

Nuremberg, Germany: 8–11.5.2018



Interzoo 2018

35. International Trade Fair for Pet Supplies

SHOW REPORT



1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,990 (1,818)	344 (321)	1,646 (1,497)
Visitors	38,656 (39,075)	9,935 (11,676)	28,721 (27,399)
Total exhibition space (in m ²)	120,000 (115,000)	— (—)	— (—)

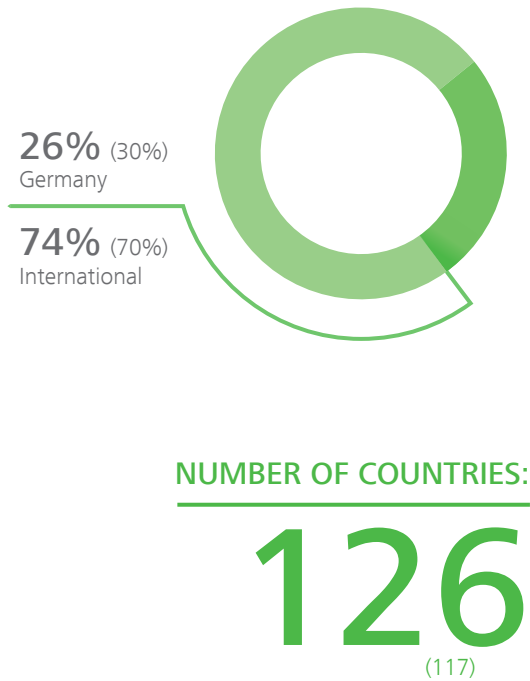
2. MEDIA

391 — accredited journalists from **29** countries

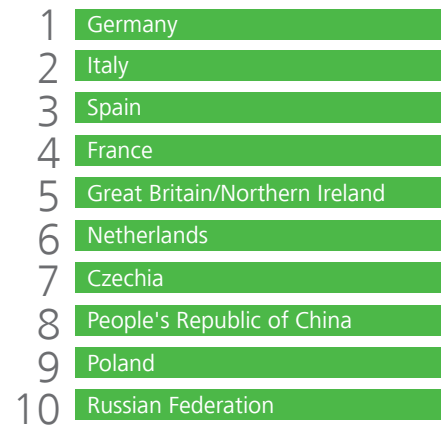
373,130 — Visits and **2,783,061** page impressions from **144** countries at www.interzoo.com from 11.05.2017 to 11.05.2018

3. VISITOR REGISTRATION

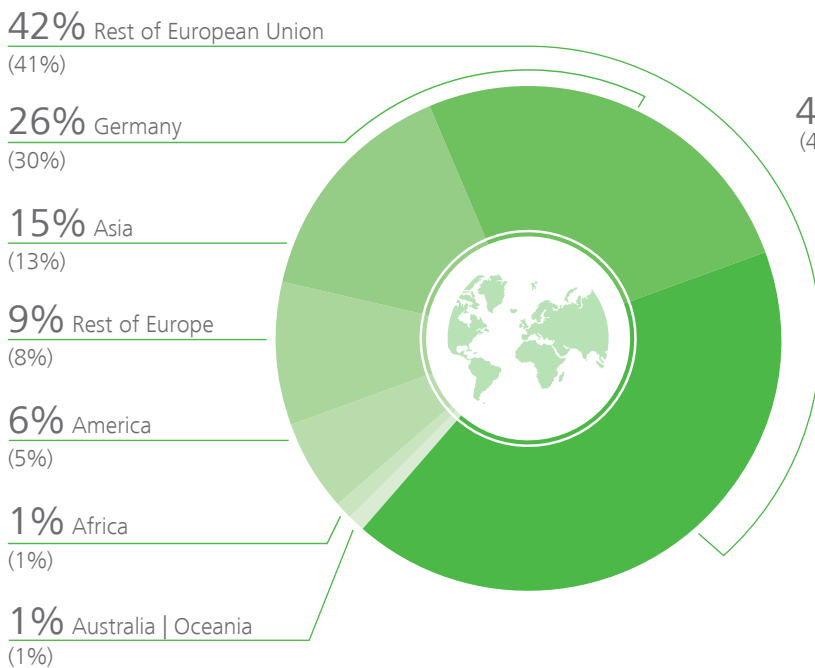
3.1 ORIGIN OF VISITORS



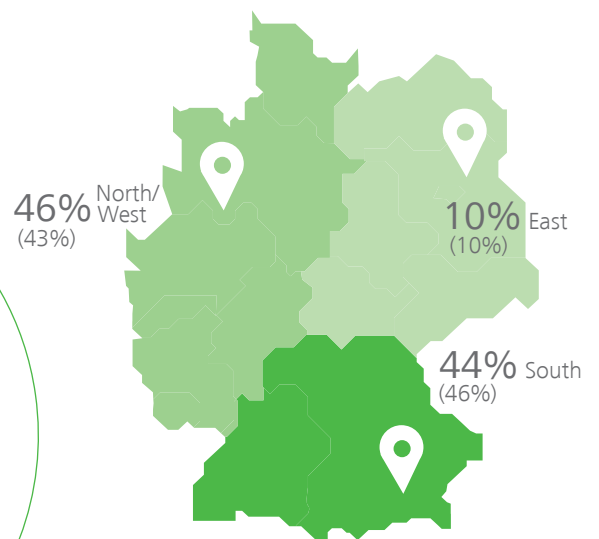
TOP 10 COUNTRIES FOR VISITORS



STRUCTURE OF VISITORS WORLDWIDE

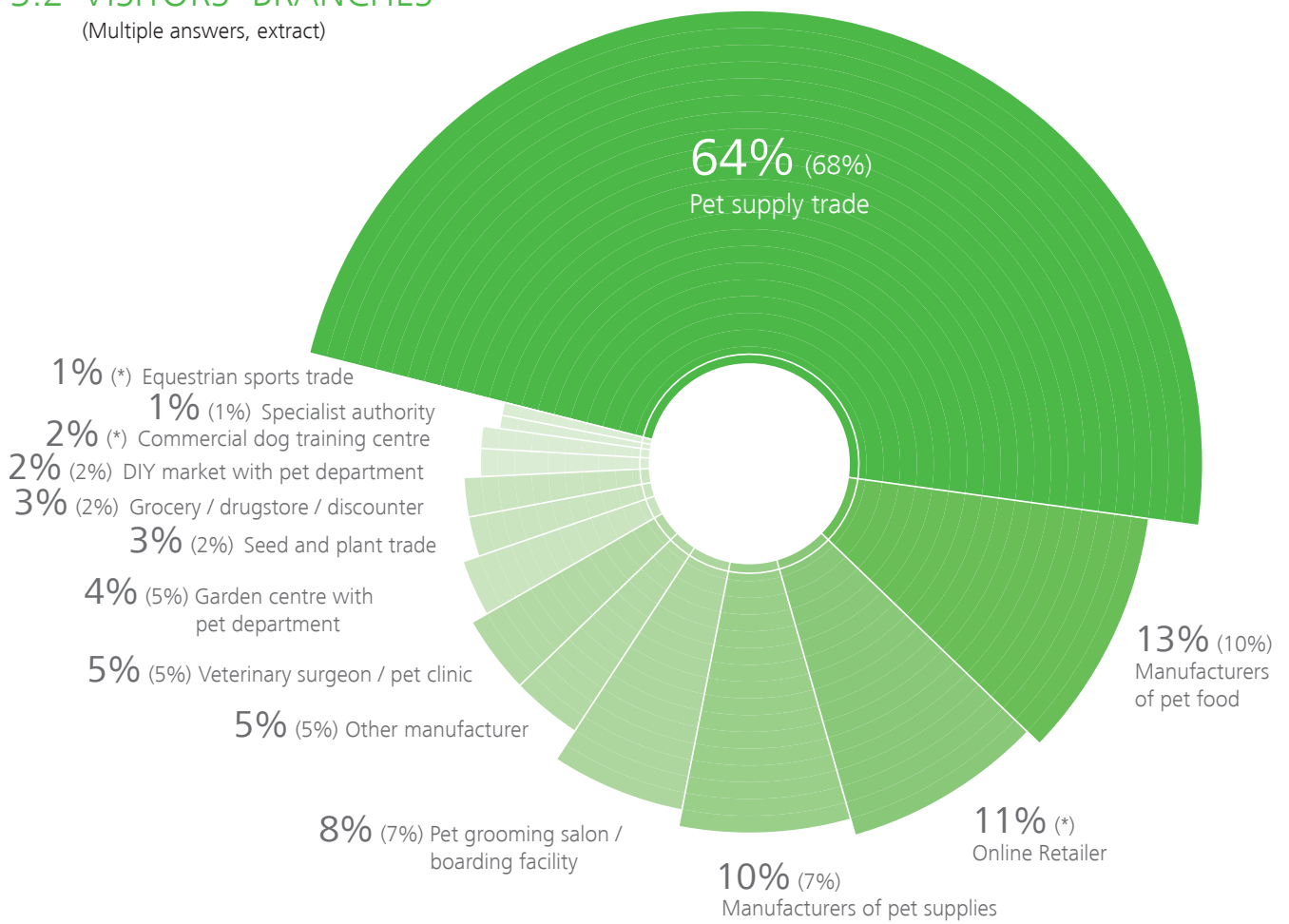


STRUCTURE OF GERMAN VISITORS

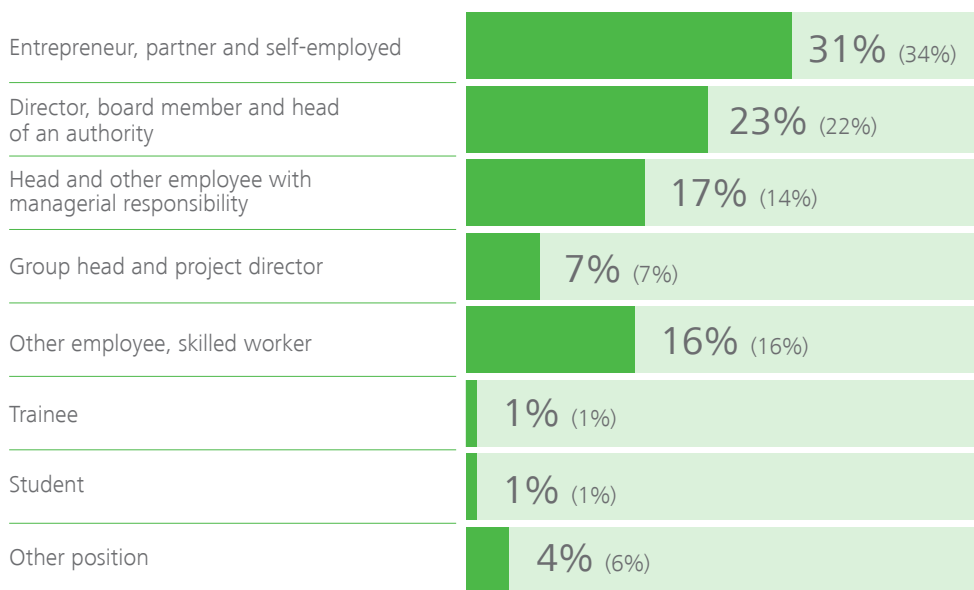


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



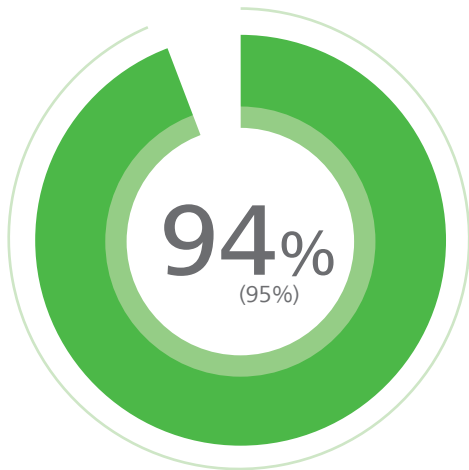
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

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

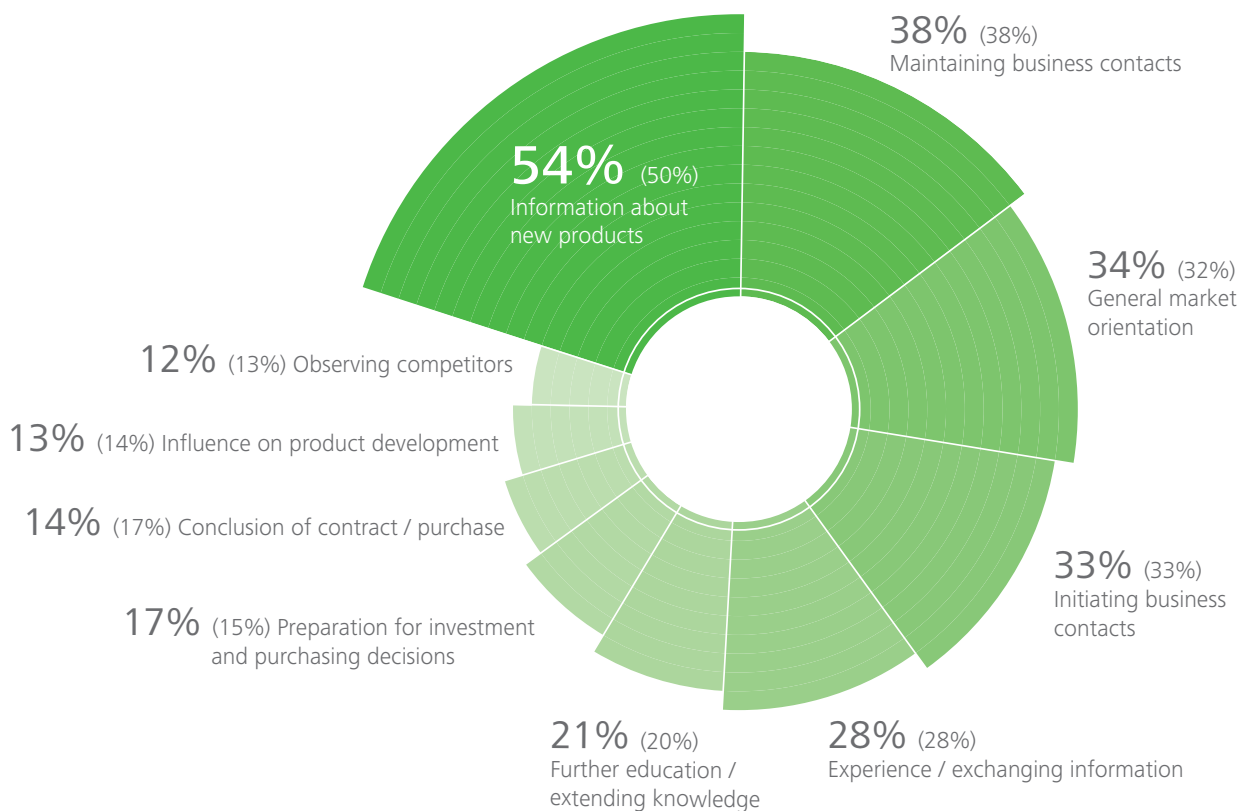


of the visitors are ...

involved in purchasing decisions in their company.

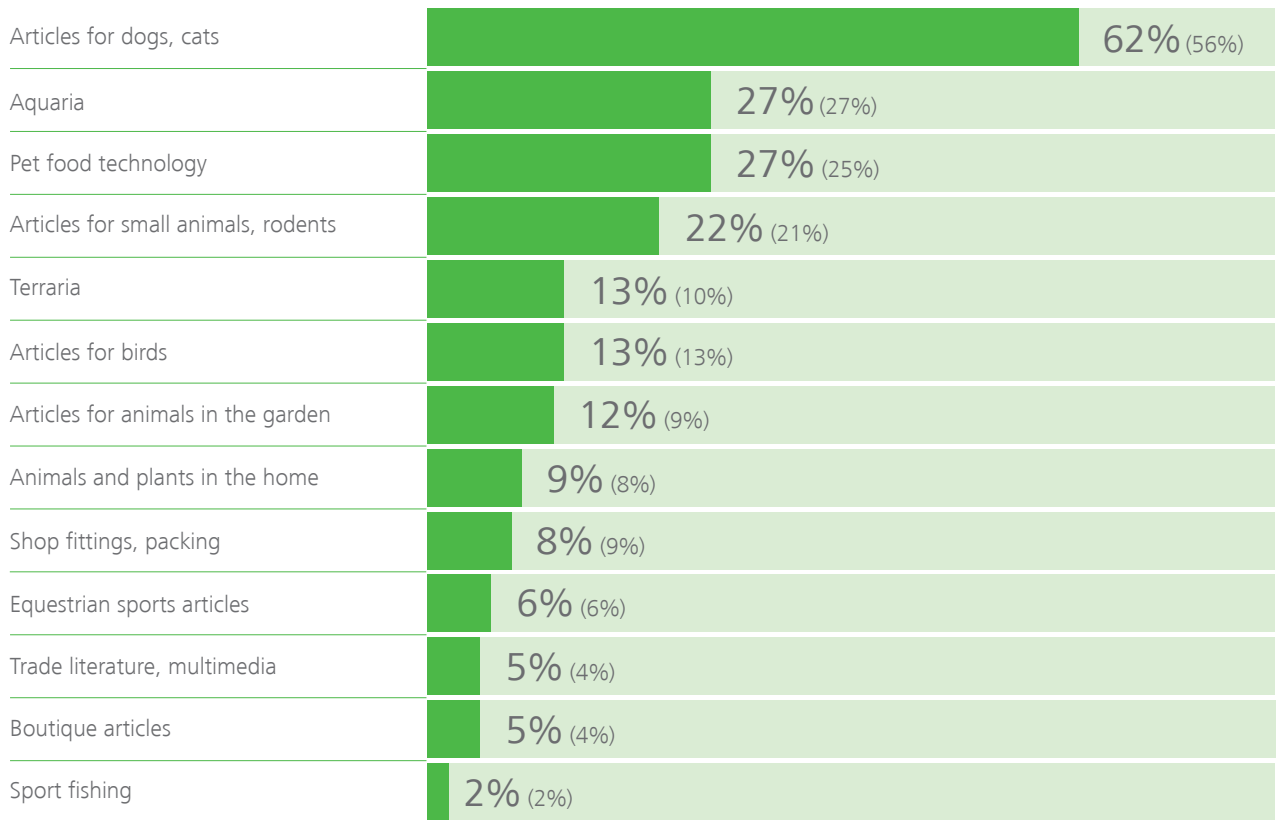
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to Interzoo 2018? (Multiple answers, extract)



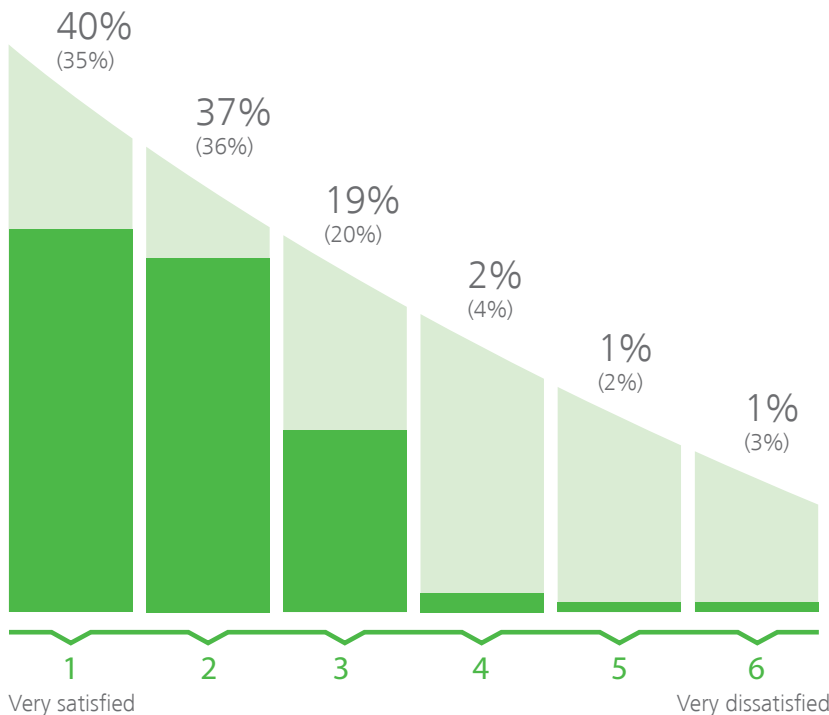
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at Interzoo 2018? (Multiple answers/extract)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Interzoo 2018?



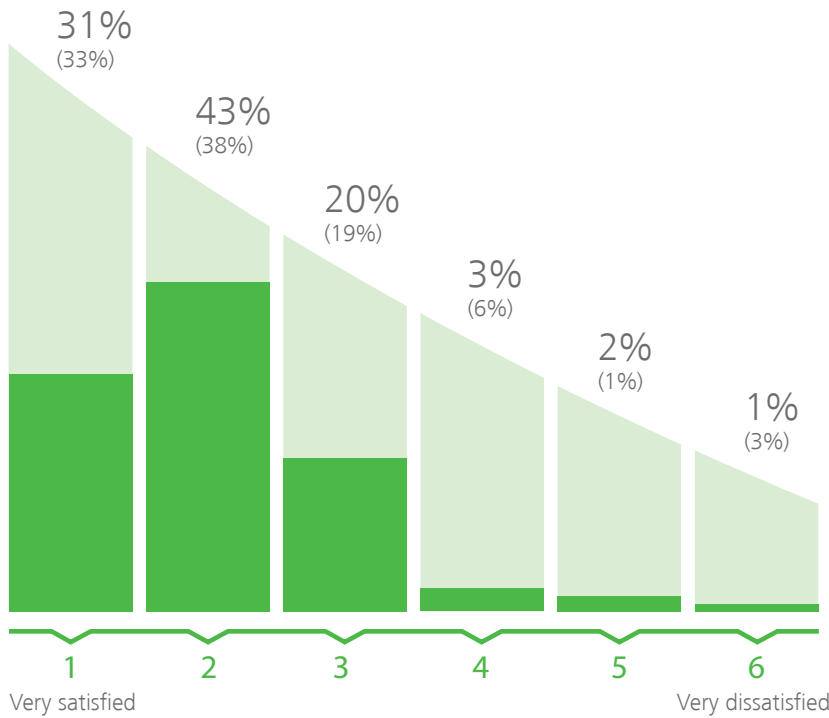
98%

98% (95%) of the visitors were satisfied with the range of products and services presented at Interzoo 2018.

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

4.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?



97%

97% (96%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.6 ECONOMIC SITUATION IN SECTOR

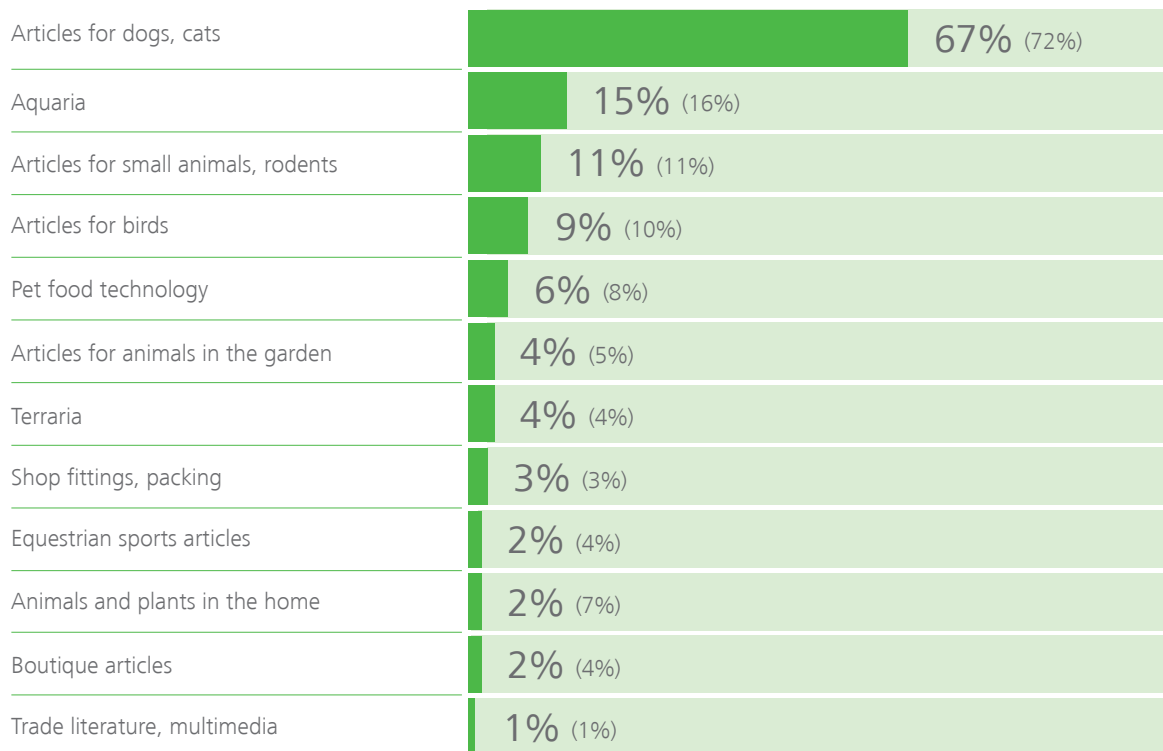
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

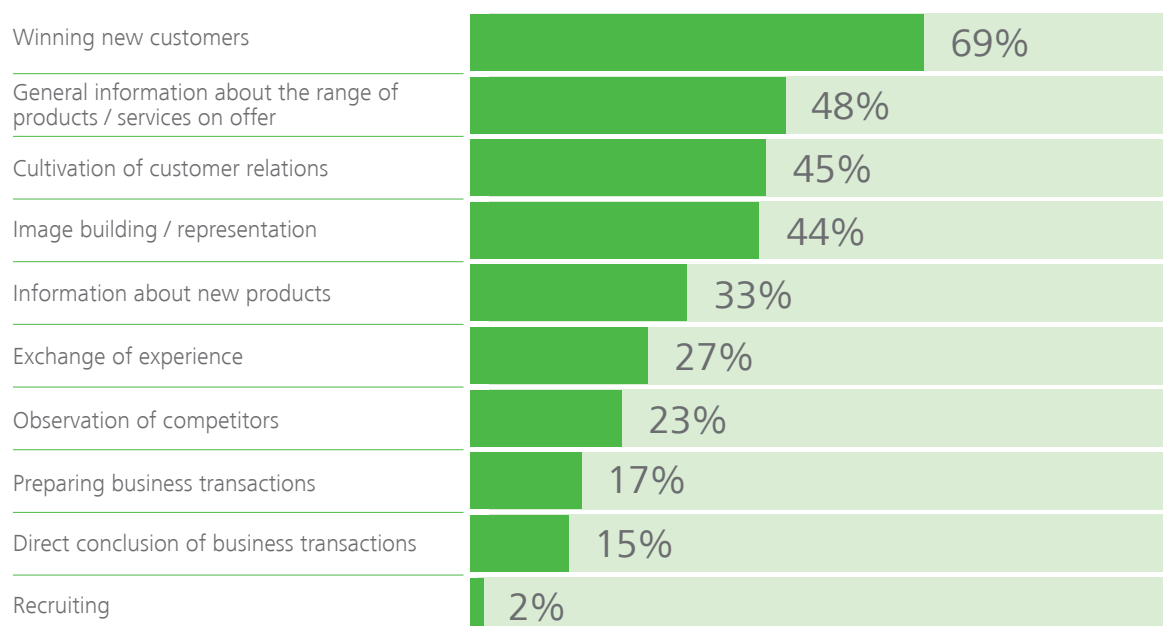
5.1 PRODUCT GROUPS (of exhibitors)

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



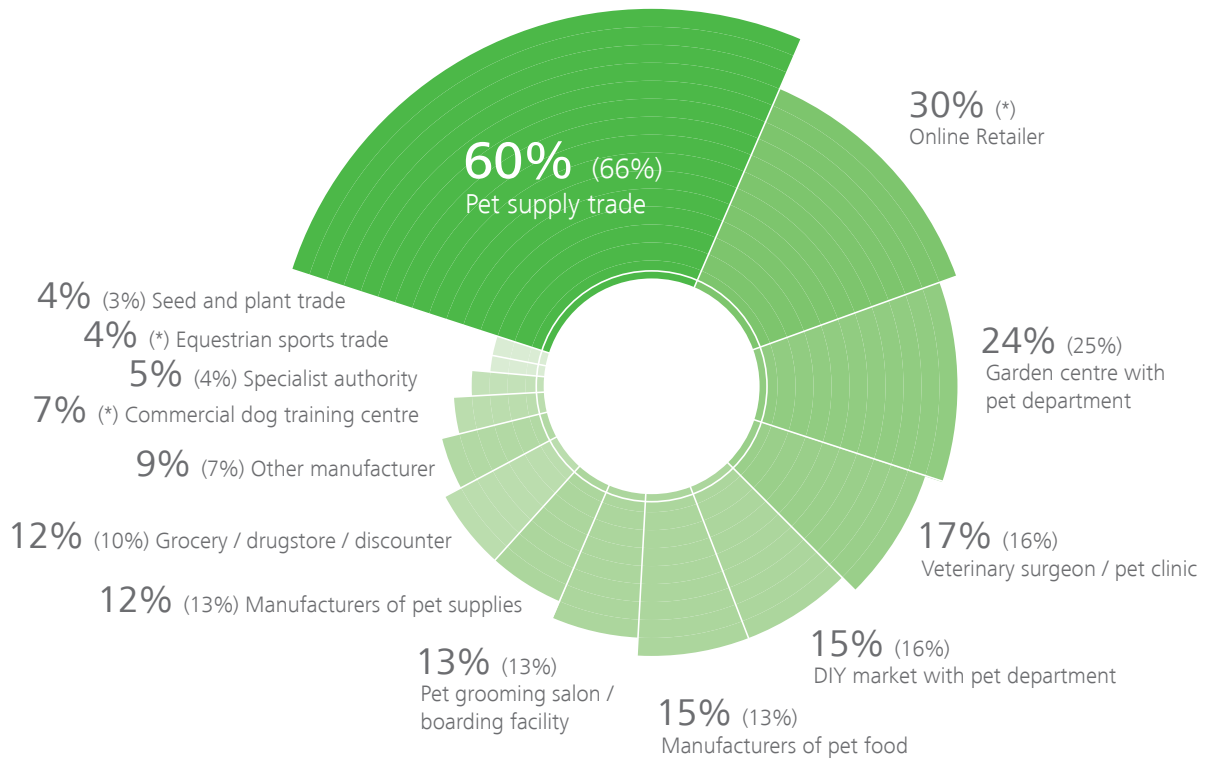
5.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at Interzoo 2018? (Multiple answers, extract)



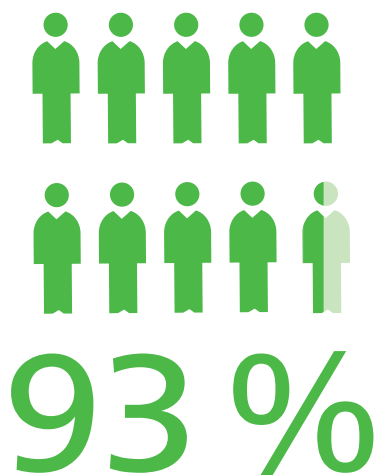
5.3 TARGET GROUPS

Which target groups do you wish to reach by exhibiting at Interzoo 2018? (Multiple answers, extract)



5.4 TARGET GROUP ACCURACY

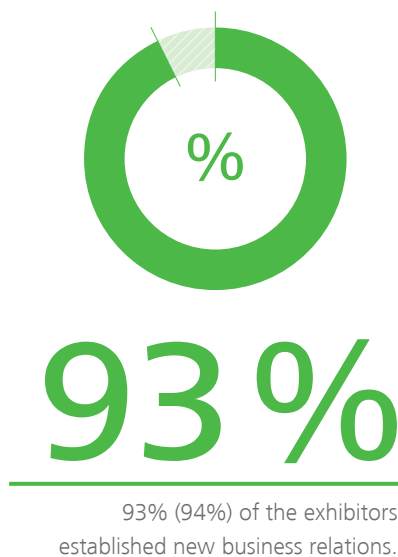
Did you reach your most important target groups at Interzoo 2018?



93% (94%) of the exhibitors reached their most important target groups during Interzoo 2018.

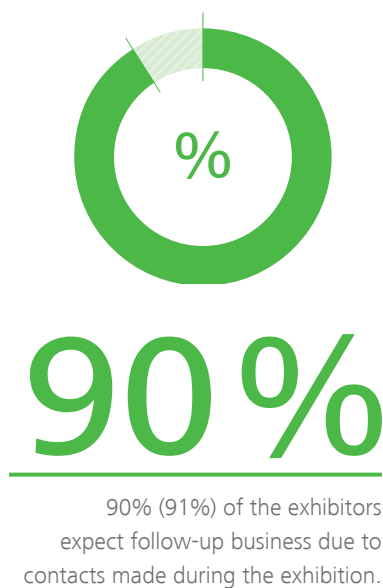
5.5 NEW BUSINESS RELATIONS

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



5.6 FOLLOW-UP BUSINESS

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



5.7 QUALITY OF VISITORS

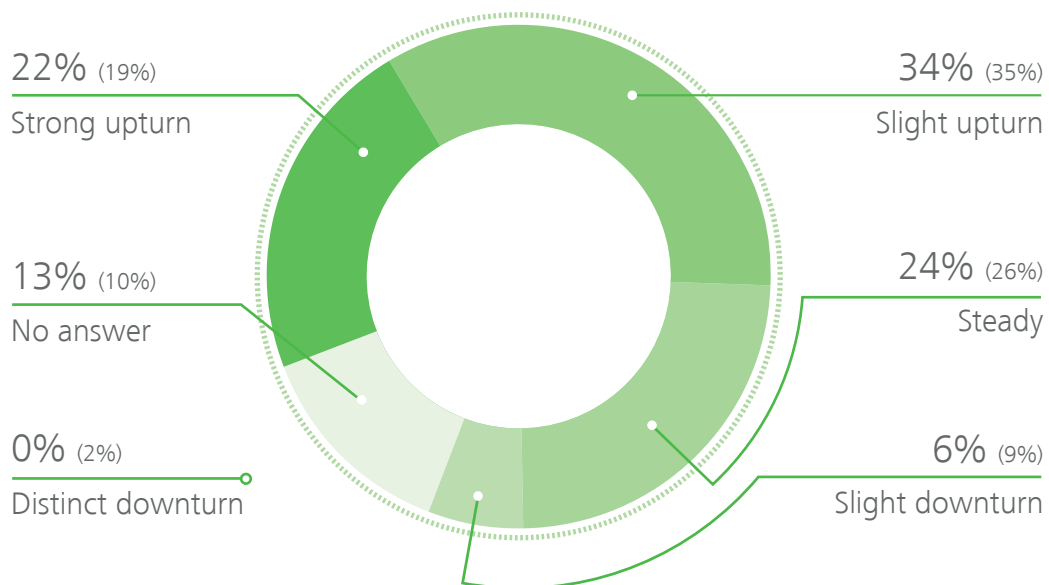
How do you rate the quality of the visitors at your stand?



90% (94%) of the exhibitors were satisfied with the quality of the visitors at their stands.

5.8 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 the organizer of Interzoo, WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), Wiesbaden, T +49 6 11 44 75 53-0, interzoo@zzf.de or NürnbergMesse, Market Research, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

November 2018
NürnbergMesse GmbH
- Market Research -

Save the date! | Termin vormerken!

Nürnberg, Germany

19.–22.5.2020



Interzoo 2020

36. International Trade Fair for Pet Supplies

36. Internationale Fachmesse für den Heimtier-Bedarf



Organizer
Veranstalter

Honorary sponsor
Ideeller Träger

Organization
Durchführung



WZF

ZZF

www.interzoo.com

NÜRNBERG MESSE