# ISM 2025 trade fair set to showcase innovation in the sweets and snacks industry



The snacks and sweets trade fair, ISM, will take place from 2nd to 5th February 2025 in Cologne, Germany, marking its position as the world's leading event for the sweets and snack industry. Sabine Schommer, the director of ISM, offered insights on the forthcoming conference, where industry professionals will gather to showcase emerging trends and innovations, forming a crucial launchpad for the new business year.

As reported by Snack Food & Wholesale Bakery, ISM 2025 is expected to attract over 1,500 exhibitors from 70 countries, providing a vibrant atmosphere for networking, product launches, and insights across the confectionery landscape. This year's theme is further enriched by its partnership with ProSweets Cologne, promoting a comprehensive perspective on the supply chain for snacks and sweets under the joint designation "Sweet Week." This collaboration aims to bring together manufacturers, suppliers, and retailers, all while focusing on various aspects including packaging solutions, production technology, and ingredients.

Schommer outlined several key themes for this year’s edition, noting that sustainability has become an integral focus for the industry. With increasing consumer demand for locally sourced products and environmentally friendly packaging, these elements are set to play a central role in discussions and presentations throughout the week. The emphasis on transparency and brand loyalty is also rising, as consumers increasingly seek connections with the brands they support, prompting businesses to share their sourcing and production narratives.

Health-conscious trends are another primary focus for ISM 2025, with products that offer higher protein content and reduced levels of sugar, fat, and salt gaining traction. The fair will also explore how artificial intelligence is transforming the production processes and product development in the sweets and snacks sector, alongside innovative ideas such as the recently popular "Dubai chocolate."

The agenda for this year’s event includes exciting new programs and features. Notably, Lab5 by ISM in Hall 10.1 will serve as a hub for creativity, showcasing concepts from start-ups and artisan businesses. The ISM Awards, New Product Showcase Award, and the Consumer Award will acknowledge exceptional contributions within the industry. Award-winning products will be exhibited prominently, adding further excitement for attendees.

A highlight is the Start-up and Scale-up Pitches on the first day of the event, designed to showcase groundbreaking innovations and the entrepreneurs behind them. Additionally, the inaugural Sweet Week Production Summit, taking place on 3rd February, will create networking opportunities for participants from both ISM and ProSweets Cologne.

Educational components such as themed days on the Expert Stage will provide attendees with critical insights into sustainability, digitalisation, and efficiency driven by artificial intelligence. Important presentations, including “Top Sweets & Snacks Trends 2025” by Innova Market Insights and “2025 Global Consumer Trends: What’s Next for Snack Consumers” by Euromonitor International, are anticipated to be particularly informative in guiding businesses through the evolving landscape.

Networking remains a focal point, with events planned to facilitate both the deepening of existing industry relationships and the formation of new connections. Schommer also encouraged first-time attendees to make the most of the diverse offerings and special sessions available.

As ISM gears up for 2025, it promises to be more than just a trade fair; it embodies a platform for knowledge exchange, innovation, and collaboration that hopes to shape the trajectory of the snacks and sweets industry. With industry professionals converging from across the globe, the event is poised to highlight new ideas and partnerships that will drive growth in the sector.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.tradefairdates.com/International-Confectionery-Fair-ISM-M496/Cologne.html> - Corroborates the dates of ISM 2025, from 2nd to 5th February in Cologne, Germany, and its annual cycle.
* <https://www.esmmagazine.com/retail/ism-cologne-2025-all-you-need-to-know-280210> - Supports the expectation of over 1,500 exhibitors from 70 countries and the partnership with ProSweets Cologne under the 'Sweet Week' designation.
* <https://www.italyexport.net/en/exhibitions-fact/ism-2-5-february-2025/> - Confirms the number of exhibitors, countries represented, and the joint event with ProSweets Cologne as part of 'Sweet Week'.
* <https://www.tradefairdates.com/International-Confectionery-Fair-ISM-M496/Cologne.html> - Provides details on the fair's location and the professional visitor-only audience.
* <https://www.esmmagazine.com/retail/ism-cologne-2025-all-you-need-to-know-280210> - Highlights key themes such as sustainability, transparency, and brand loyalty, as well as health-conscious trends.
* <https://www.italyexport.net/en/exhibitions-fact/ism-2-5-february-2025/> - Mentions the innovation platform and the return of well-known brands, aligning with the emphasis on new product launches and industry trends.
* <https://www.tradefairdates.com/International-Confectionery-Fair-ISM-M496/Cologne.html> - Confirms the event's focus on industry professionals and the annual nature of the fair.
* <https://www.esmmagazine.com/retail/ism-cologne-2025-all-you-need-to-know-280210> - Details the educational components, such as themed days on the Expert Stage, and the networking opportunities.
* <https://www.italyexport.net/en/exhibitions-fact/ism-2-5-february-2025/> - Supports the presence of start-ups and artisan businesses, as well as the inaugural Sweet Week Production Summit.