

## **Anuga Brazil 2024 presents vegan pavilion with market expected to reach US\$ 34 billion by 2028**

*In partnership with SVB, the space aims to show the simplicity of products and how companies are preparing to meet the growing interest.*

Following its success in 2023, the Vegan Experience Pavilion by SVB (Brazilian Vegetarian Society) has been confirmed for Anuga Select Brazil 2024, in the Anhembi District in São Paulo. With increasing public interest and the expansion of the global market (which is expected to exceed US\$ 34 billion by 2028, according to SkyQuest), the space hopes to take advantage of the fair, from 9 to 11 April, to break down the taboo that it is very difficult to adopt this type of diet.

"We project great growth over the next few years. More than that, we expect the public to become increasingly familiar with the products and the possibilities of the market. We have research showing that health professionals are encouraging a reduction in animal proteins and greater consumption of plant proteins. The market for vegan products has been growing by an average of two digits in recent years, even against a backdrop of insecurity and recovery," points out Ricardo Laurino, SVB vice-president.

Vegan cuisine and the presentation of new products made by partner companies are some of the attractions already confirmed at the Vegan Experience by SVB Pavilion. "We've been participating more actively since 2023. We are going to repeat what was successful at the last edition. Our focus for 2024 is to show the simplicity of vegan products and how companies are getting better prepared to meet the growing interest," adds Laurino.

Beni Piatetzky, general director of Koelnmesse Brasil, organiser of the event, points out that the SVB's support is essential to attract the public to this important segment. "We can't talk about food without highlighting the vegan segment today. The figures speak for themselves. We are very happy to be renewing this partnership for our fifth edition in Brazil," he says.

According to a 2021 Ipec survey, 46 per cent of Brazilians stop eating meat at least once a week of their own volition and 32 per cent of Brazilians choose a vegan option when this information is highlighted by the restaurant. The latest IBOPE survey on the subject found that 14 per cent of the country's population declare themselves vegetarians.

The 660% increase in searches for the term 'vegan' on Google Trends between January 2014 and December 2022 shows that people are becoming increasingly interested in the movement. For Laurino, participation in the fair also helps to popularise and raise awareness of the movement.

"Whether they're vegan or not, we're noticing this growing public interest. Anuga is keen to put the spotlight on this important moment. This reflects positively on the movement and the vegan products market," says the SVB vice-president. According to Laurino, attending the event helps to give it even more visibility among the public. It also allows entrepreneurs to meet with companies, providing a better understanding of the market and the opportunity for new solutions to be disseminated.

"The importance of the partnership is unquestionable and of very high value thanks to two factors. Firstly, we bring the knowledge of more than two decades working with the movement, we have experienced its development since it was just beginning. And secondly, we were able to connect companies and entrepreneurs who have solutions and present possibilities to the market, which is constantly growing," Laurino concludes.

## **Service**

### **Anuga Select Brazil**

**Date:** 9 to 11 April 2024

**Time:** 10am to 7pm

**Venue:** Anhembi District

**Address:** Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

**Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** - It is organised by Koelnmesse Brasil, which, through the trade fair, gives due space to all the diverse activities related to agribusiness and the food and beverage industry. In this way, national and international buyers will have the opportunity to meet in the same place to do business, as well as get to know the industry's innovations. The event takes place from 9 to 11 April 2024 in the Anhembi District in São Paulo.

**About Koelnmesse** - Global Competence in Food and FoodTec: Koelnmesse is an international leader in the implementation of food fairs and services and products related to food and beverage processing. Fairs such as Anuga, ISM - International Sweets and Biscuits Fair and Anuga FoodTec are recognised worldwide as absolute leaders in their sectors. Koelnmesse also organises leading fairs in the food and beverage sector in other emerging markets around the world, such as Brazil, China, India, Italy, Japan, Thailand, the United States and the United Arab Emirates. With these global activities, Koelnmesse offers its customers a complete portfolio of qualified events in different markets that guarantee a sustainable and international business network.

More information: <https://anuga-brazil.com.br/>

Anuga Brazil on social media:

**Facebook:** [facebook.com/anugabrazil](https://facebook.com/anugabrazil)

**Instagram:** [anugabrazil](https://www.instagram.com/anugabrazil)

**LinkedIn:** <https://www.linkedin.com/company/anuga-brazil/>

**Youtube:** [https://www.youtube.com/channel/UCebO5\\_epuMPam5T6hBHVOjQ](https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ)

Photos from the 2023 edition and the Anuga Brazil 2024 launch event can be found here:

<https://anuga-brazil.com.br/retrospectivas/retrospectiva-2023/>

### **Official Press Office**

Contact 2 PRO Comunicação, the official press office for Anuga Select Brazil 2024, and take advantage of this communication channel to publicise your company's participation.

- [teresa.silva@2pro.com.br](mailto:teresa.silva@2pro.com.br)
- [myrian.vallone@2pro.com.br](mailto:myrian.vallone@2pro.com.br)
- Tel: 55 (11) 3030 - 9463
- Tel: 55 (11) 3030 - 9404
- Tel: 55 (11) 99228 - 7836
- <https://2pro.com.br/>

If published, please send us a copy.