

Press Release

Digital, innovative, snackable: the future of the baking industry at INTERNORGA 2026

Hamburg, 13 November 2025 – Fresh baking and snack trends, smart technologies, practical business ideas and networking at its finest: if you want to be at the forefront of the baking industry, INTERNORGA 2026 is the place to be. From 13 to 17 March 2026, Hamburg will once again bring together all those looking to shape the future world of baking and confectionery.

Innovation meets craftsmanship

Bakeries and confectioners are currently faced with a wide range of both opportunities and challenges – and this is exactly where **INTERNORGA 2026** comes in. 'The baking and confectionery trade is undergoing a transformation between tradition, sustainability and a digital future. INTERNORGA is the place where these topics come together, effective ideas take shape and valuable partnerships are formed,' says **Bettina Schliephake-Burchardt**, President of the **German Confectioners' Association** and judge of the Sat.1 TV show 'Das große Backen' (The Great Bake Off). INTERNORGA 2026 offers innovative ideas, fresh impetus and practical solutions for bakeries and confectioners throughout its exhibition halls, in inspiring stage formats and with exciting networking opportunities.

Snacks as growth drivers

Quick, tasty snacks remain the number one sales driver, as confirmed by the YouGov Shopper Panel 2025. While bread consumption is declining, snacks are really taking off – especially in the to-go sector.¹ Consumers' desire for greater freshness, variety and conscious enjoyment is already evident in many product ranges: bowls, salads, healthy drinks such as smoothies and the like are increasingly joining classic baked goods. 'Snacks today are much more than just a quick bite between meals: they represent a promising opportunity and demonstrate the creativity and innovative power of the baking and confectionery trade,' says **Katja Trieschmann**, Team Leader for Germany at the **YouGov Shopper Panel**. Exhibitors including **ARYZTA** and **Vandemoortele** demonstrate how the trend is developing and the ways in which companies are creating new taste experiences with a greater variety of snacks: plant-based snack ideas with a global twist, ready-to-bake mini breads or pastries with trendy grains, soft oat varieties and new baking essentials with clean, halal or vegan labels. In addition, there are energy-packed to-go cakes, handy portion sizes and creative recipes with no artificial additives. The future of baking is fresh, innovative and simple – and it can be experienced at INTERNORGA.

¹ YouGov Shopper Panel 2025

Digitalisation as a game changer

In addition to product diversity, digital solutions are also driving the baking industry forward – from smart POS systems and ordering solutions to AI-supported sales forecasts and efficient enterprise resource planning systems. Contactless payment via smartphone or smartwatch has also long since become a standard method, while e-learning and cloud-based applications simplify organisation within a business. Companies such as **Lightspeed** and **42 GmbH** will be providing practical live demonstrations at INTERNORGA 2026 of how digital innovations are making bakeries and confectioners fit for the future.

Inspire, network, hit the ground running

Digitalisation will be among the topics discussed on stages such as the **OPEN STAGE**, as will other future-relevant topics, including new business models and attracting and retaining employees. Exciting discussions, best practice cases and talks will provide inspiring ideas for bakers and confectioners. Networking areas such as the **OFF THE RECORD** meeting and afterwork lounge and **Café Future live** make valuable interaction with like-minded people, both familiar faces and new contacts, possible. 'After INTERNORGA, I always go home with fresh ideas and feeling good. It shows you how vibrant our sector is – whether it's a small family business or a large chain of bakeries. And you realise that if we stick together, we can overcome any challenge,' says **Jochen Meyer**, an independent master baker and confectioner.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.



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