainable sourcing, fair trade, and responsible production methods.
- Transparency & Ethical Supply Chains – Brands that prioritize ethical business practices are favoured by consumers.



**These trends provide a road-map for international exhibitors to align their products with African buyer expectations. By showcasing offerings that meet these growing demands, exhibitors can successfully tap into Africa's dynamic food and beverage market.**

# Delivering Africa's leading F&B buyers

We are executing a comprehensive strategy to attract top-quality food and beverage buyers from across Africa. Here's how we're ensuring the right decision-makers attend:



**African roadshows** – In April, the Africa Food Show team will be hosting workshops and meetings with key buyers in **Kenya and Nigeria**, showcasing exhibitors, show features, and content to generate interest and commitment.



**Inward buyer programme** – Africa Food Show is inviting a select group of high-profile buyers from across Africa, covering their flights and accommodation to ensure their participation. Applications are now open – visit [www.theafricafoodshow.com](http://www.theafricafoodshow.com) for details.



**African VIP programme** – Every African attendee who registers will automatically gain access to our VIP benefits including special discounts to exclusive content areas, invitations to networking dinners, and other benefits.



**Gulfood marketing** – We are leveraging the extensive Gulfood database, reaching thousands of African buyers through dedicated email campaigns, highlighting the reasons to attend the Africa Food Show.



**Expanding our database** – We are building an additional 5,000 data records of key visitor profile groups, focusing specifically on African buyers. This will result in a total database of over 43,000 contacts in the African food and beverage industry.



**Marketing campaign** – We have doubled our marketing spend to maximise visibility across Africa. Our strategy includes radio, outdoor advertising, a strong digital campaign, and various other platforms and channels. To learn more about our marketing strategy and plans, please contact our team.





# Content tailored to attract key industry players

To support our efforts in attracting quality attendees, we have introduced several new content elements to the Africa Food Show, including:



**Africa Food Summit** - Featuring top local and international speakers covering a range of key topics and trends in the African F&B sector. This conference will target senior representatives from the retail sector.



The Africa Food Show will be co-located with **Hotel and Hospitality Expo Africa**, the continent's largest event for the hotel, restaurant, bar, and café sectors, ensuring exposure to visitors from these industries and enhancing the overall value of the event.



The South African Bakers Challenge is back in 2025 and is run in partnership with the South African Bakers Association, adding a new level of excitement to the event.



Invitations for chef demonstrations have been extended to top chefs in Africa to attend the event and participate in some of the featured areas.



In addition to these content areas, we have our interactive expo floor features, including the Game of Chefs, the Global Pizza Challenge, and the National Burger Challenge, brought to you by Econofoods, along with a host of workshops, demonstrations, and product launches.



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With our targeted outreach, exclusive content, and exciting event features, the Africa Food Show offers a unique platform to connect with key decision-makers in the industry. We're working hard to bring together the right people and ensure a valuable experience for all involved.

For more details, please reach out to Margaret Peters at [margaretpeters@dmgevents.com](mailto:margaretpeters@dmgevents.com). We look forward to welcoming you to Cape Town!

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

