

Nuremberg, Germany
13 - 16.2.2019

VIVANESS2019

into natural beauty

International Trade Fair for Natural and Organic Personal Care



Ideelle Träger | Supporting organizations



COSMOS

COSMOS

NATRUE



1. STRUCTURAL DATA

	TOTAL	GERMANY 	INTERNATIONAL 
Exhibitors	283	93	190
Visitors (incl. BIOFACH)	51,488	25,590	25,898
Total exhibition space (in m²)	9,300	–	–
Exhibitor stand space (in m²)	4,344	1,613	2,731
Special shows (in m²)	1,045	1,045	–

2. VIVANESS AND BIOFACH CONGRESS

9,458
 CONGRESS
 PARTICIPANTS

gathered information at **139** individual events.

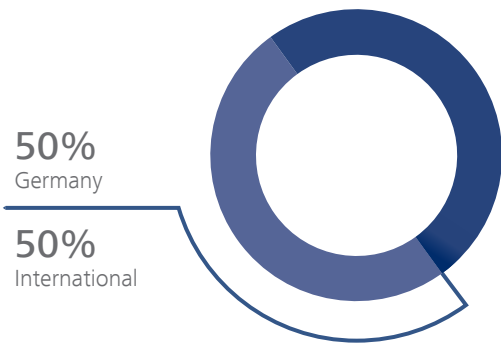
3. MEDIA

1,014 — media representatives from **37** countries were accredited to BIOFACH / VIVANESS 2019

145,013 — Visits and **460,537** page impressions from **122** countries at www.vivaness.de from 18.02.2018 to 16.02.2019

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS AT BIOFACH / VIVANESS



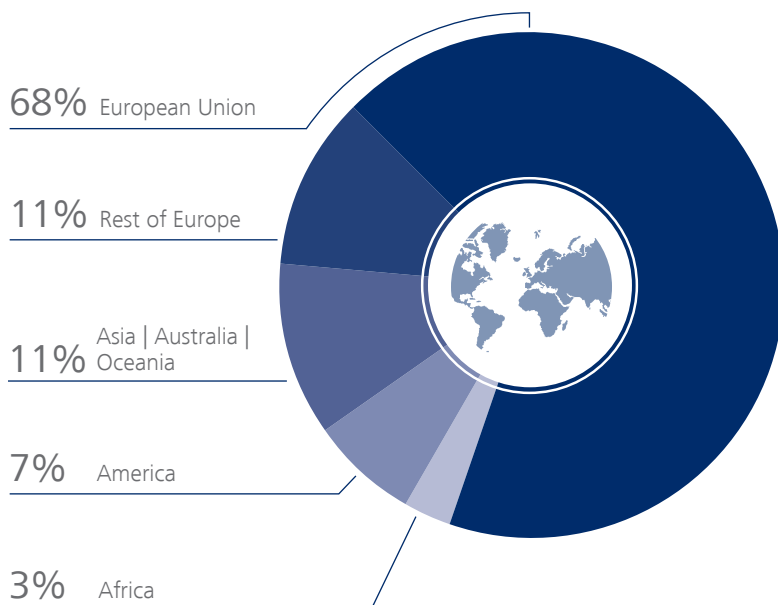
NUMBER OF COUNTRIES:

144

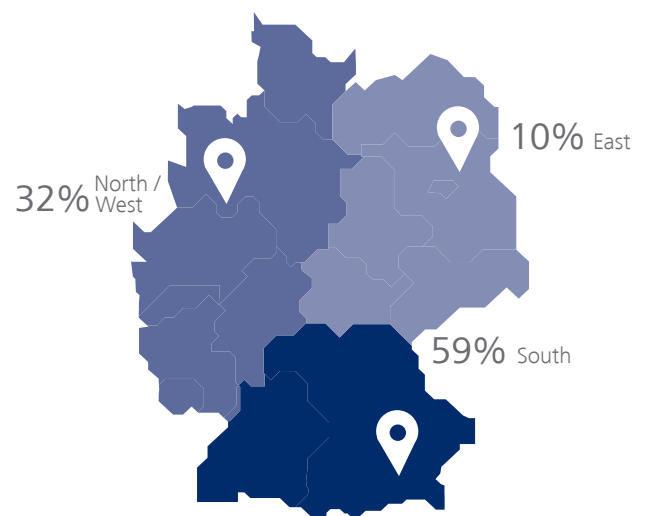
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Italy
2	Austria
3	France
4	Spain
5	Netherlands
6	Poland
7	Switzerland
8	Czech Republic
9	Great Britain / Northern Ireland
10	Belgium

STRUCTURE OF INTERNATIONAL VISITORS



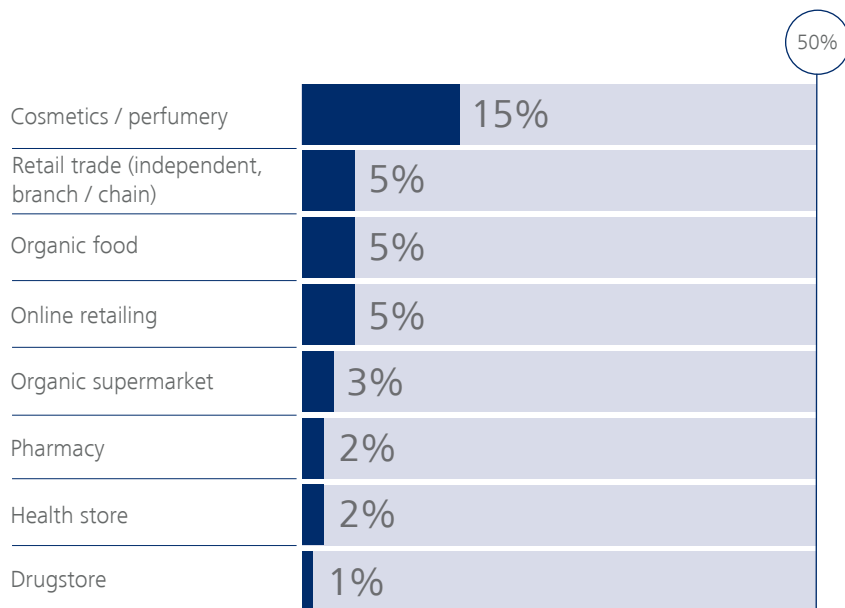
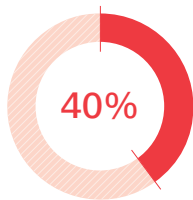
STRUCTURE OF GERMAN VISITORS



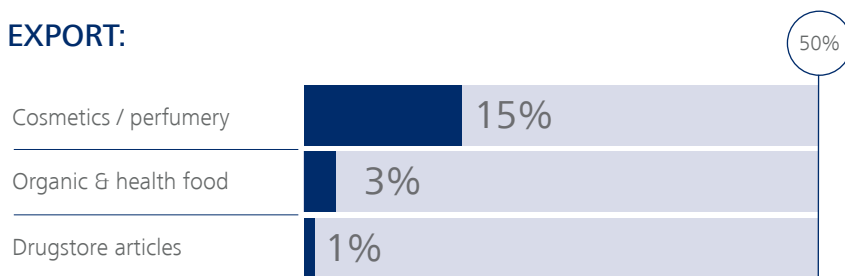
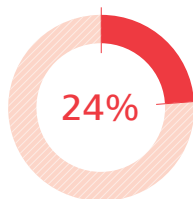
4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

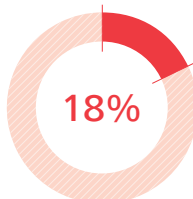
RETAIL:



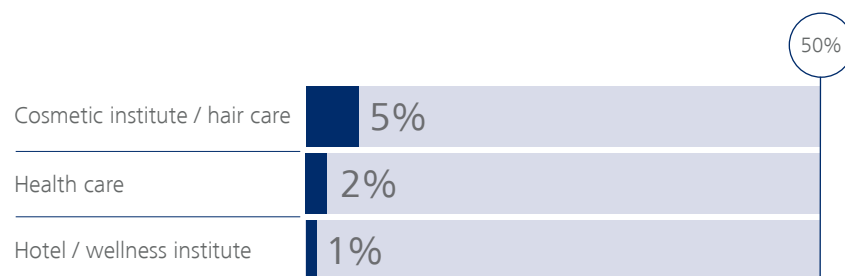
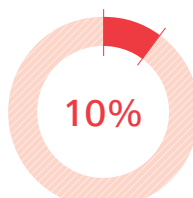
WHOLESALE TRADE/IMPORT & EXPORT:



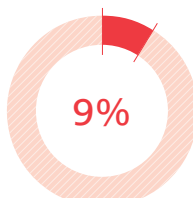
MANUFACTURER:



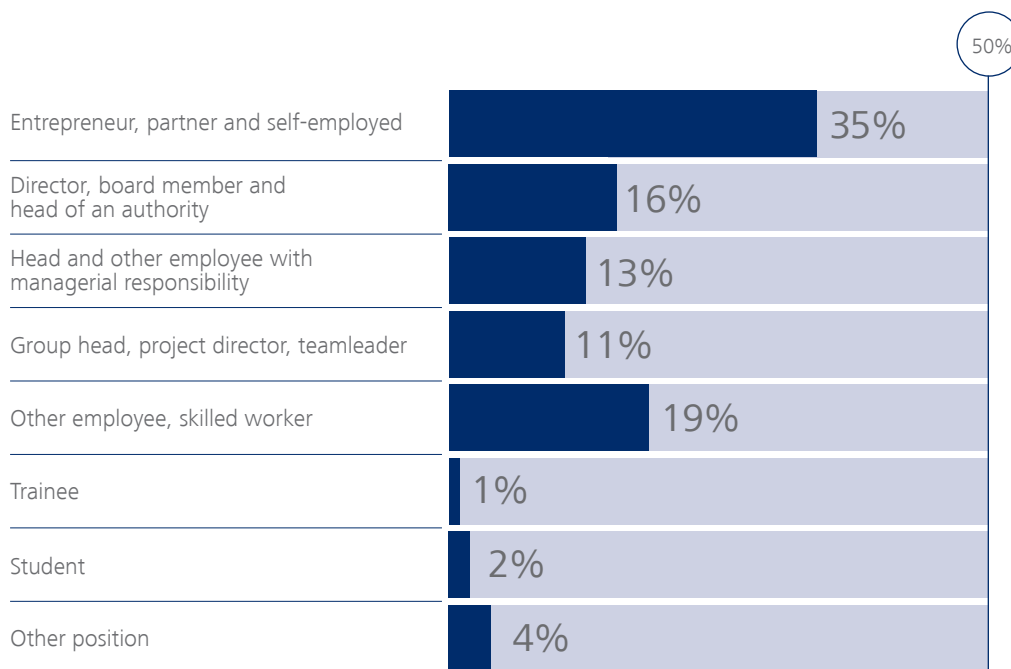
SERVICE SECTOR:



OTHER SECTOR:



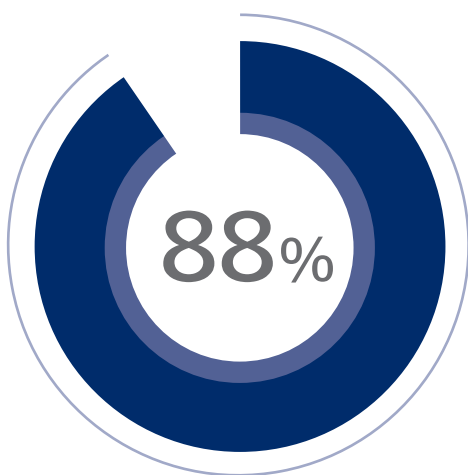
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

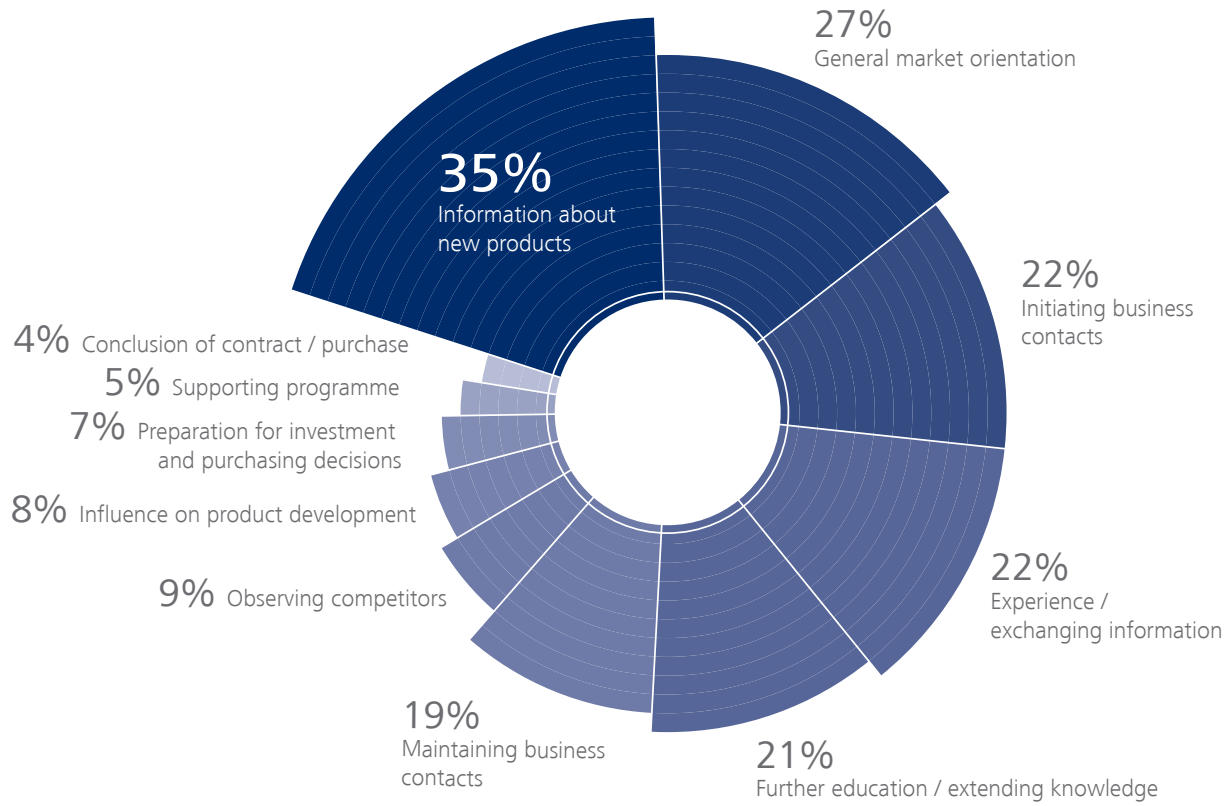


of the visitors are ...

involved in purchasing decisions in their company.

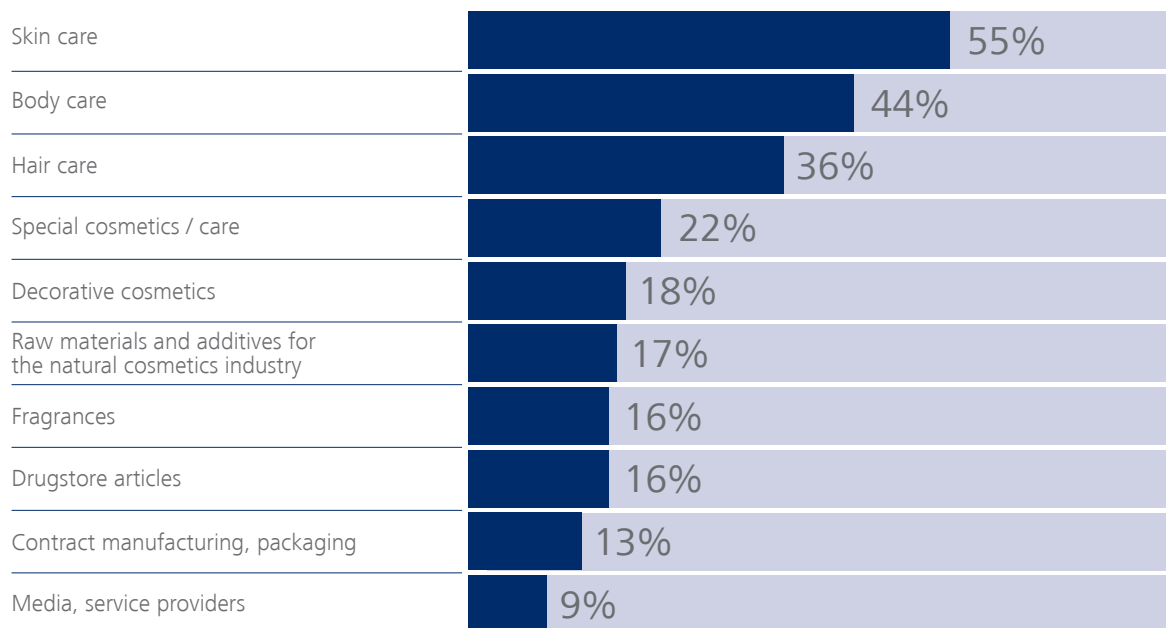
5.2 MAIN REASONS FOR VISIT

What are the main reasons for you to visit VIVANESS 2019? (Multiple answers, extract)



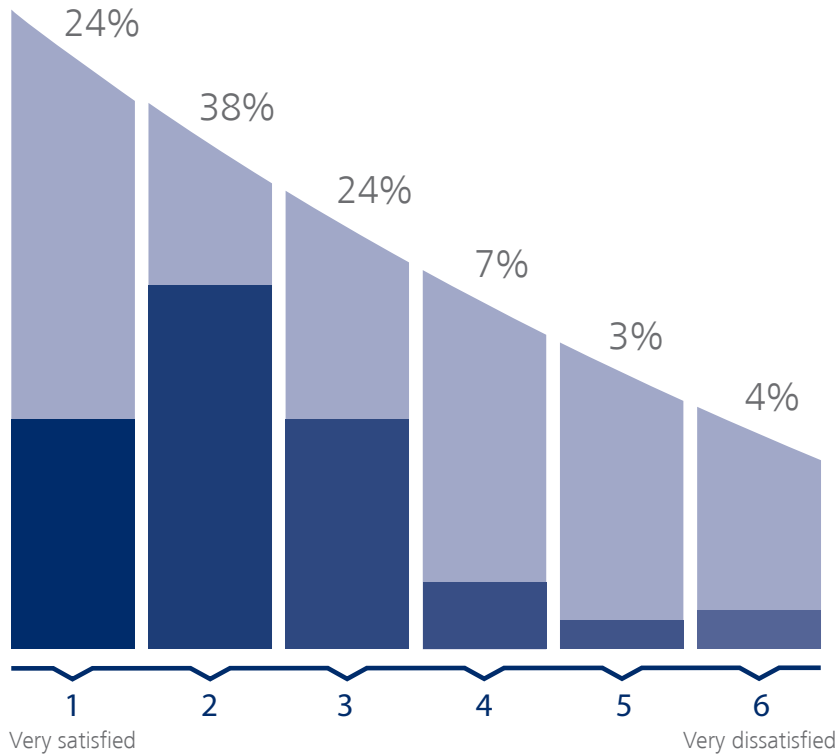
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at VIVANESS 2019? (Multiple answers)



5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products / services presented at VIVANESS 2019?

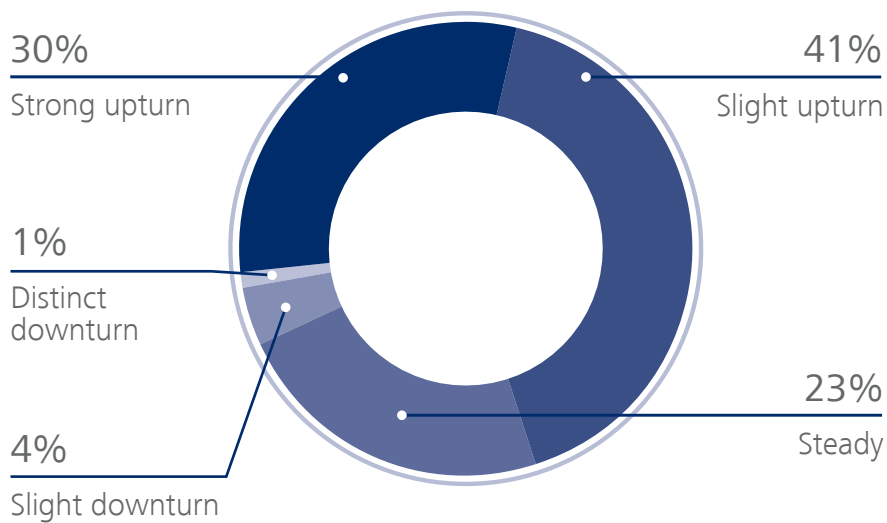


93 %

93% of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 ECONOMIC SITUATION IN SECTOR

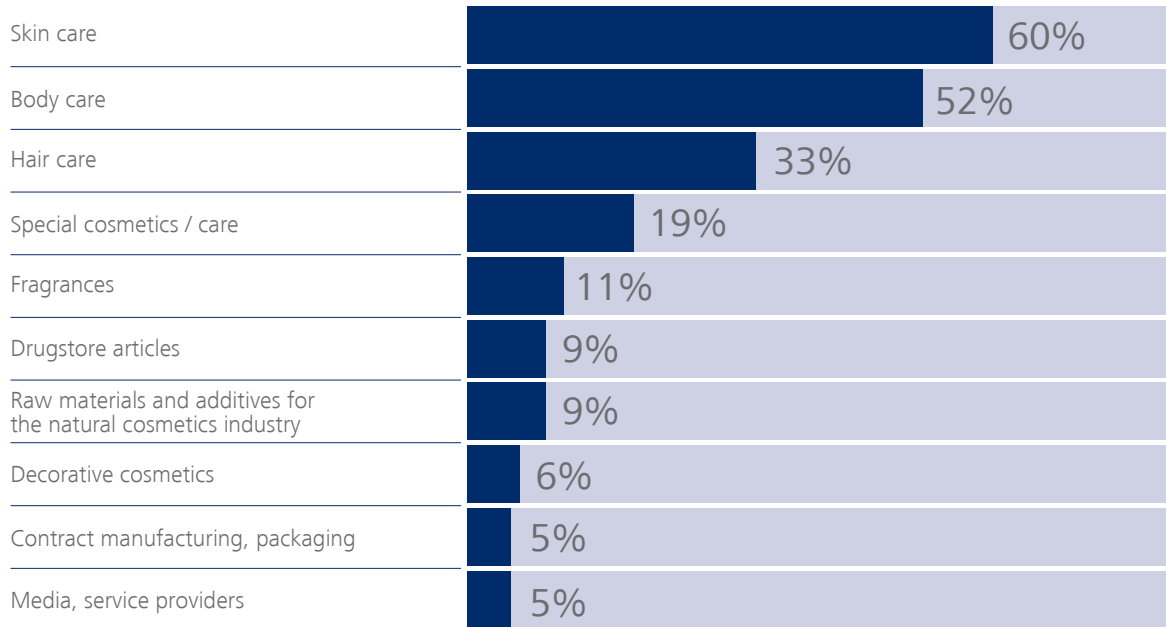
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

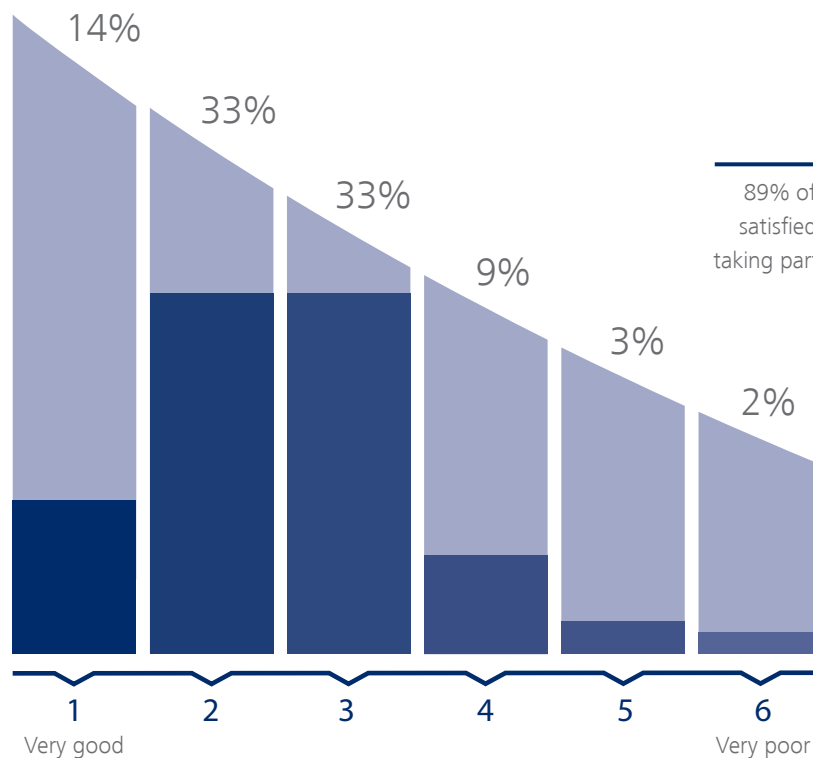
6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



6.2 OVERALL SUCCESS

How successful do you think taking part in VIVANESS 2019 was for your company overall?



No answer: 6%

89% of the exhibitors were satisfied with the success of taking part in VIVANESS 2019.



6.3 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at VIVANESS 2019? (Multiple answers, extract)

SECTORS AND PEOPLE:

Contacts, international		86%
Contacts, national		67%
Networking		66%
Exchange of experience		59%

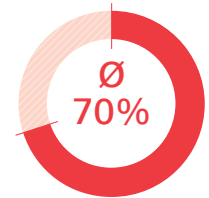
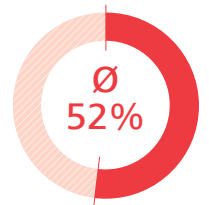








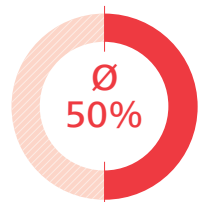
IMAGE AND PR:

Image cultivation / PR		53%
Market positioning		50%



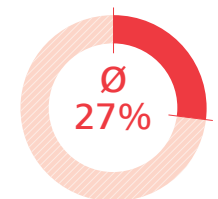
MARKET AND PRODUCTS:

Customer acquisition		66%
Customer care		51%
Market observation		51%
Innovation news		49%
Market development		44%
Direct transactions		37%



POLITICS AND PUBLIC OPINION:

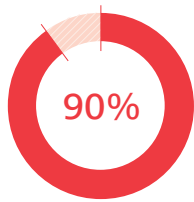
Contacts to opinion leaders		34%
Contacts to political representatives		20%



6.4 TARGET GROUPS OF THE EXHIBITORS

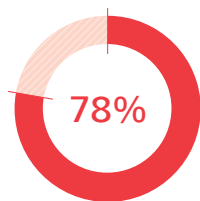
Which target groups do you wish to reach by exhibiting at VIVANESS 2019? (Multiple answers, extract)

RETAIL:



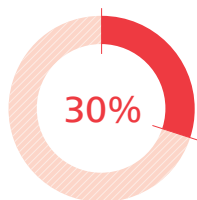
Cosmetics / perfumery		62%
Online retailing		51%
Pharmacy		50%
Retail trade (independent)		46%
Drugstore		44%
Organic supermarket		42%
Health store		42%
Retail trade (branch / chain)		42%
Organic food		33%
Department stores		28%

WHOLESALE TRADE / IMPORT & EXPORT:



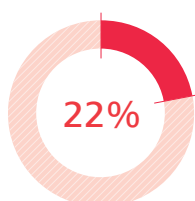
Cosmetics / perfumery		66%
Organic & health food		30%
Drugstore articles		26%

SERVICE SECTOR:



Cosmetic institute / hair care		22%
Hotel / wellness institute		14%
Health care		12%

MANUFACTURER:



Personal care and drugstore articles		21%
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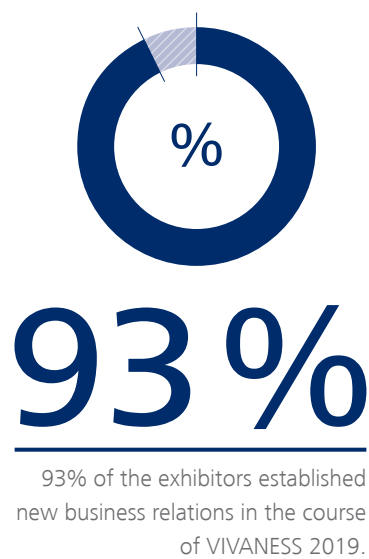
6.5 TARGET GROUP ACCURACY

Did you reach your most important target groups at VIVANESS 2019?



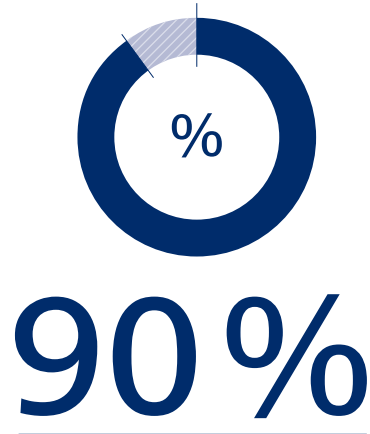
6.6 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of VIVANESS 2019?



6.7 FOLLOW-UP BUSINESS

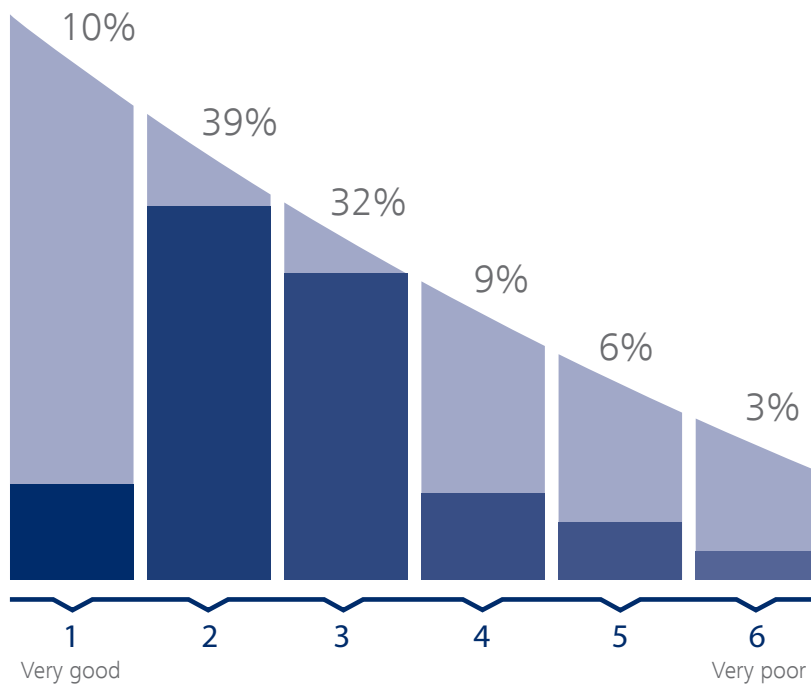
Do you expect follow-up business after making contacts and paving the way during the fair?



90% of the exhibitors expect follow-up business due to contacts made during the trade fair.

6.8 QUALITY OF VISITORS

How do you rate the quality of the visitors to your stand?



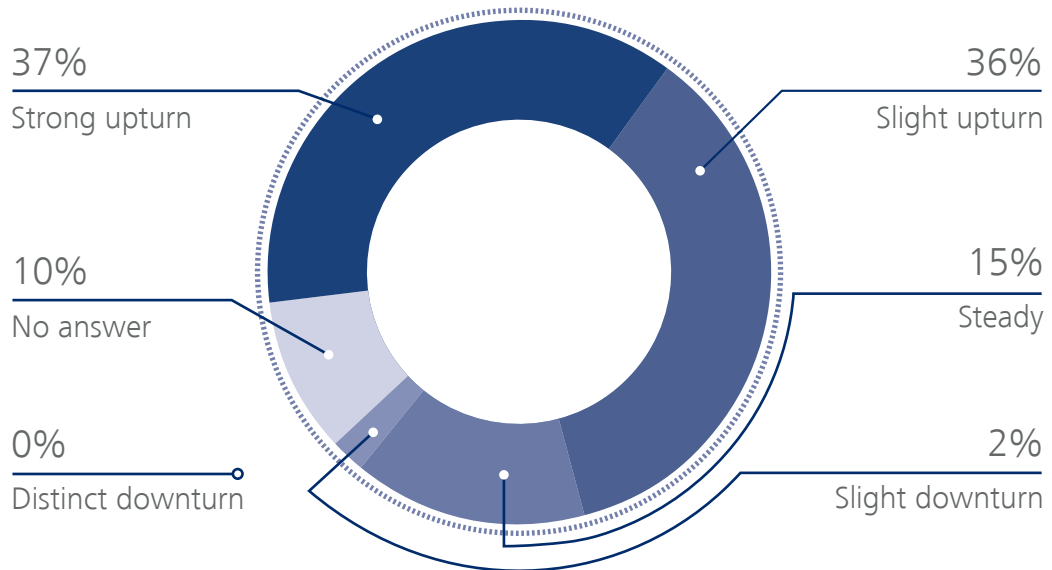
90%

90% of the exhibitors were satisfied with the quality of the visitors to their stand.

No answer: 2%

6.9 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

March 2019
NürnbergMesse GmbH
- Market Research -
