

Nuremberg, Germany

13 - 16.2.2019

BIOFACH2019

into organic

World's Leading Trade Fair for Organic Food



Show Report



Schirmherr
International patron

IFOAM
ORGANICS
INTERNATIONAL

Nationaler Ideeller Träger
National supporting organization

BÖLW
Bund Ökologische Lebensmittelwirtschaft

1. STRUCTURAL DATA

	TOTAL	GERMANY 	INTERNATIONAL 
Exhibitors	2,983	801	2,182
Visitors (incl. VIVANESS)	51,488	25,590	25,898
Total exhibition space (in m ²)	83,000	—	—
Exhibitor stand space (in m ²)	45,357	18,592	26,765
Special shows (in m ²)	2,877	2,877	—

2. BIOFACH AND VIVANESS CONGRESS

9,458

CONGRESS PARTICIPANTS

gathered information at **139** individual events. The forums were:

1. Forum BIOFACH
2. Forum Sustainability
3. Forum Science
4. Forum Politics
5. Forum German Organic Trade

3. MEDIA

1,014

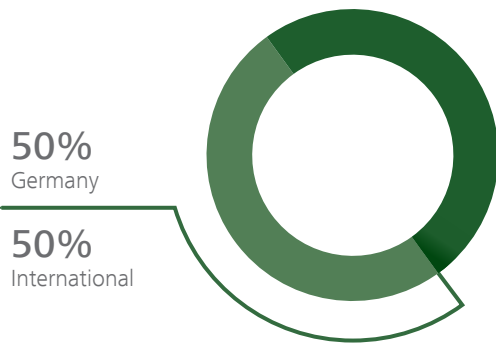
583,157

media representatives from **37** countries were accredited to BIOFACH / VIVANESS 2019

visits and **4,549,398** page impressions from **166** countries at www.biofach.de from 18.02.2018 to 16.02.2019

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS AT BIOFACH / VIVANESS



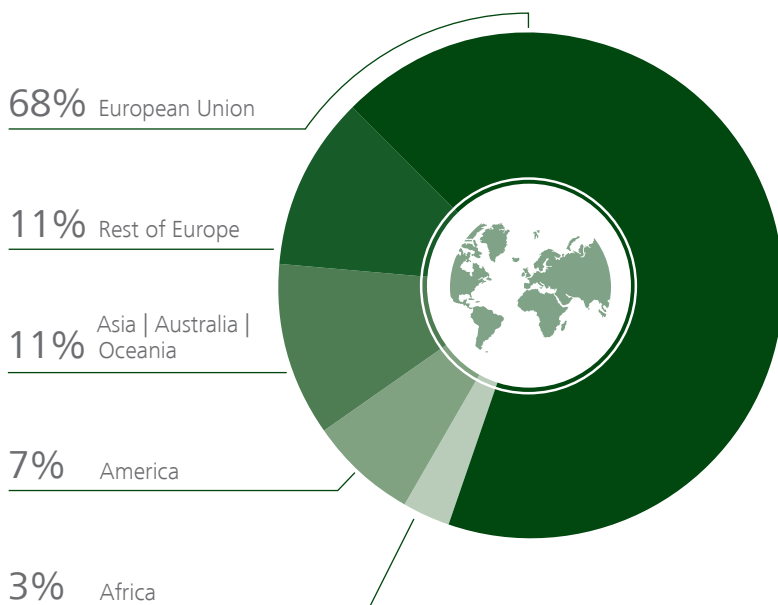
NUMBER OF COUNTRIES:

144

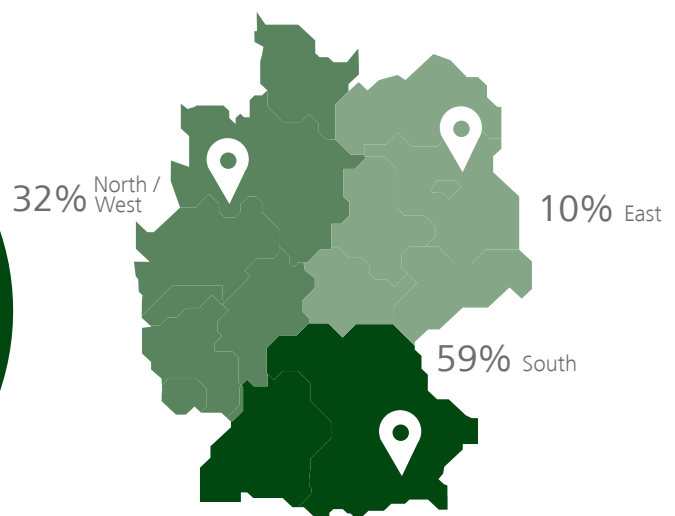
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS



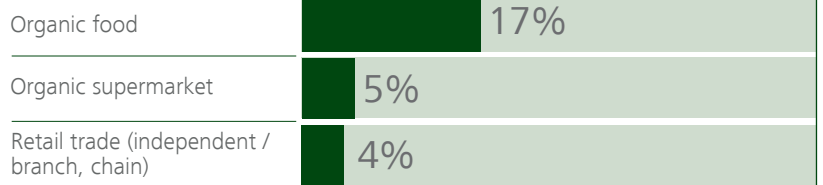
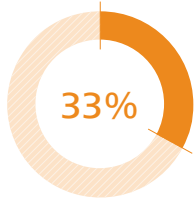
STRUCTURE OF GERMAN VISITORS



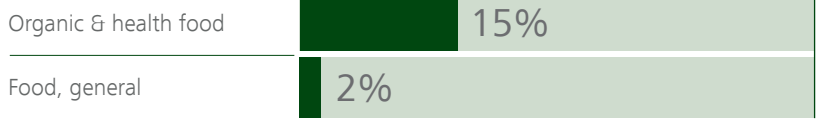
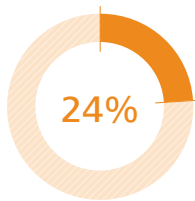
4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

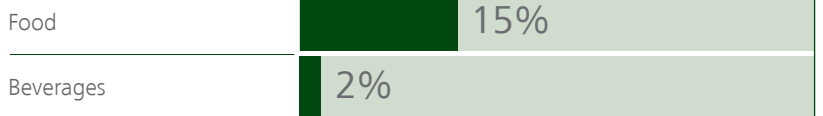
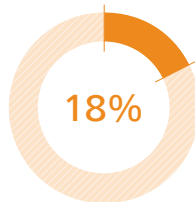
RETAIL:



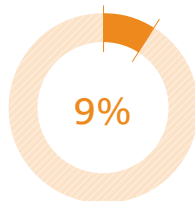
WHOLESALE TRADE / IMPORT & EXPORT:



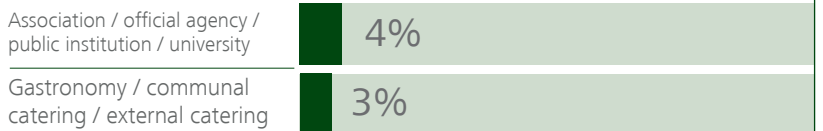
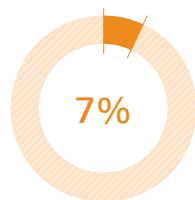
MANUFACTURER:



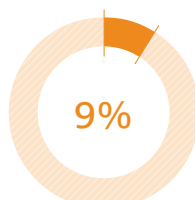
AGRICULTURE AND AQUACULTURE:



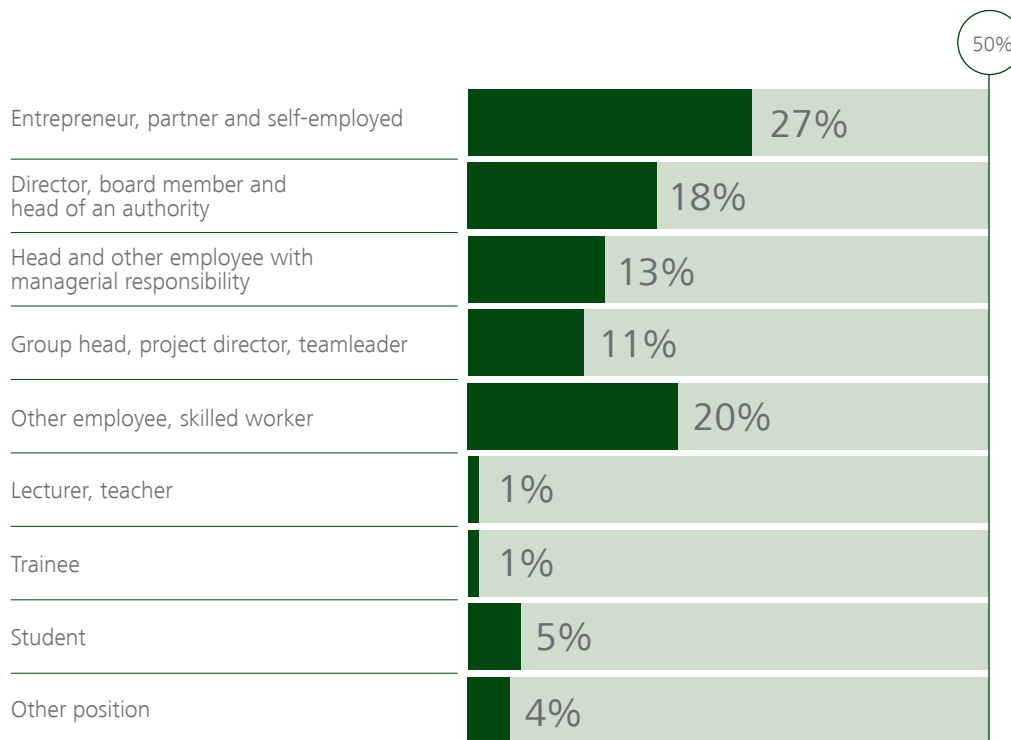
SERVICE SECTOR:



OTHER:



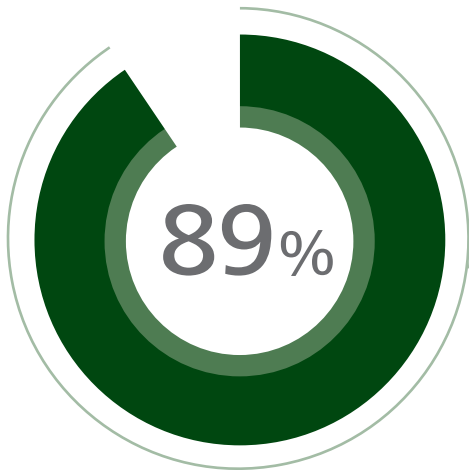
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

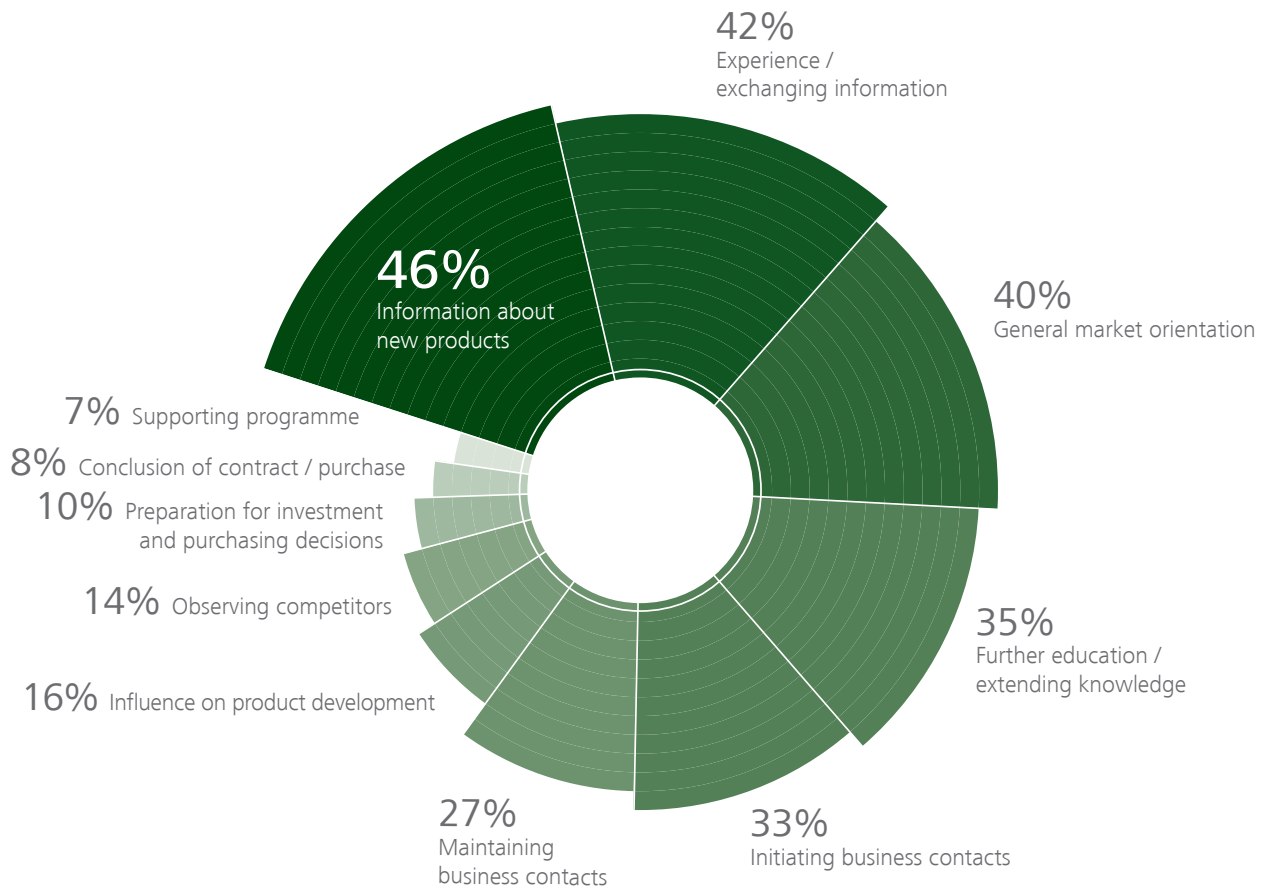


of the visitors are ...

involved in purchasing decisions in their company.

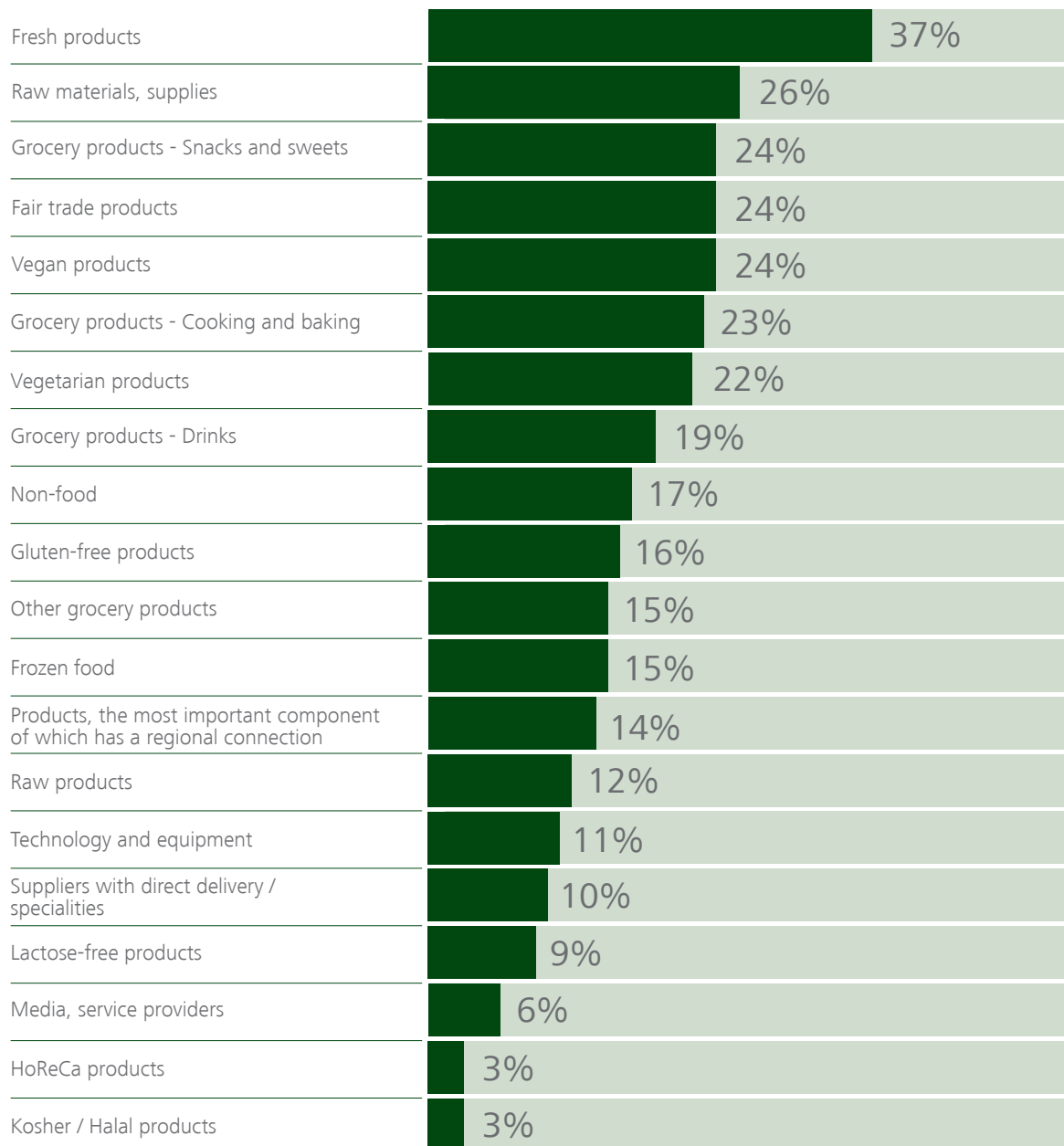
5.2 MAIN REASONS FOR VISIT

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



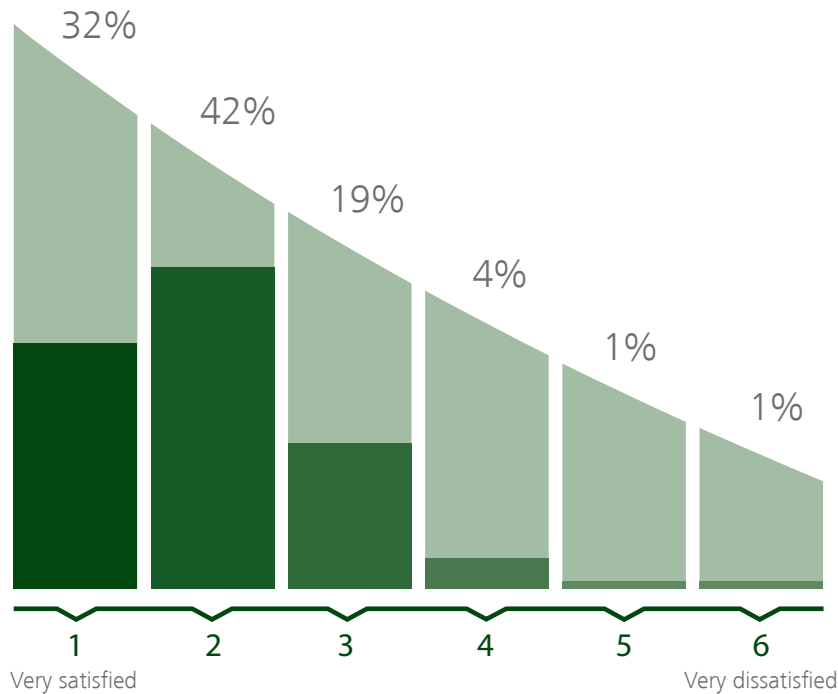
5.3 PRODUCT GROUPS (main interest of visitors)

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



5.4 SATISFACTION WITH EXHIBITS

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



97%

97% of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 ECONOMIC SITUATION IN SECTOR

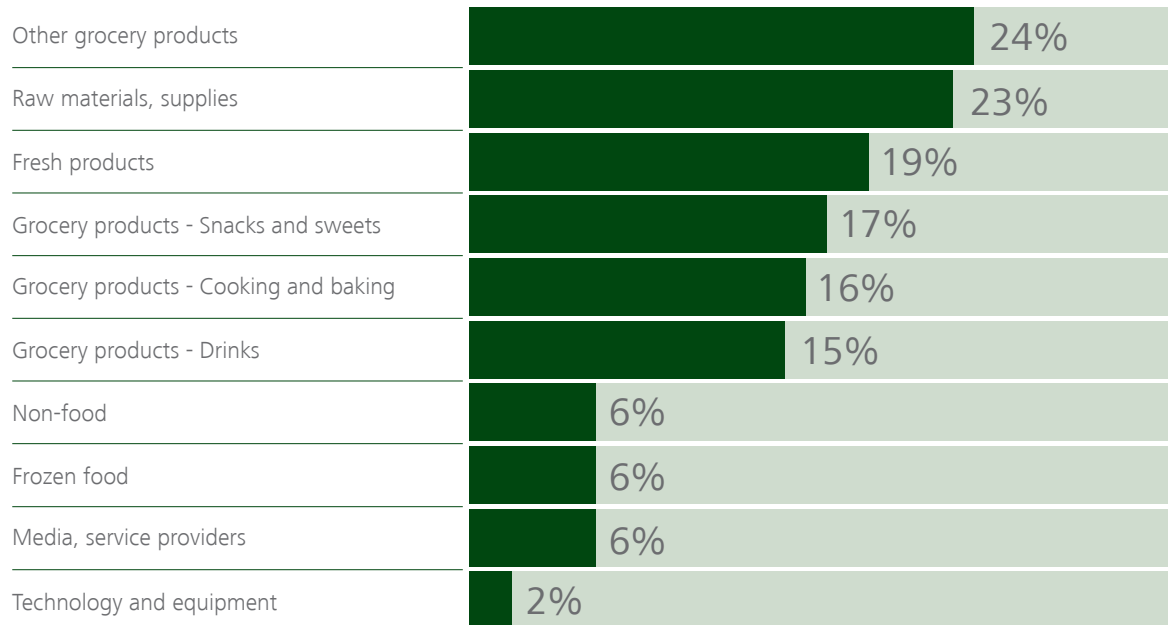
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

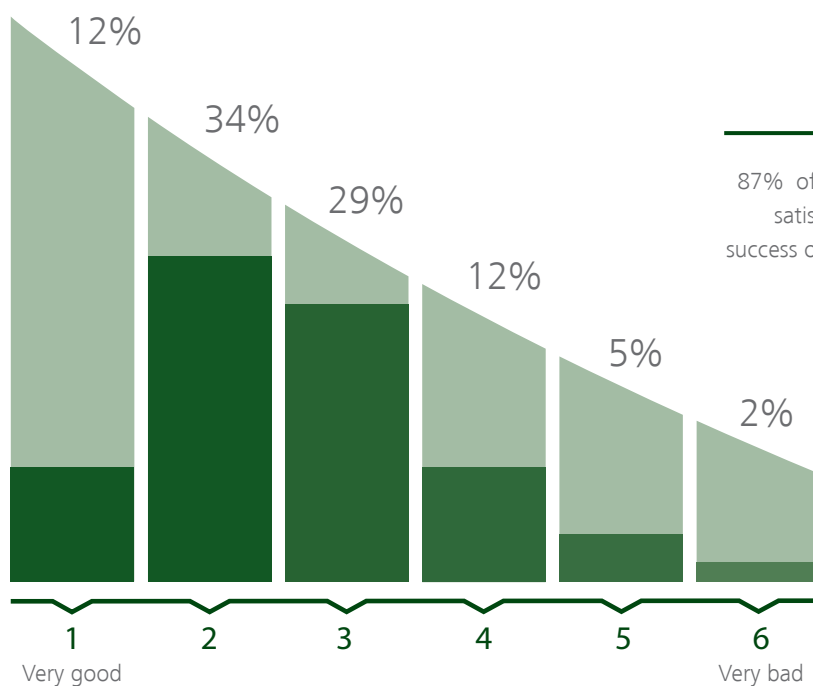
6.1 PRODUCT GROUPS (of exhibitors)

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



6.2 OVERALL SUCCESS

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



No answer: 7%





87% of the exhibitors were satisfied with the overall success of their participation.

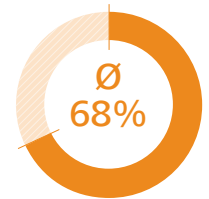


6.3 EXHIBITORS' OBJECTIVES

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

SECTORS AND PEOPLE:

Contacts, international		78%
Exchange of experience		65%
Contacts, national		65%
Networking		63%



MARKET AND PRODUCTS:

Customer acquisition		67%
Customer care		58%
Innovation news		53%
Market observation		53%
Market development		45%
Direct transactions		40%

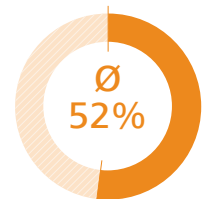
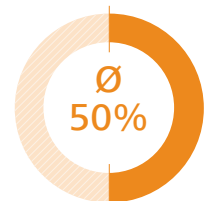


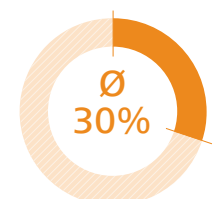
IMAGE AND PR:

Image cultivation / PR		52%
Market positioning		48%



POLITICS AND PUBLIC OPINION:

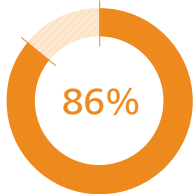
Contact to opinion leaders		32%
Contact to political representatives		28%



6.4 TARGET GROUPS OF THE EXHIBITORS

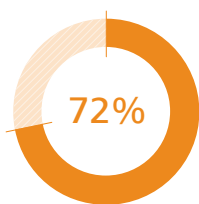
Which target groups do you wish to reach by exhibiting at BIOFACH 2019? (Multiple answers, extract)

RETAIL:



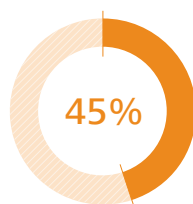
Organic food	<div style="width: 67%;"></div>	67%
Organic supermarket	<div style="width: 65%;"></div>	65%
Retail trade (independent)	<div style="width: 49%;"></div>	49%
Retail trade (branch / chain)	<div style="width: 45%;"></div>	45%
Health store	<div style="width: 31%;"></div>	31%
Raw materials	<div style="width: 27%;"></div>	27%
Online retailing	<div style="width: 27%;"></div>	27%
Food craft trade	<div style="width: 23%;"></div>	23%
Wine / delicatessen trade	<div style="width: 18%;"></div>	18%
Drugstore	<div style="width: 15%;"></div>	15%

WHOLESALE TRADE / IMPORT & EXPORT



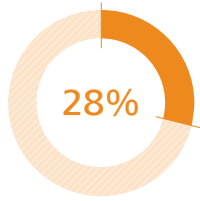
Organic & health food	<div style="width: 61%;"></div>	61%
Raw materials	<div style="width: 25%;"></div>	25%
Food, general	<div style="width: 21%;"></div>	21%
External catering / communal catering	<div style="width: 18%;"></div>	18%

MANUFACTURER:



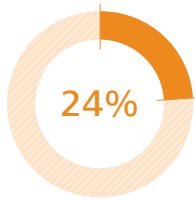
Food	<div style="width: 41%;"></div>	41%
Beverages	<div style="width: 19%;"></div>	19%

SERVICE SECTOR:



Gastronomy		20%
External catering		15%
Communal catering		14%
Association / official agency / public institution / university		10%

AGRICULTURE AND AQUACULTURE:



6.5 TARGET GROUP ACCURACY

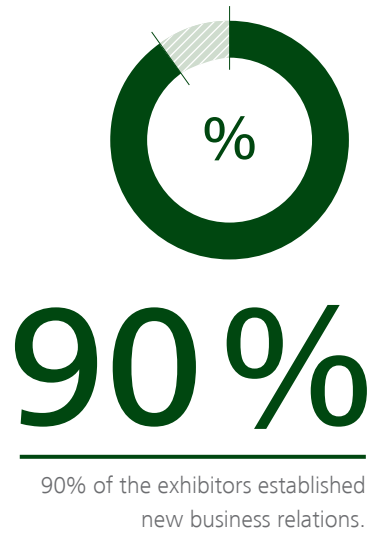
Did you reach your most important target groups at this trade fair?



91% of the exhibitors reached their most important target groups during BIOFACH 2019.

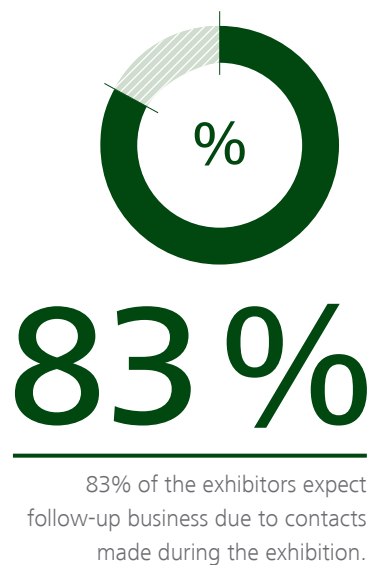
6.6 NEW BUSINESS RELATIONS

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



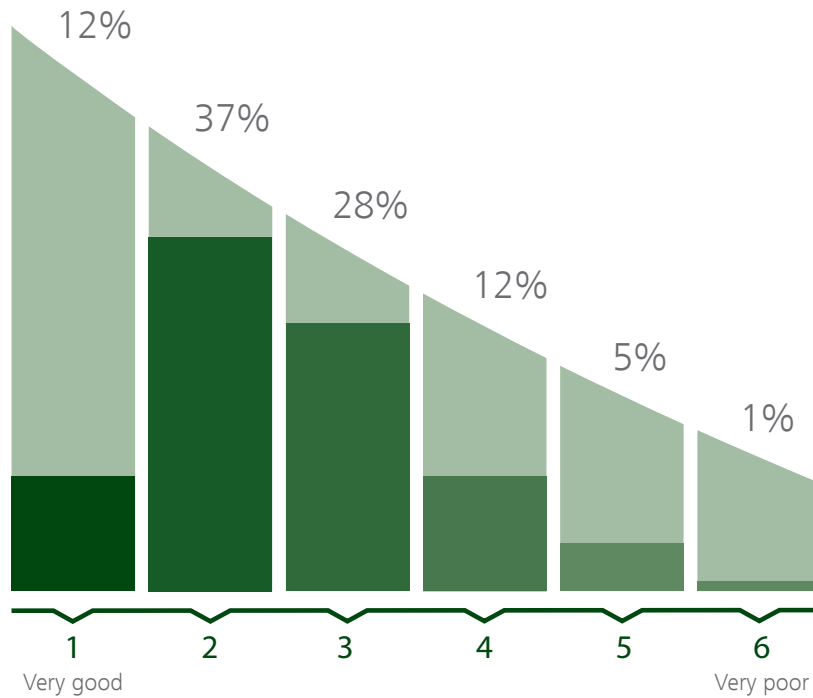
6.7 FOLLOW-UP BUSINESS

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



6.8 QUALITY OF VISITORS

Wie beurteilen Sie die Qualität der Besucher auf Ihrem Stand?



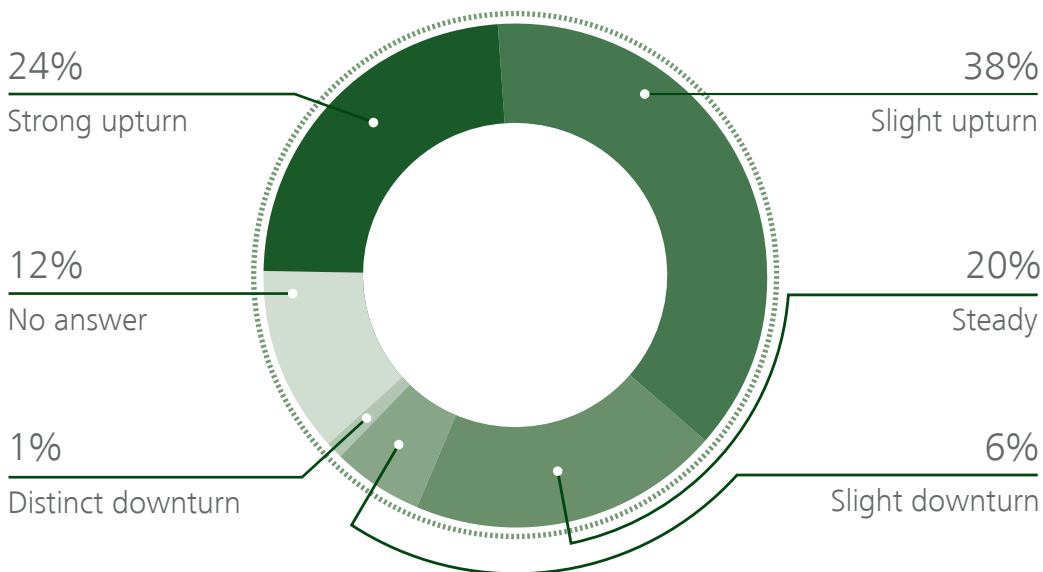
89 %

89% of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 3%

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.

June 2019
NürnbergMesse GmbH
- Market Research -
