

Nuremberg, Germany  
12 - 15.2.2020

# VIVANESS2020

into natural beauty

**Internationale Fachmesse für Naturkosmetik**  
International Trade Fair for Natural and Organic Personal Care

## SHOW REPORT





**Ideelle Träger**  
Supporting  
organizations

COSMOS  
**COSMOS**

NATRUE



## 1. STRUCTURAL DATA

	TOTAL	GERMANY 	INTERNATIONAL 
Exhibitors	290	103	187
Visitors (inkl. BIOFACH)	47,561	24,903	22,658
Total exhibition space (in m²)	10,400	—	—
Exhibitor stand space (in m²)	4,528	1,820	2,708
Special shows (in m²)	1,044	1,044	—

## 2. VIVANESS AND BIOFACH CONGRESS

9,969  
CONGRESS  
PARTICIPANTS

gathered information at **153** individual events.

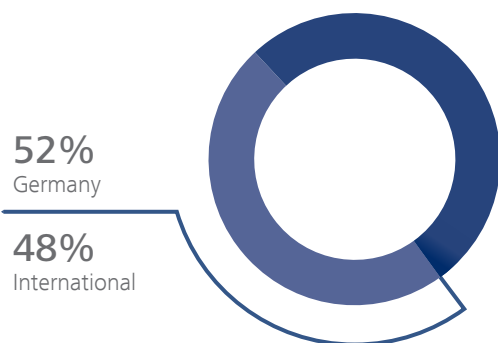
## 3. MEDIA

965 — media representatives from **32** countries were accredited to BIOFACH / VIVANESS 2020

32,032 — sessions from **84** countries at [www.vivaness.de](http://www.vivaness.de) from 17.01.2020 to 15.02.2020

## 4. VISITOR REGISTRATION

### 4.1 ORIGIN OF VISITORS AT VIVANESS / BIOFACH



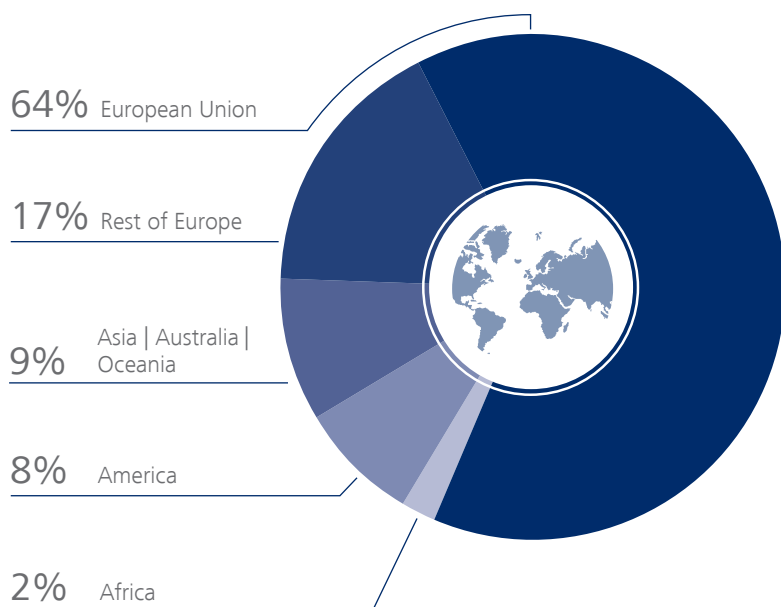
NUMBER OF COUNTRIES:

136

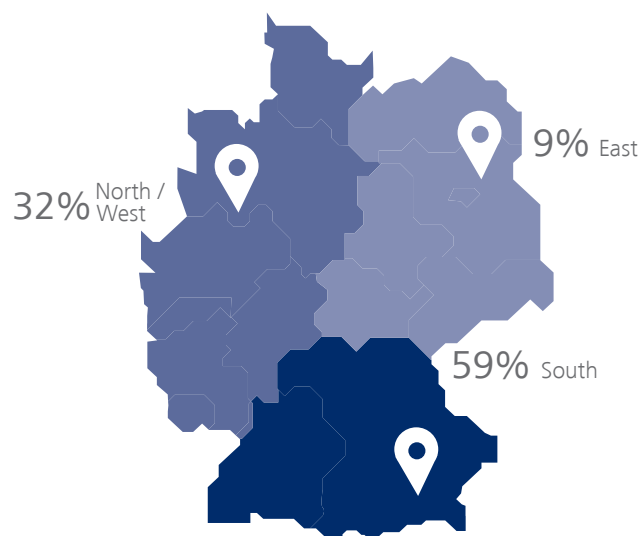
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

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

#### STRUCTURE OF INTERNATIONAL VISITORS



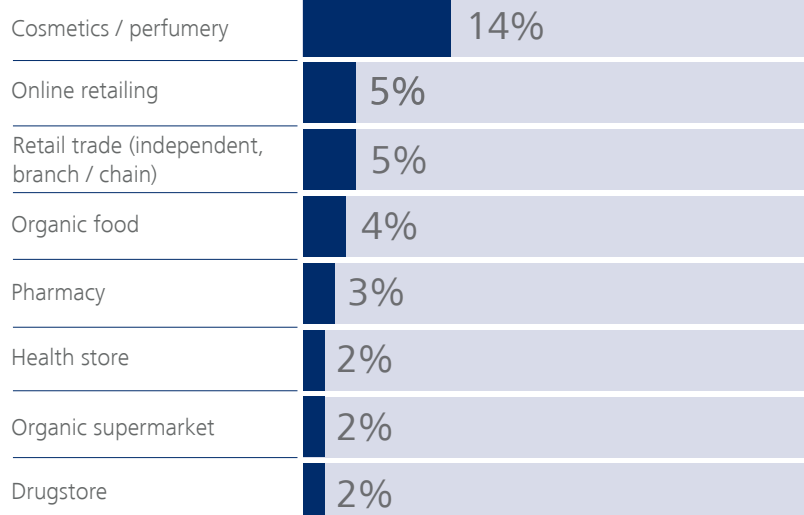
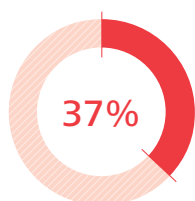
#### STRUCTURE OF GERMAN VISITORS



## 4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

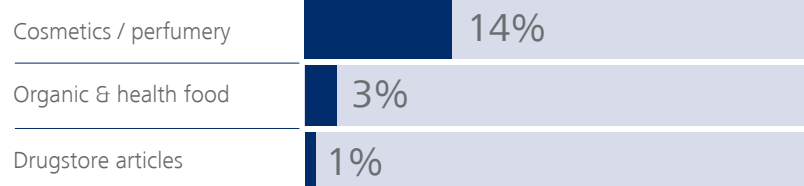
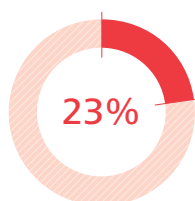
(Extract)

### RETAIL:



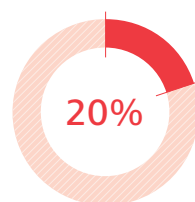
50%

### WHOLESALE TRADE / IMPORT & EXPORT:



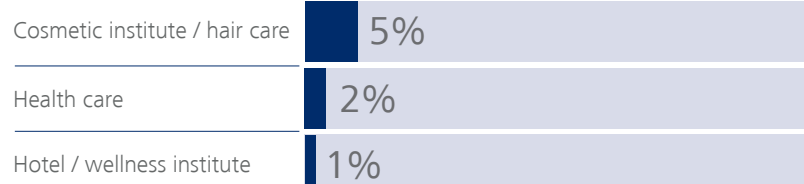
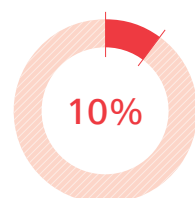
50%

### MANUFACTURER:



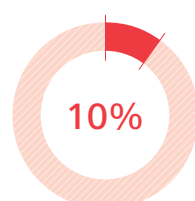
50%

### SERVICE SECTOR:

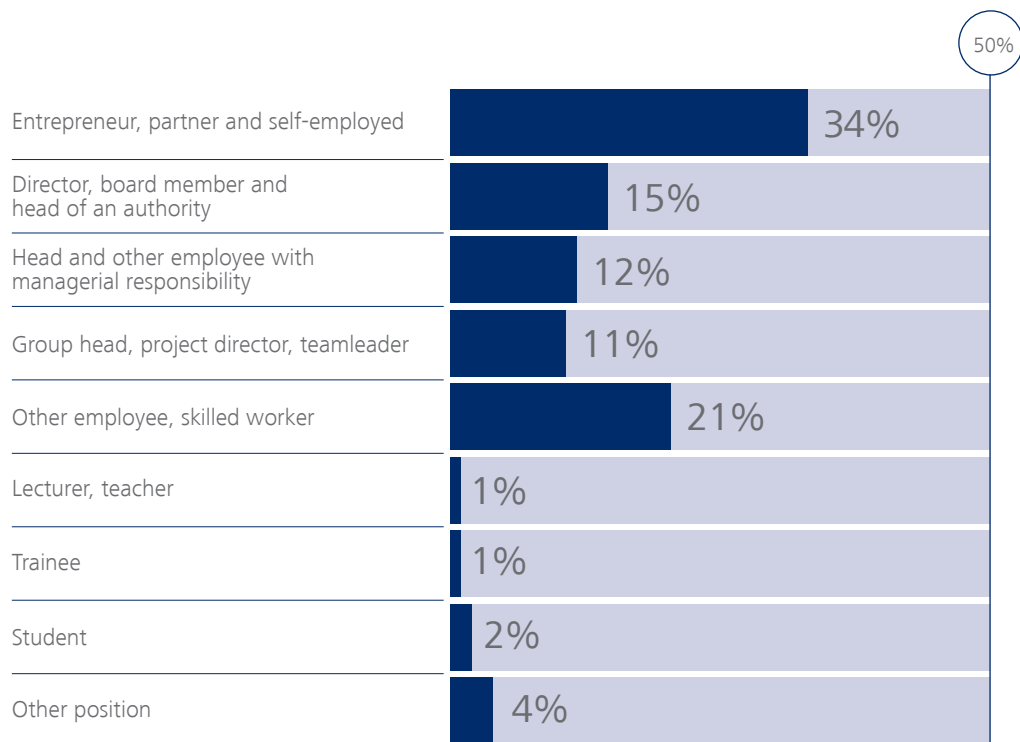


50%

### OTHER SECTOR:



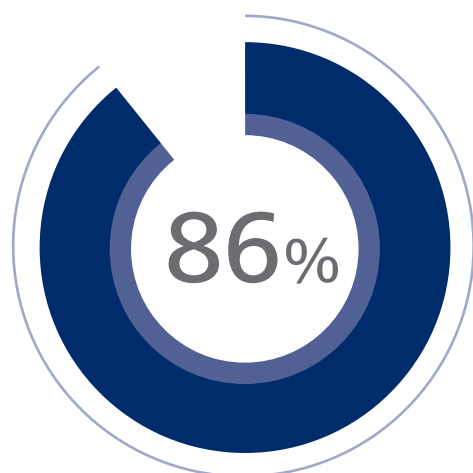
## 4.3 PROFESSIONAL STATUS OF VISITORS



## 5. VISITOR SURVEY

### 5.1 DECISION-MAKERS

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

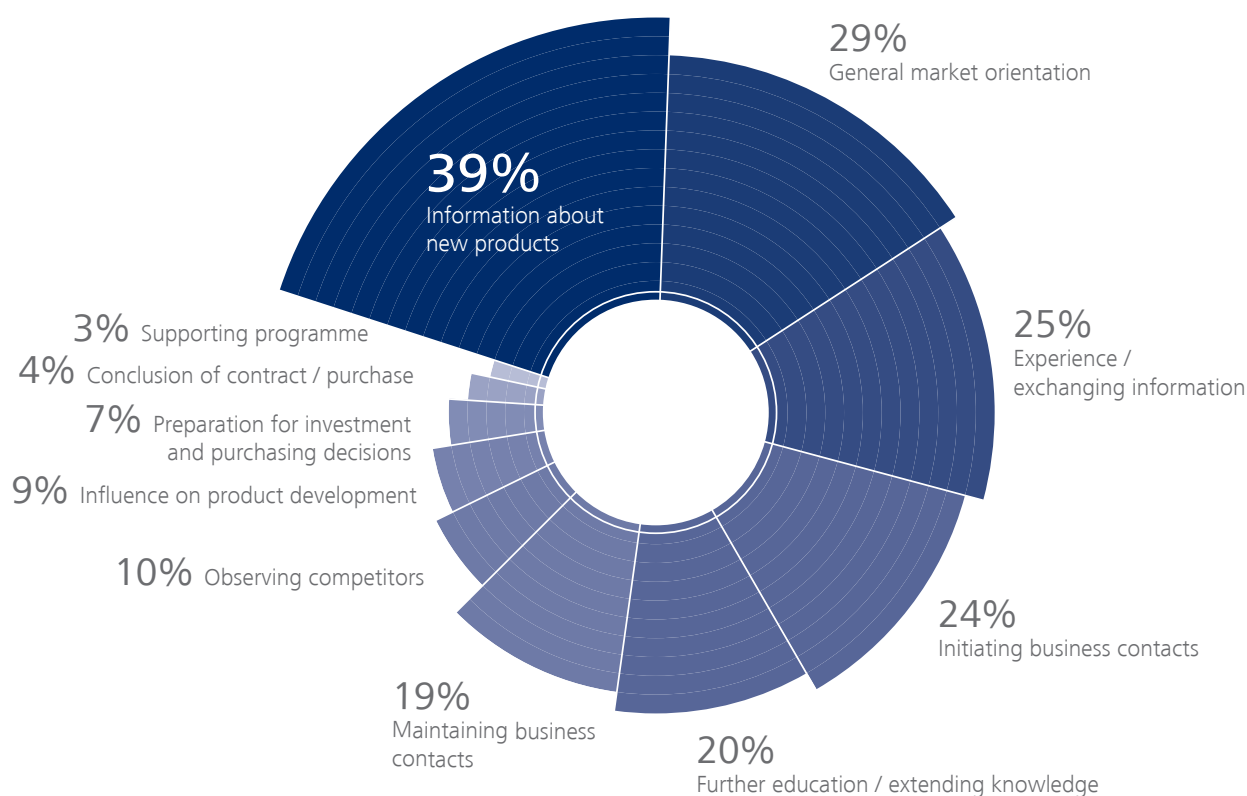


of the visitors are ...

involved in purchasing decisions  
in their company.

### 5.2 MAIN REASONS FOR VISIT

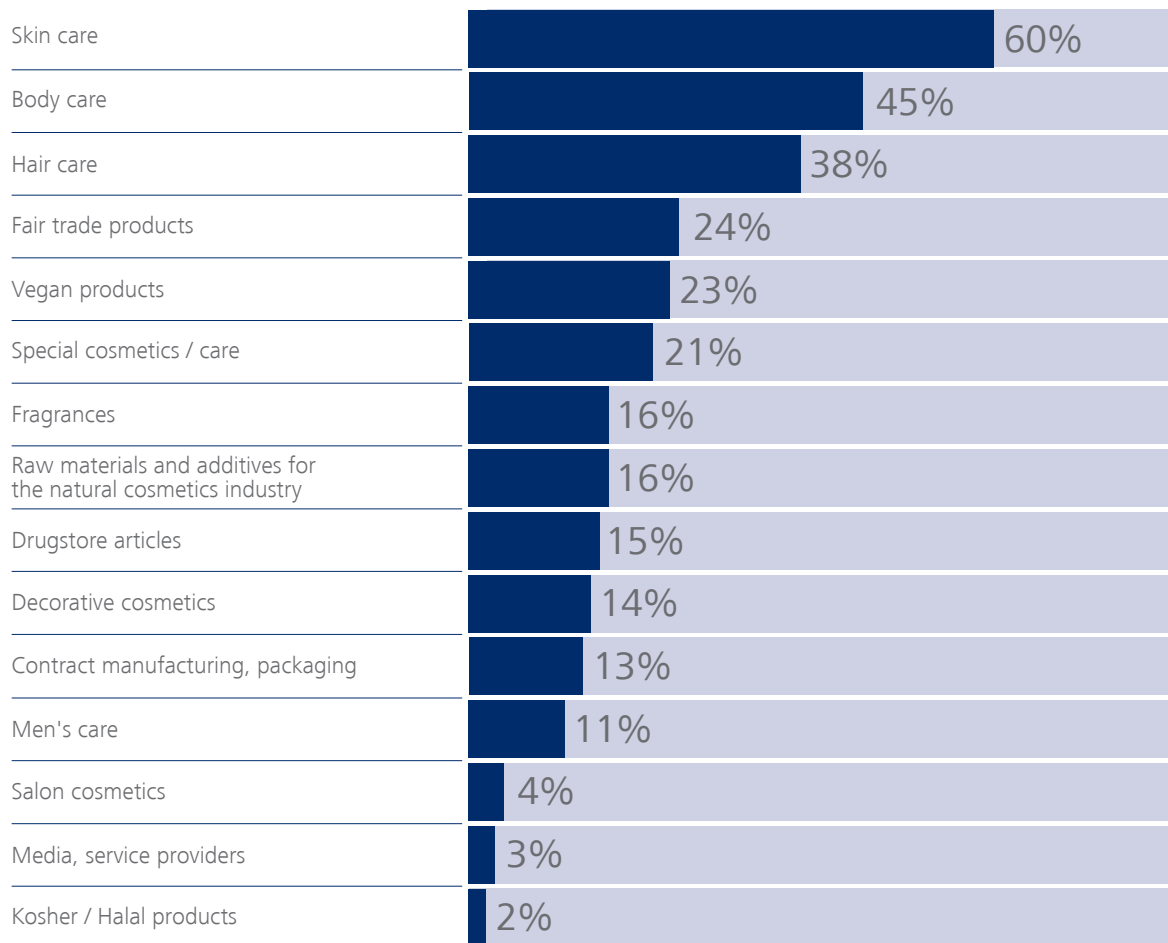
What are the main reasons for you to visit VIVANESS 2020? (Multiple answers, extract)





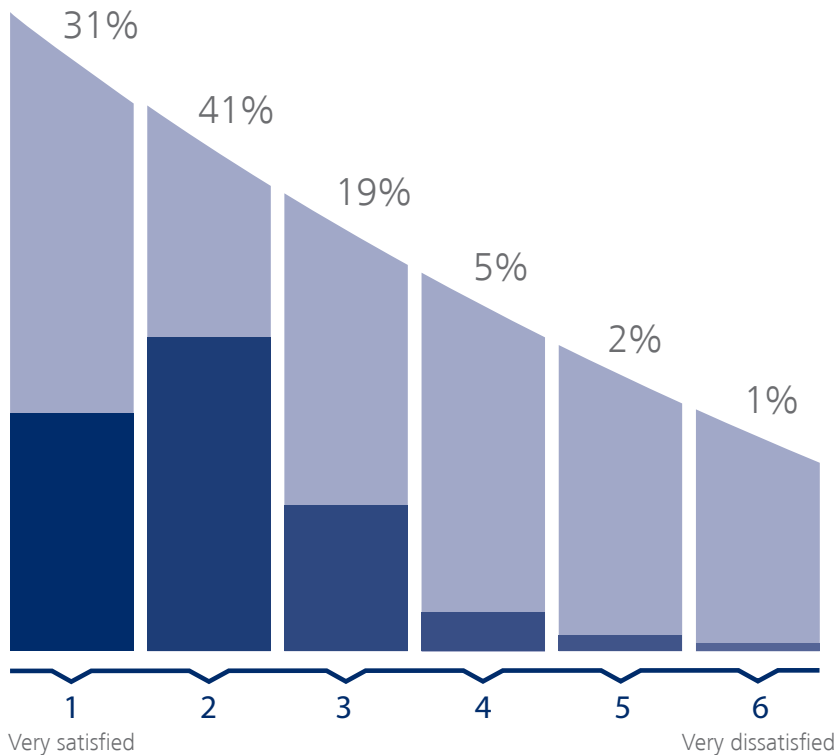
## 5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at VIVANESS 2020? (Multiple answers)



## 5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at VIVANESS 2020?

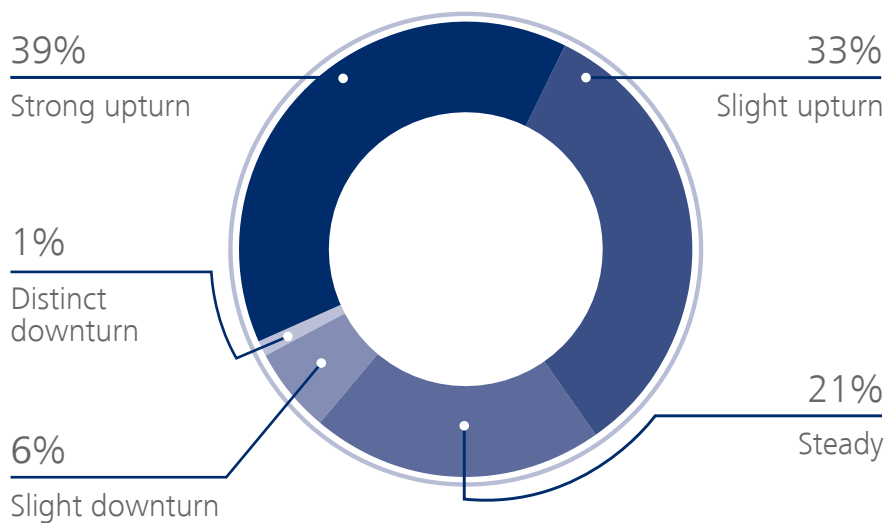


# 96 %

96% 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?

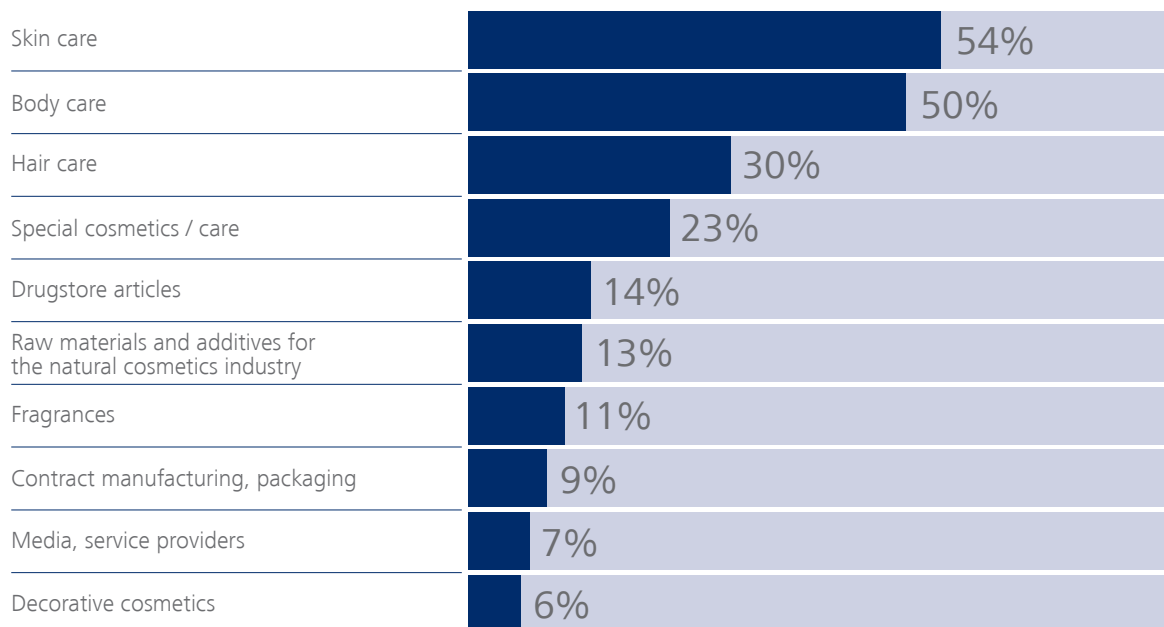




## 6. EXHIBITOR SURVEY

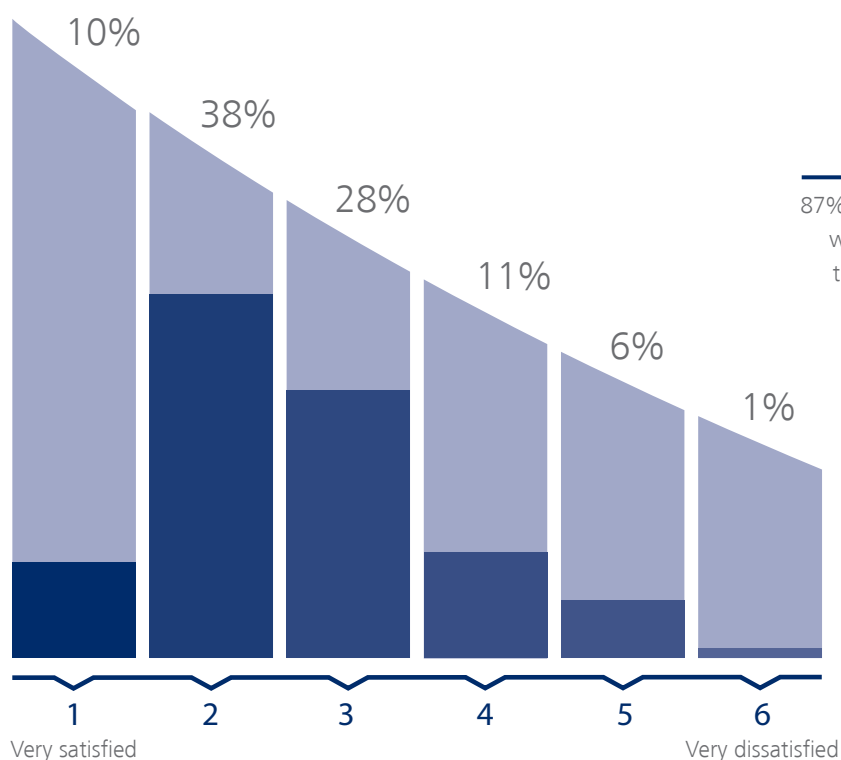
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



No answer: 7%

87% of the exhibitors were satisfied with their participation.

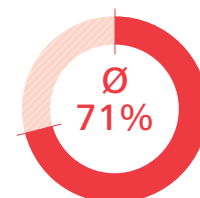


## 6.3 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at VIVANESS 2020? (Multiple answers, extract)

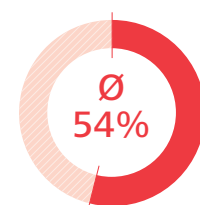
### SECTORS AND PEOPLE:

Contacts, international	<div><div></div></div>	85%
Networking	<div><div></div></div>	70%
Contacts, national	<div><div></div></div>	69%
Exchange of experience	<div><div></div></div>	62%



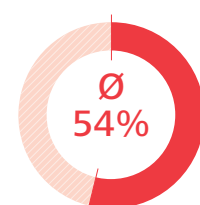
### IMAGE AND PR:

Market positioning	<div><div></div></div>	55%
Image cultivation / PR	<div><div></div></div>	53%



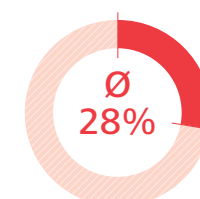
### MARKET AND PRODUCTS:

Customer acquisition	<div><div></div></div>	67%
Customer care	<div><div></div></div>	58%
Market observation	<div><div></div></div>	57%
Innovation news	<div><div></div></div>	50%
Market development	<div><div></div></div>	48%
Direct transactions	<div><div></div></div>	44%



### POLITICS AND PUBLIC OPINION:

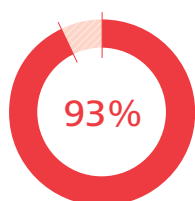
Contacts to opinion leaders	<div><div></div></div>	32%
Contacts to political representatives	<div><div></div></div>	24%



## 6.4 TARGET GROUPS OF THE EXHIBITORS

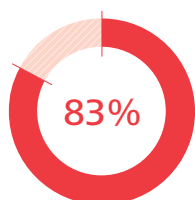
Which target groups do you wish to reach by exhibiting at VIVANESS 2020? (Multiple answers, extract)

### RETAIL:



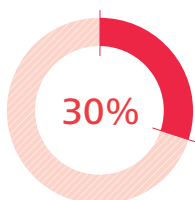
Cosmetics / perfumery	<div><div></div></div>	70%
Pharmacy	<div><div></div></div>	61%
Retail trade (independent)	<div><div></div></div>	59%
Online retailing	<div><div></div></div>	58%
Health store	<div><div></div></div>	54%
Retail trade (branch / chain)	<div><div></div></div>	52%
Organic supermarket	<div><div></div></div>	52%
Drugstore	<div><div></div></div>	50%
Organic food	<div><div></div></div>	37%
Department stores	<div><div></div></div>	36%

### WHOLESALE TRADE / IMPORT & EXPORT:



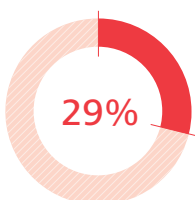
Cosmetics / perfumery	<div><div></div></div>	65%
Pharmacy	<div><div></div></div>	44%
Drugstore articles	<div><div></div></div>	39%
Organic & health food	<div><div></div></div>	36%

### MANUFACTURER:



Personal care and drugstore articles	<div><div></div></div>	29%
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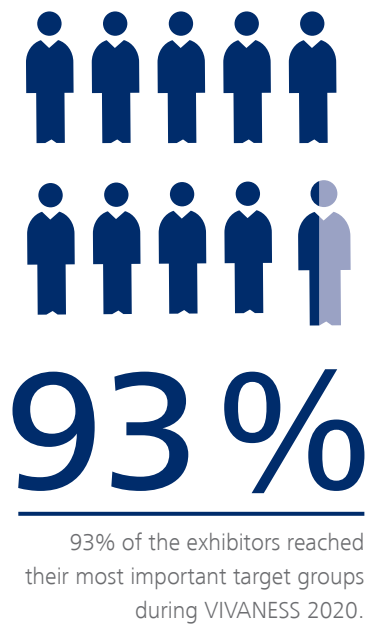
### SERVICE SECTOR:



Cosmetic institute / hair care	<div><div></div></div>	21%
Hotel / wellness institute	<div><div></div></div>	14%
Health care	<div><div></div></div>	14%

## 6.5 TARGET GROUP ACCURACY

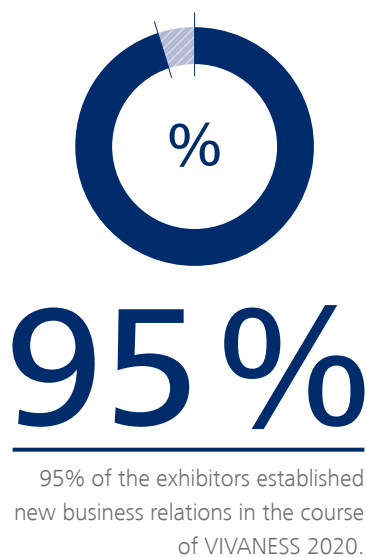
Did you reach your most important target groups at VIVANESS 2020?



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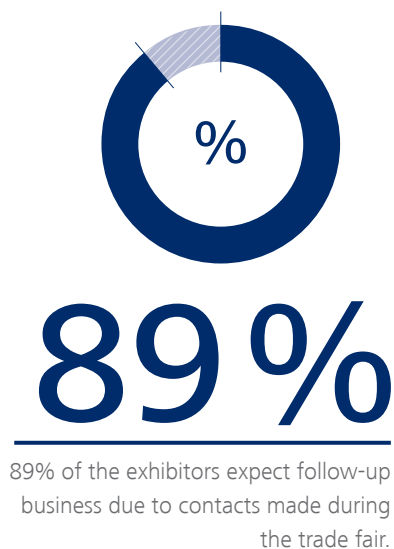
## 6.6 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of VIVANESS 2020?



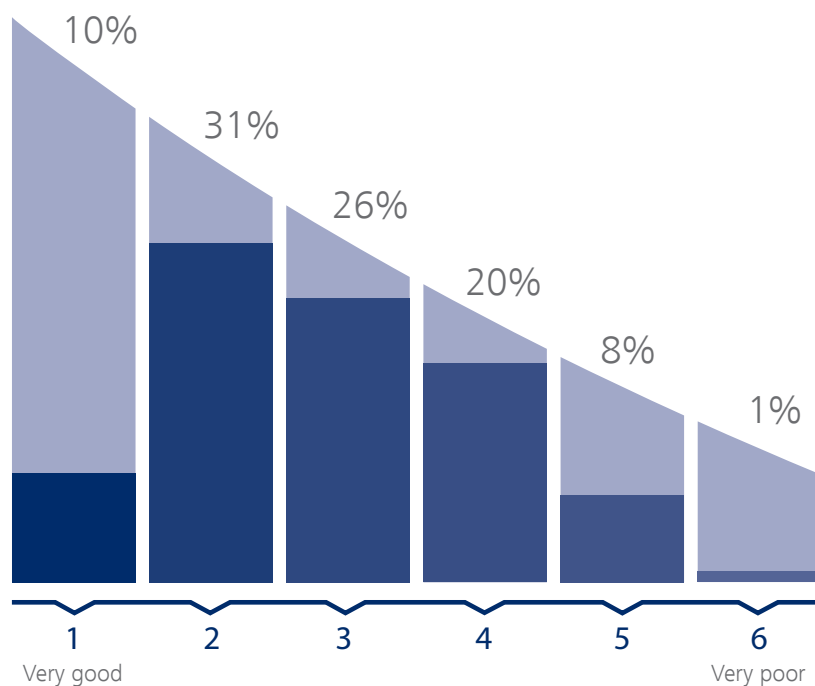
## 6.7 FOLLOW-UP BUSINESS

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



## 6.8 QUALITY OF VISITORS

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



**87 %**

87% of the exhibitors were satisfied with the quality of the visitors to their stand.

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](http://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 86 06-0, F +49 9 11 86 06-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

March 2020  
NürnbergMesse GmbH  
- Market Research -