



Nuremberg, Germany  
26. - 29.7.2022

# BIOFACH2022

into organic

World's Leading Trade Fair for Organic Food

[biofach.de](http://biofach.de)

Show Report

International Patron

**IFOAM**  
ORGANICS  
INTERNATIONAL

National supporting organization

**BÖLW**  
Bund Ökologische  
Lebensmittelwirtschaft

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	2,131	581	1,550
Visitors (incl. VIVANESS)	24,251	12,451	11,800
Total exhibition space (in m <sup>2</sup> )	92,400	–	–
Exhibitor stand space (in m <sup>2</sup> )	33,992	13,413	20,579
Special shows (in m <sup>2</sup> )	3,379	3,379	–

## 2. BIOFACH AND VIVANESS CONGRESS

**5,152**  
**CONGRESS PARTICIPANTS**  
 gathered information at 110 individual events.

1. Forum BIOFACH
2. Forum Specialist Trade
3. Forum Sustaubavity
4. Forum Politics
5. Forum Science
6. Forum German Organic Trade

## 3. MEDIA

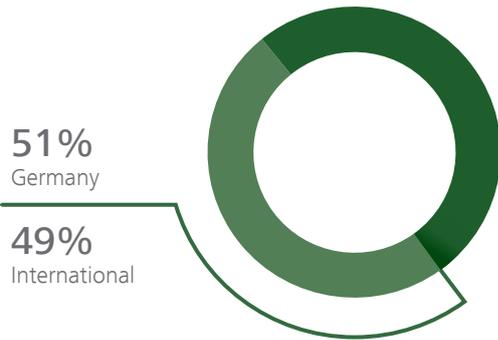
**432** — media representatives from **22** countries were accredited to BIOFACH / VIVANESS 2022

**147,179** — sessions from **127** countries at [www.biofach.de](http://www.biofach.de) from 30.06.2022 to 29.07.2022

**OVER 6,100** — registered participants at the digital extension to BIOFACH / VIVANESS 2022

## 4. VISITOR REGISTRATION

### 4.1 ORIGIN OF VISITORS AT BIOFACH / VIVANESS



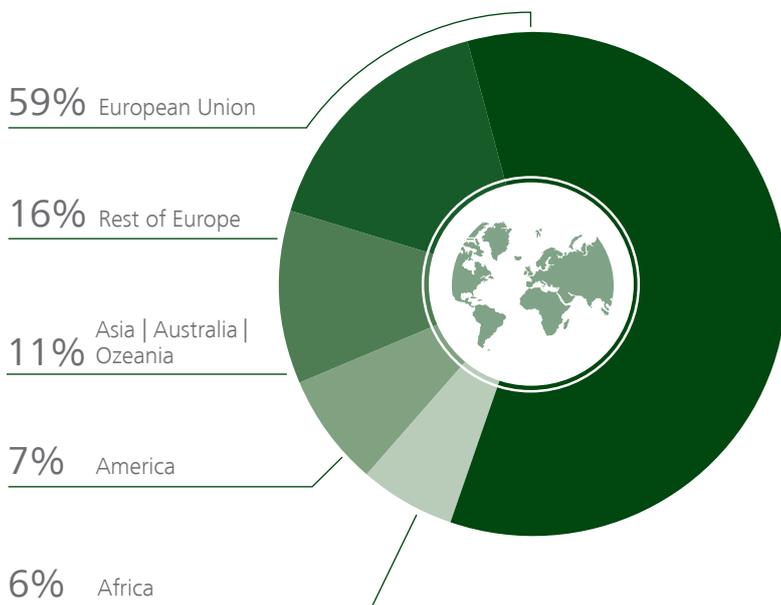
NUMBER OF COUNTRIES:

**137**

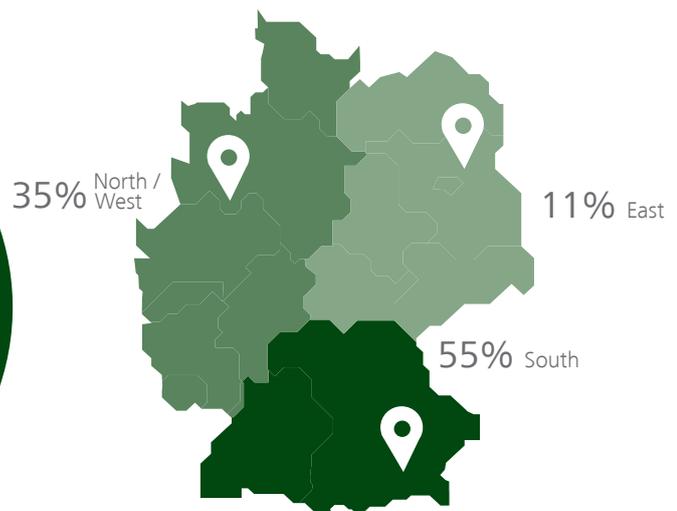
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS



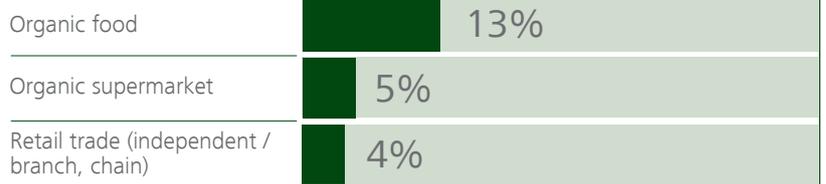
#### STRUCTURE OF GERMAN VISITORS



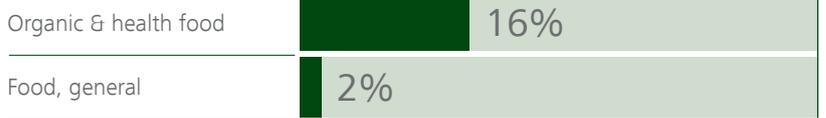
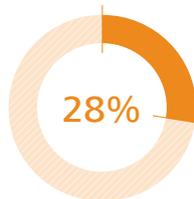
## 4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

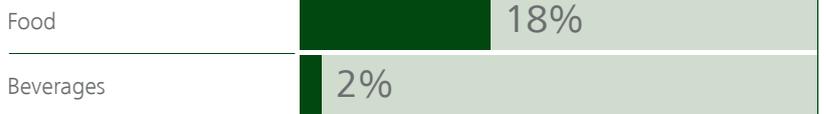
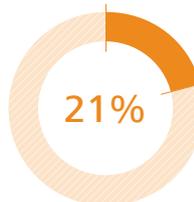
### RETAIL:



### WHOLESALE TRADE / IMPORT & EXPORT:



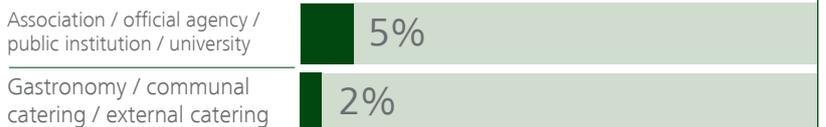
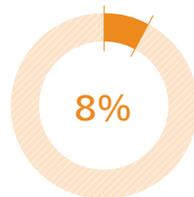
### MANUFACTURER:



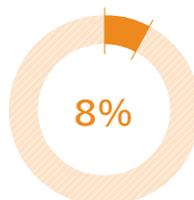
### AGRICULTURE AND AQUACULTURE:



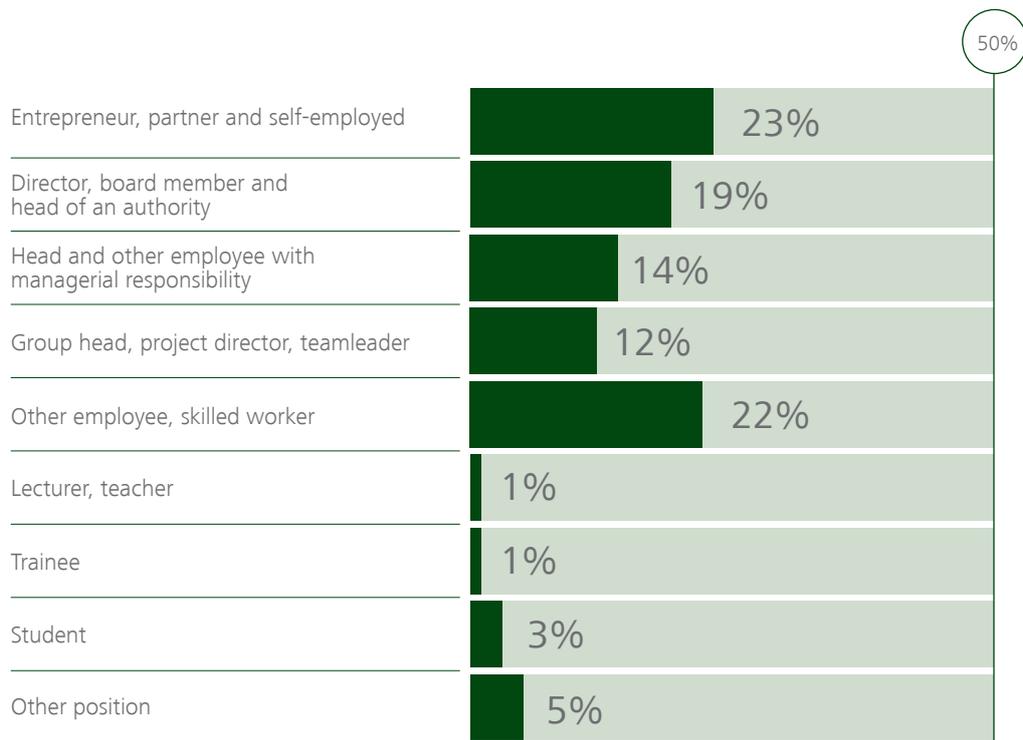
### SERVICE SECTOR:



### OTHER:



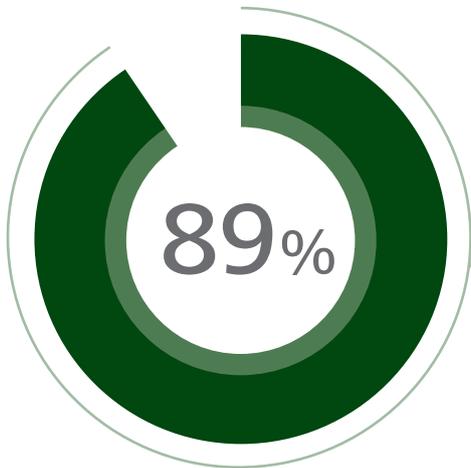
## 4.3 PROFESSIONAL STATUS OF VISITORS



## 5. VISITOR SURVEY

### 5.1 DECISION-MAKERS

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

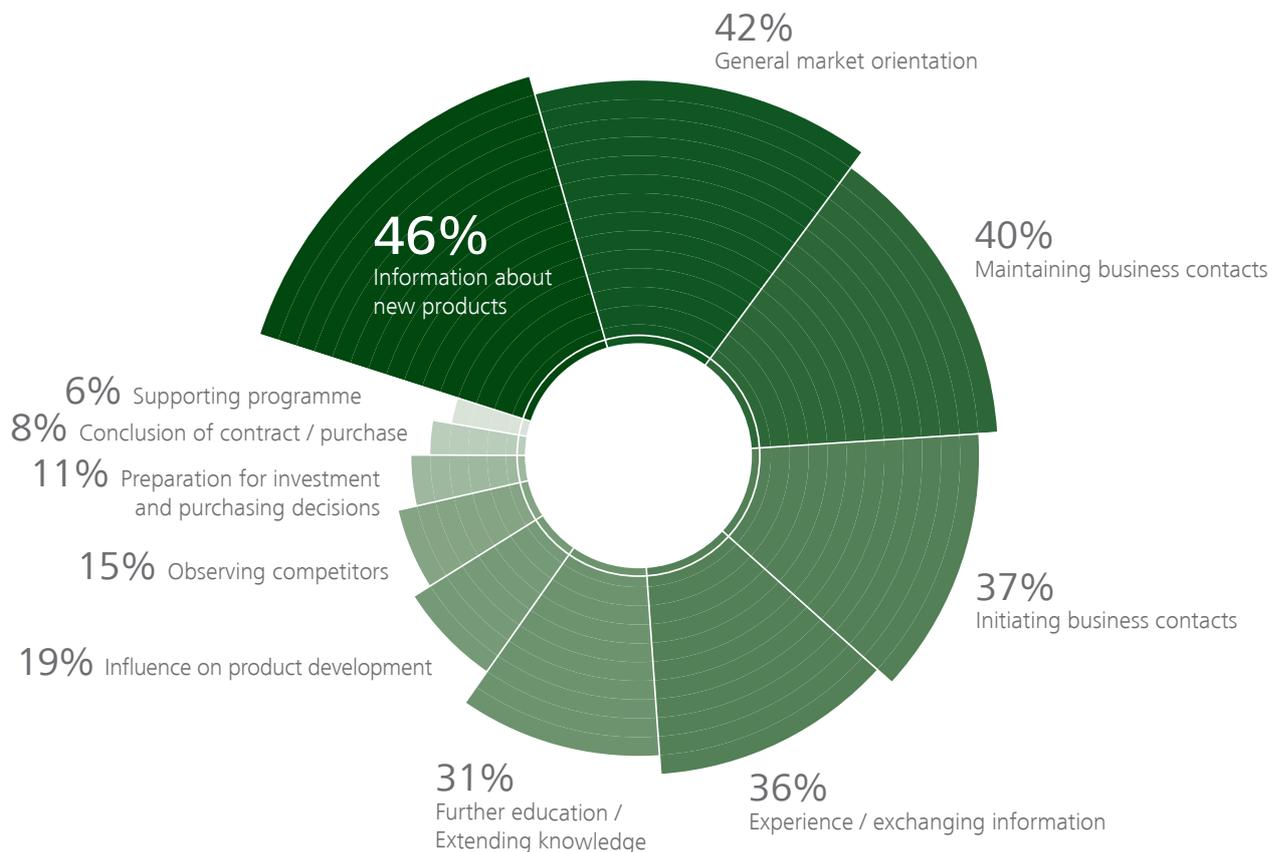


of the visitors are ...

involved in purchasing decisions in their company.

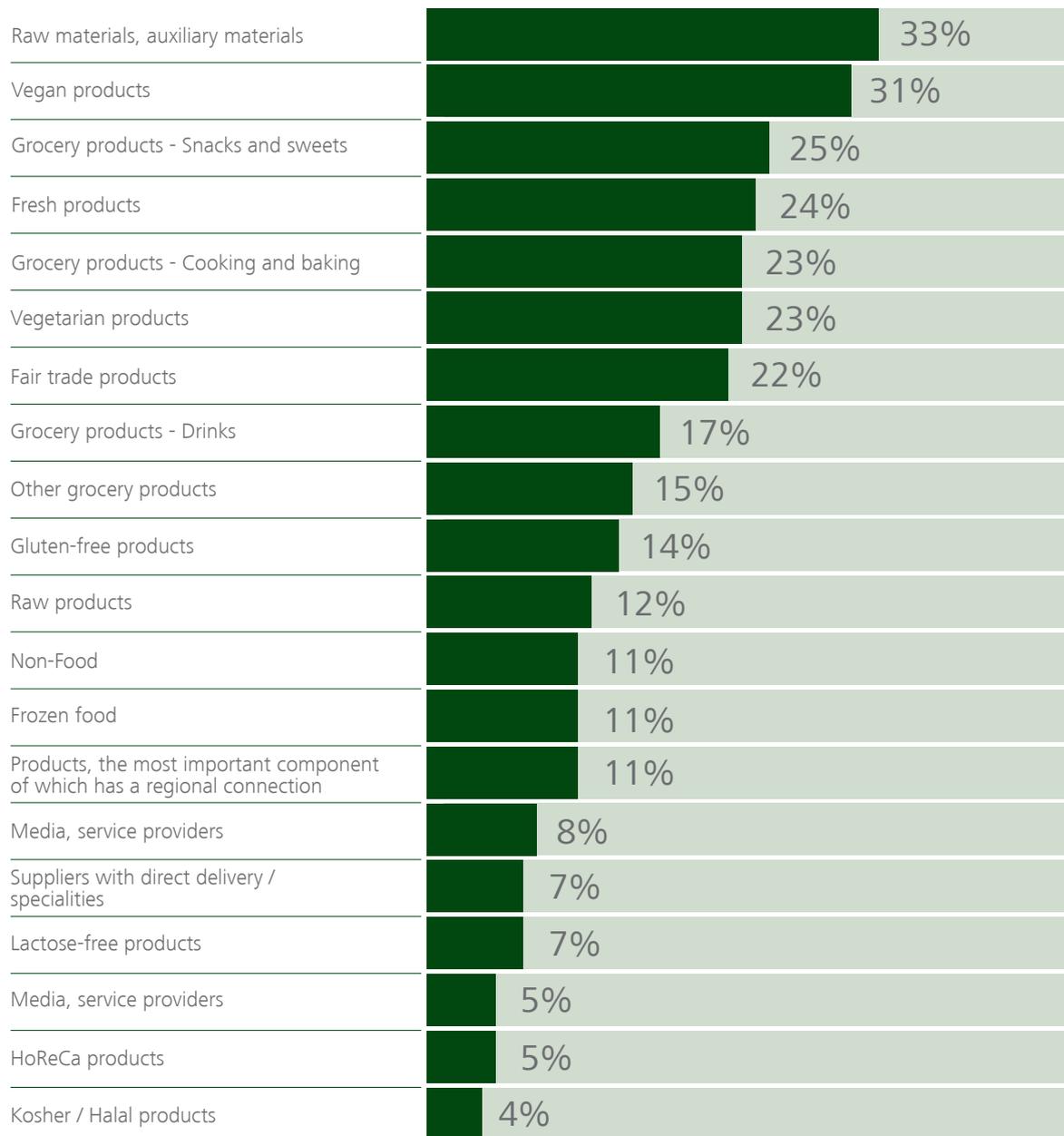
### 5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to BIOFACH 2022? (Multiple answers, extract)



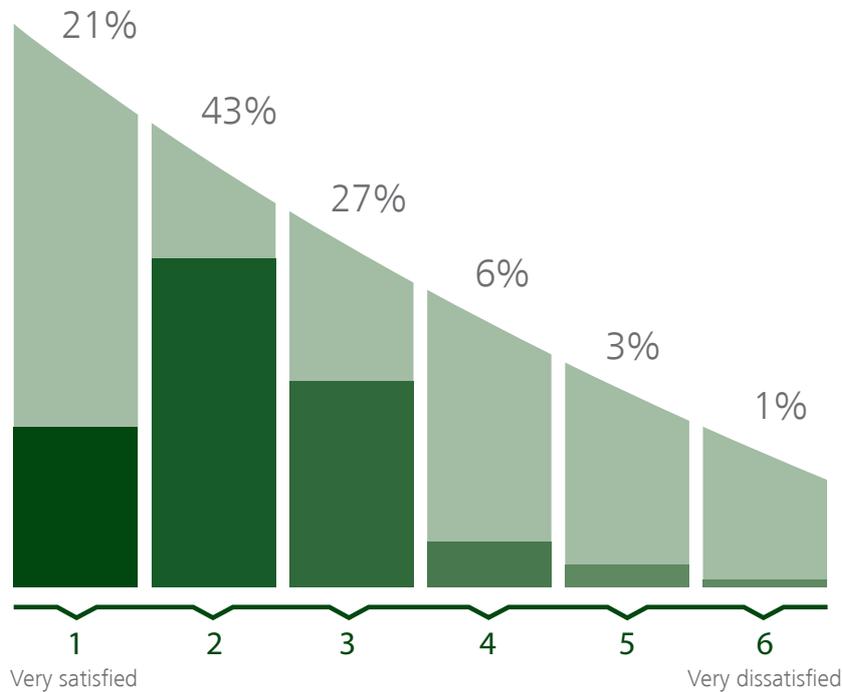
## 5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at BIOFACH 2022? (Multiple answers)



## 5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products / services presented at BIOFACH 2022?

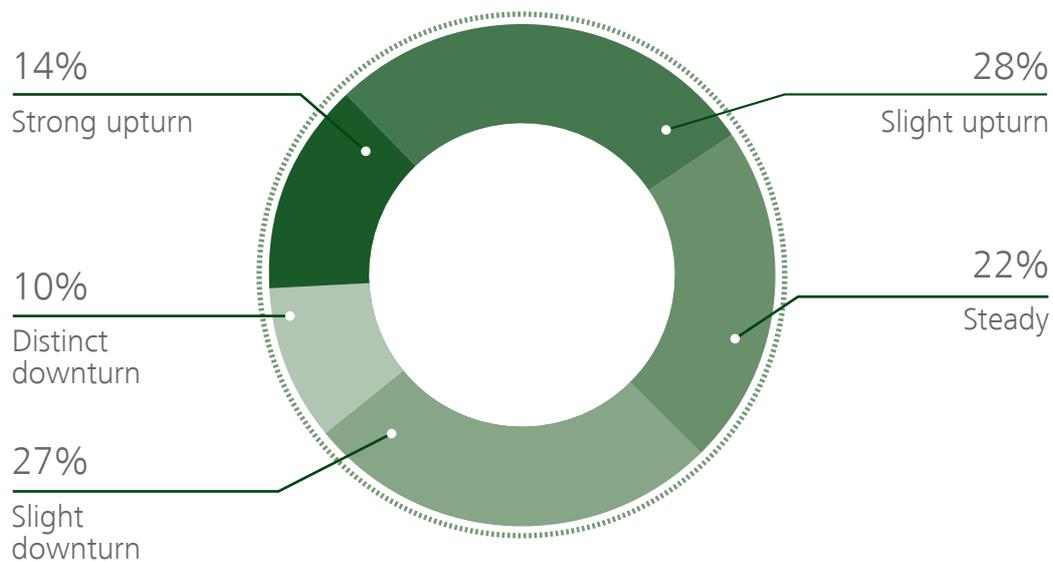


# 96 %

96% of the visitors were satisfied with the range of products and services presented at the trade fair.

## 5.5 ECONOMIC SITUATION IN SECTOR

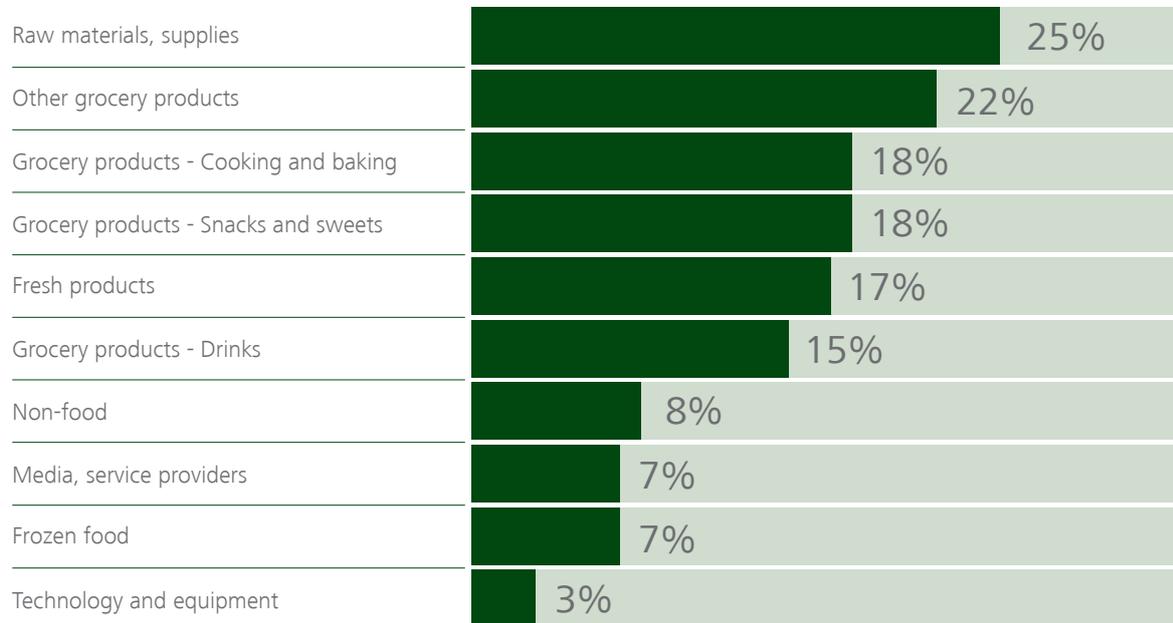
How do you rate the current economic situation in your sector?



## 6. EXHIBITOR SURVEY

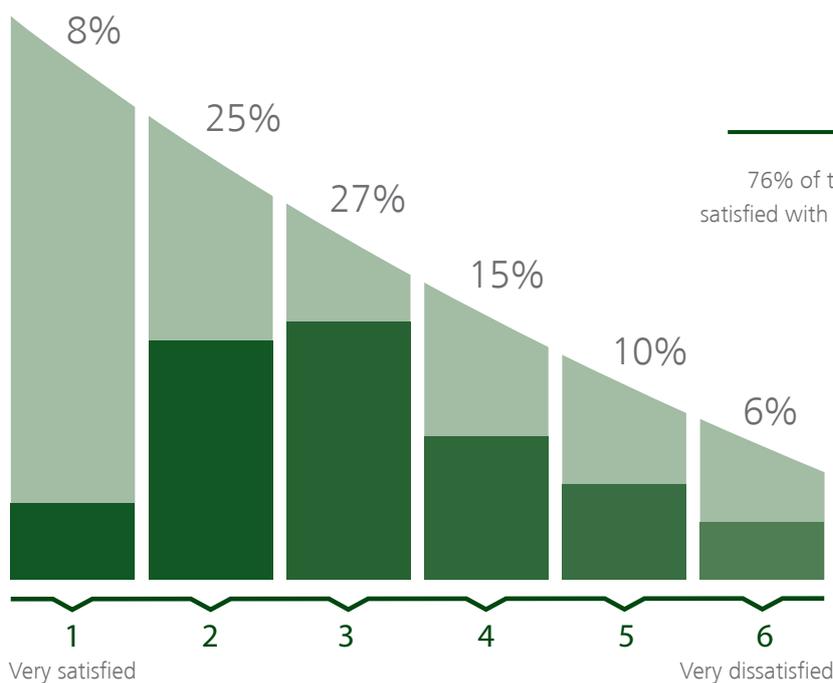
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



No answer: 8%

76% of the exhibitors were satisfied with their participation.

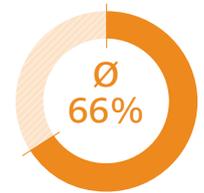


## 6.3 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at BIOFACH 2022? (Multiple answers, extract)

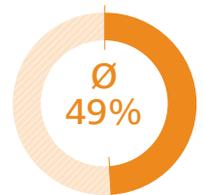
### SECTORS AND PEOPLE:

Contacts, international		77%
Networking		66%
Contacts, national		62%
Exchange of experience		61%



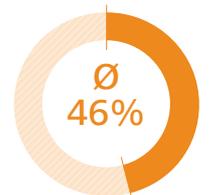
### MARKET AND PRODUCTS:

Customer acquisition		65%
Customer care		53%
Market observation		50%
Innovation news		47%
Market development		43%
Direct transactions		37%



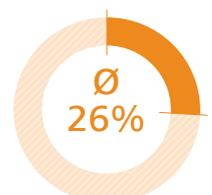
### IMAGE AND PR:

Image cultivation / PR		48%
Market positioning		44%



### POLITICS AND PUBLIC OPINION:

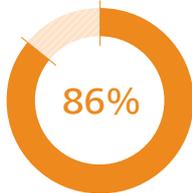
Contact to opinion leaders		28%
Contact to political representatives		24%



## 6.4 TARGET GROUPS OF THE EXHIBITORS

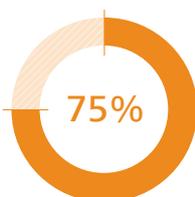
Which target groups do you wish to reach by exhibiting at BIOFACH 2022? (Multiple answers, extract)

### RETAIL:



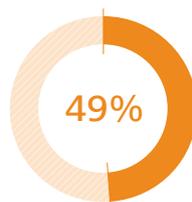
Organic food	<div style="width: 67%;"></div>	67%
Organic supermarket	<div style="width: 65%;"></div>	65%
Retail trade (independent)	<div style="width: 52%;"></div>	52%
Retail trade (branch / chain)	<div style="width: 48%;"></div>	48%
Health store	<div style="width: 32%;"></div>	32%
Online retailing	<div style="width: 31%;"></div>	31%
Food craft trade	<div style="width: 22%;"></div>	22%
Wine / delicatessen trade	<div style="width: 20%;"></div>	20%
Drugstore	<div style="width: 19%;"></div>	19%

### WHOLESALE TRADE / IMPORT & EXPORT



Organic & health food	<div style="width: 64%;"></div>	64%
Raw materials	<div style="width: 27%;"></div>	27%
Food, general	<div style="width: 26%;"></div>	26%
External catering / communal catering	<div style="width: 17%;"></div>	17%

### MANUFACTURER:



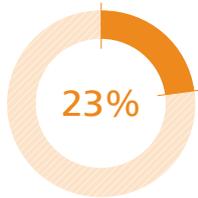
Food	<div style="width: 45%;"></div>	45%
Beverages	<div style="width: 20%;"></div>	20%

### SERVICE SECTOR:



Gastronomy		23%
External catering		18%
Communal catering		15%
Association / official agency / public institution / university		9%

### AGRICULTURE AND AQUACULTURE:



## 6.5 TARGET GROUP ACCURACY

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



82% of the exhibitors reached their most important target groups during BIOFACH 2022.

## 6.6 NEW BUSINESS RELATIONS

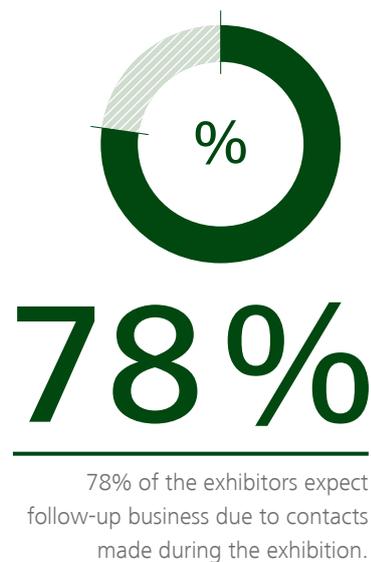
To what extent did your company make new business connections in the course of the fair?



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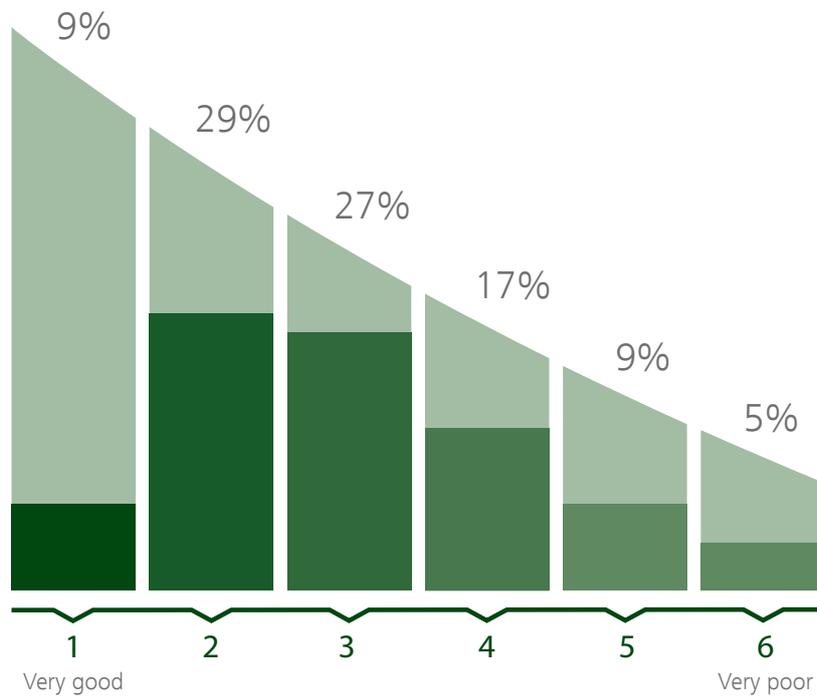
## 6.7 FOLLOW-UP BUSINESS

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?



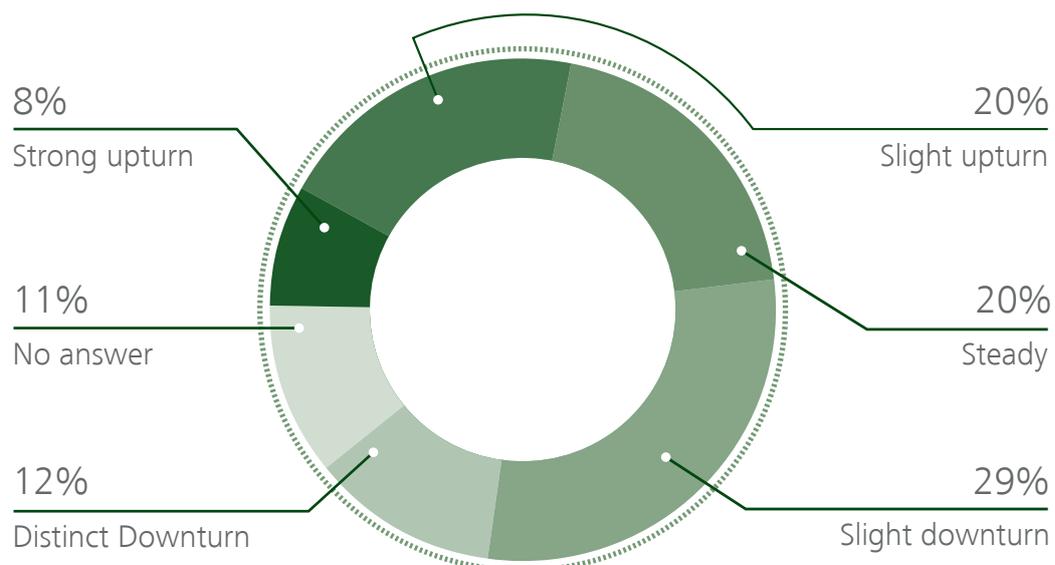
# 83 %

83% 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](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, Business Analytics & Strategy, telephone +49(0)911.8606-0, fax +49(0)911.8606-8228, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

September 2022  
NürnbergMesse GmbH  
- Business Analytics & Strategy -

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