

Nuremberg, Germany

26. - 29.7.2022

# VIVANESS2022

into natural beauty

International Trade Fair for Natural and Organic Personal Care

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

## Show Report

Supporting Organizations



COSMOS



NATRUE

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	169	53	116
Visitors (incl. BIOFACH)	24,251	12,451	11,800
Total exhibition space (in m²)	6,600	—	—
Exhibitor stand space (in m²)	2,609	812	1,797
Special shows (in m²)	498	498	—

## 2. VIVANESS AND BIOFACH CONGRESS

5,152

CONGRESS PARTICIPANTS

gathered information at **110** individual events.

## 3. MEDIA

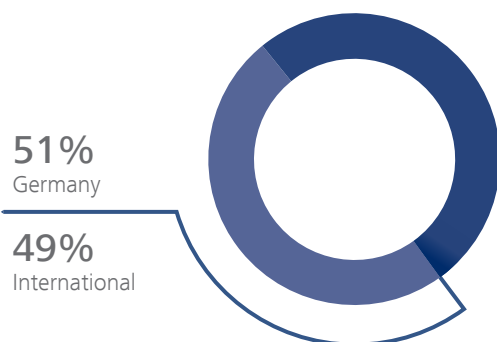
432 — media representatives from **22** countries were accredited to BIOFACH / VIVANESS

16,845 — sessions from **79** countries at [www.vivaneess.de](http://www.vivaneess.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



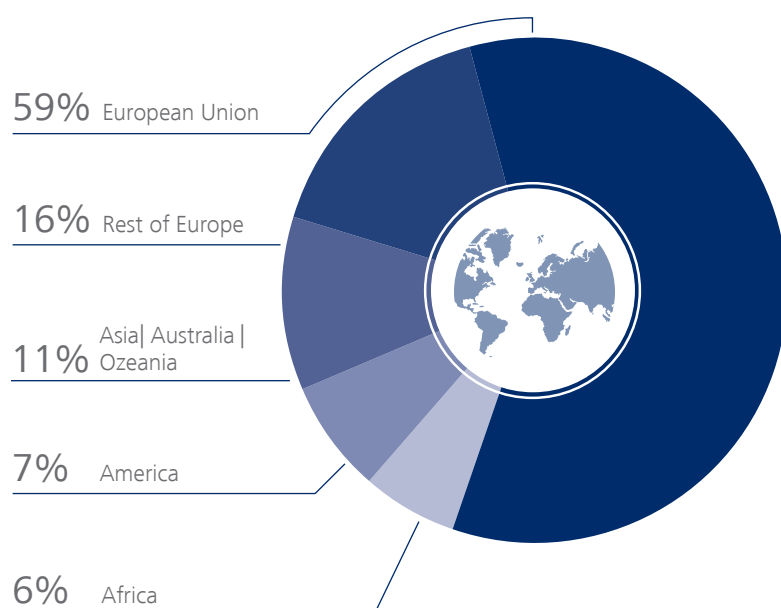
NUMBER OF COUNTRIES:

137

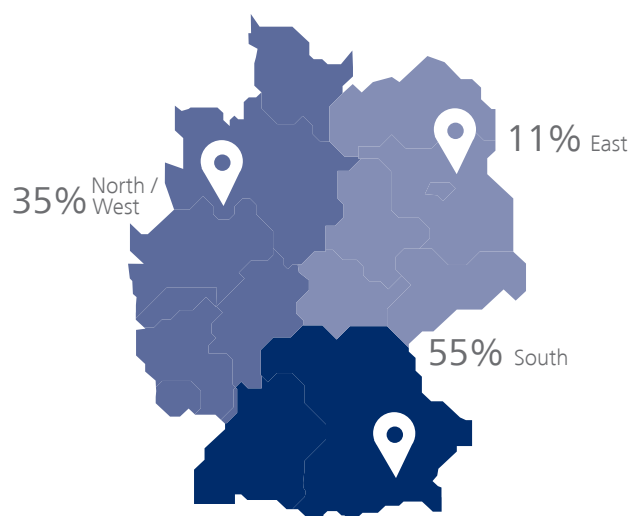
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

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

#### STRUCTURE OF INTERNATIONAL VISITORS



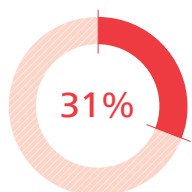
#### STRUCTURE OF GERMAN VISITORS



## 4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

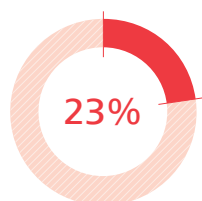
### RETAIL:



Cosmetics / perfumery	11%
Organic food	6%
Online retailing	4%
Retail trade (independent, branch / chain)	3%
Drugstore	3%
Organic supermarket	2%
Pharmacy	1%
Health store	1%

50%

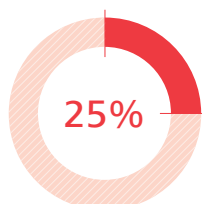
### WHOLESALE TRADE/IMPORT & EXPORT:



Cosmetics / perfumery	12%
Organic & health food	2%
Drugstore articles	1%

50%

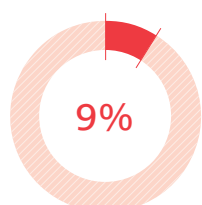
### MANUFACTURER:



Personal care and drugstore articles	23%
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50%

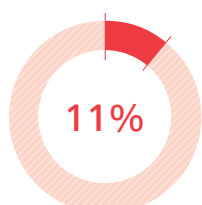
### SERVICE SECTOR:



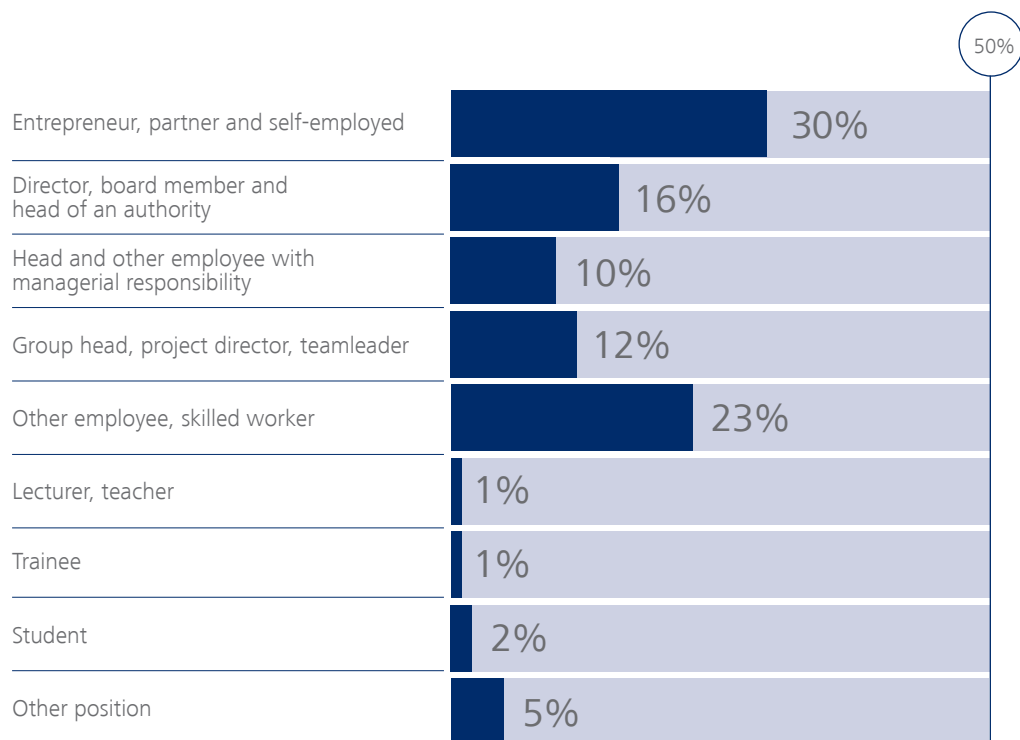
Cosmetic institute / hair care	4%
Health care	2%
Hotel / wellness institute	1%

50%

### OTHER SECTOR:



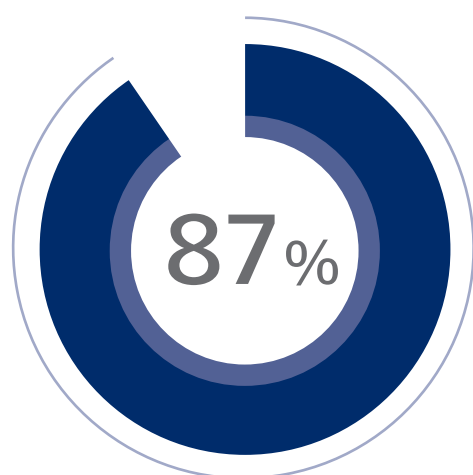
## 4.3 PROFESSIONAL STATUS OF VISITORS



## 5. VISITOR SURVEY

### 5.1 DECISION-MAKERS

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

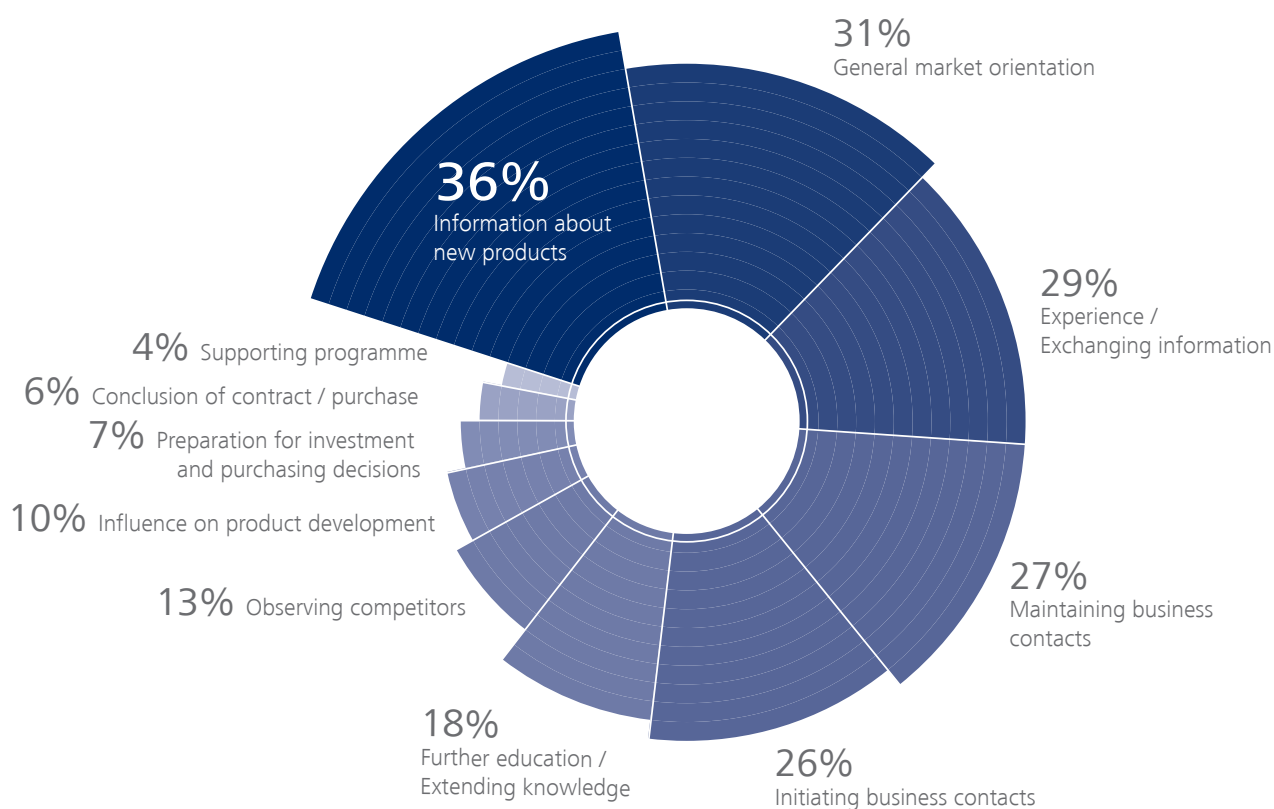


of the visitors are ...

involved in purchasing decisions in their company.

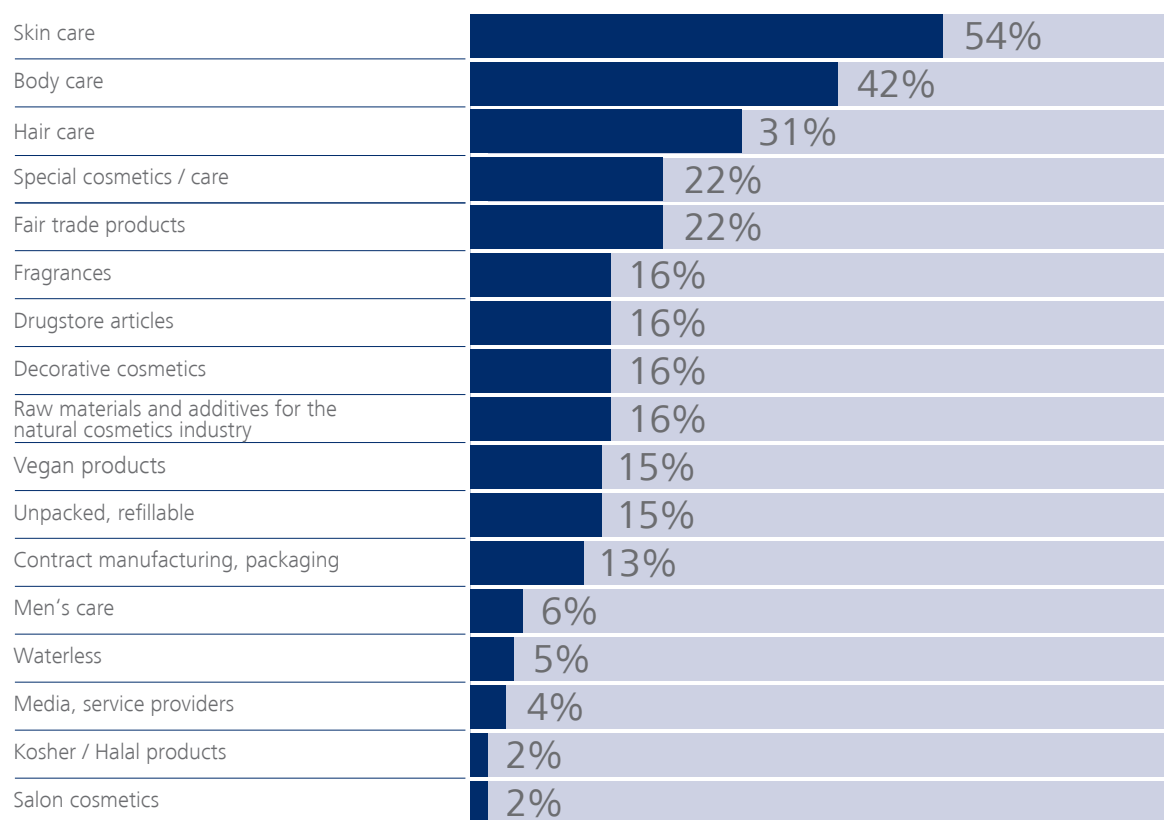
### 5.2 MAIN REASONS FOR VISIT

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



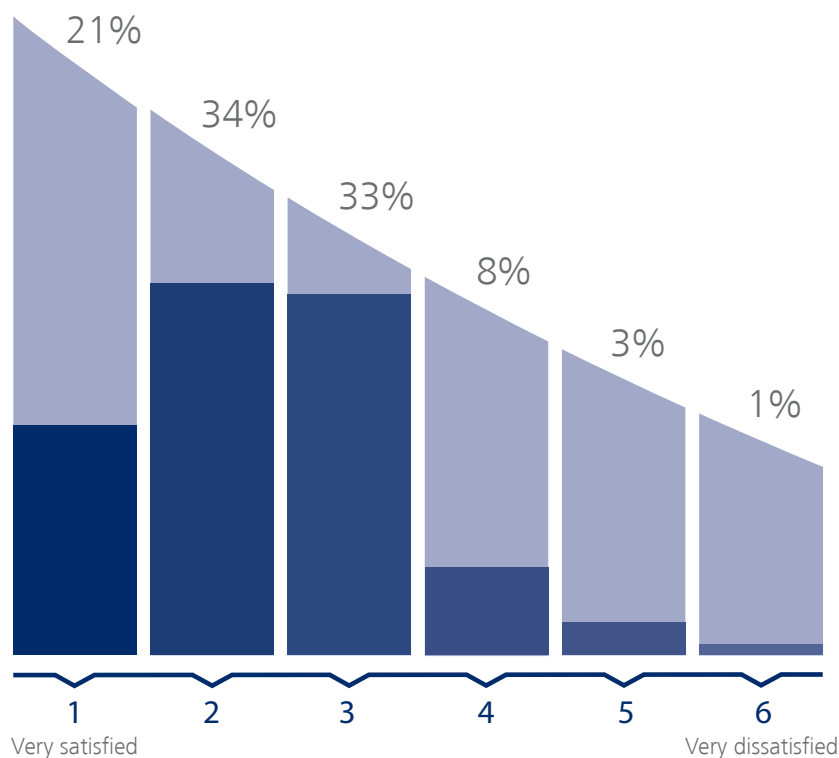
## 5.3 PRODUCT GROUPS (main interest of visitors)

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



## 5.4 SATISFACTION WITH EXHIBITS

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

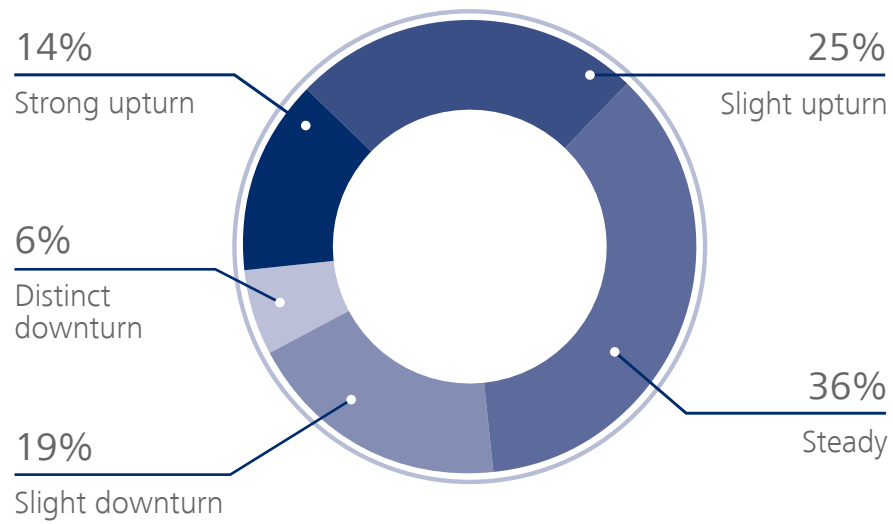


# 96 %

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

## 5.5 ECONOMIC SITUATION IN SECTOR

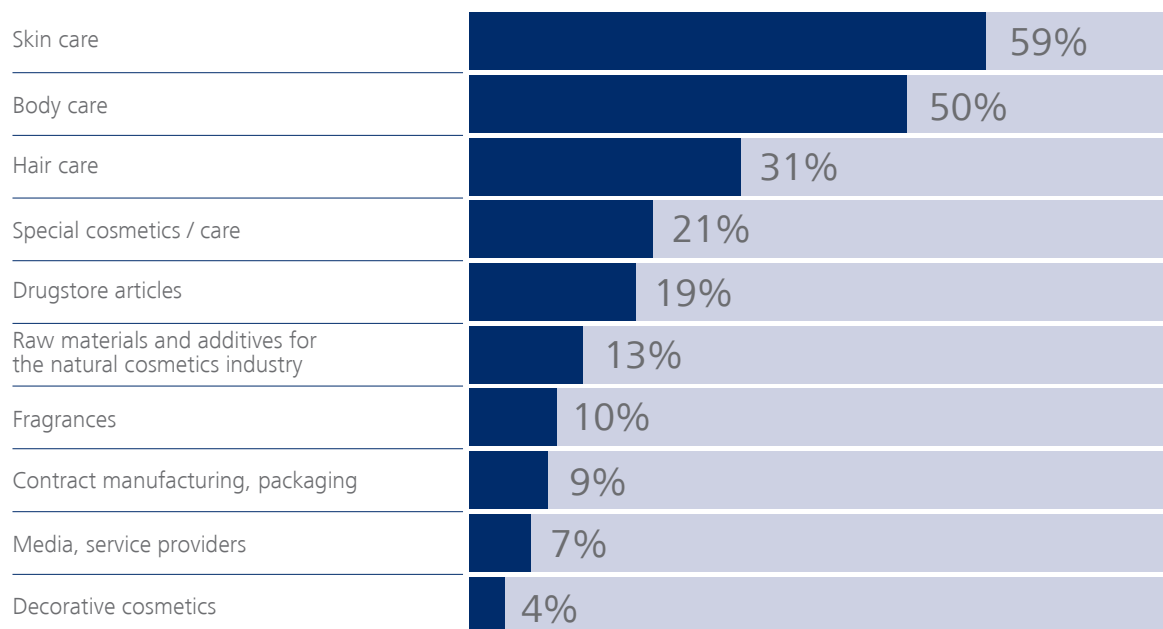
How do you rate the current economic situation in your sector?



## 6. EXHIBITOR SURVEY

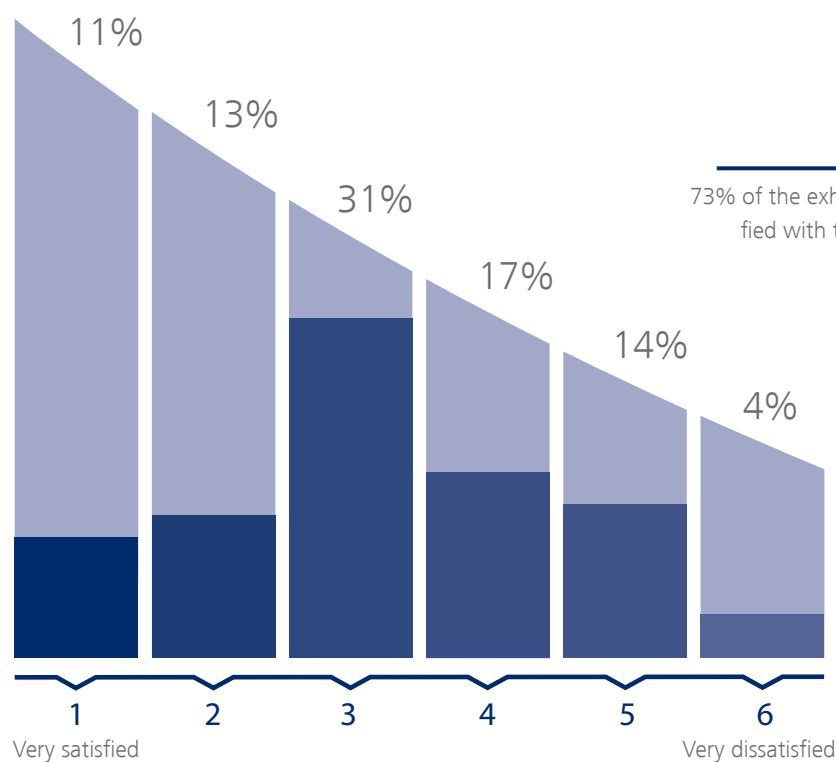
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



73% of the exhibitors were satisfied with their participation.



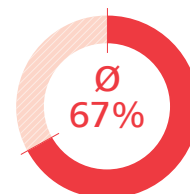
No answer: 8%

## 6.3 EXHIBITORS' OBJECTIVES

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

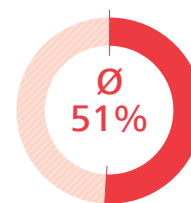
### SECTORS AND PEOPLE:

Contacts, international	<div><div></div></div>	80%
Networking	<div><div></div></div>	69%
Contacts, national	<div><div></div></div>	64%
Exchange of experience	<div><div></div></div>	55%



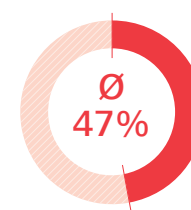
### MARKET AND PRODUCTS:

Customer acquisition	<div><div></div></div>	71%
Customer care	<div><div></div></div>	47%
Market development	<div><div></div></div>	44%
Innovation news	<div><div></div></div>	43%
Market observation	<div><div></div></div>	42%
Direct transactions	<div><div></div></div>	39%



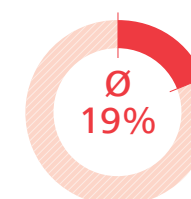
### IMAGE AND PR:

Image cultivation / PR	<div><div></div></div>	47%
Market positioning	<div><div></div></div>	46%



### POLITICS AND PUBLIC OPINION:

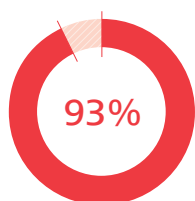
Contacts to opinion leaders	<div><div></div></div>	26%
Contacts to political representatives	<div><div></div></div>	21%



## 6.4 TARGET GROUPS OF THE EXHIBITORS

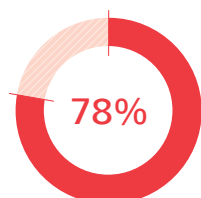
Which target groups do you wish to reach by exhibiting at VIVANESS 2022? (Multiple answers, extract)

### RETAIL:



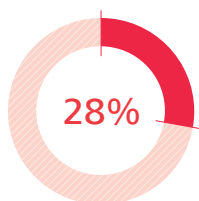
Cosmetics / perfumery	<div><div></div></div>	69%
Retail trade (independent)	<div><div></div></div>	58%
Online retailing	<div><div></div></div>	55%
Pharmacy	<div><div></div></div>	53%
Retail trade (branch / chain)	<div><div></div></div>	51%
Drugstore	<div><div></div></div>	45%
Health store	<div><div></div></div>	43%
Organic supermarket	<div><div></div></div>	43%
Department stores	<div><div></div></div>	31%
Organic food	<div><div></div></div>	28%

### WHOLESALE TRADE / IMPORT & EXPORT:



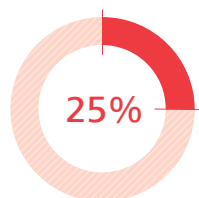
Cosmetics / perfumery	<div><div></div></div>	57%
Drugstore articles	<div><div></div></div>	30%
Organic & health food	<div><div></div></div>	26%
Pharmacy	<div><div></div></div>	25%

### MANUFACTURER:



Personal care and drugstore articles	<div><div></div></div>	28%
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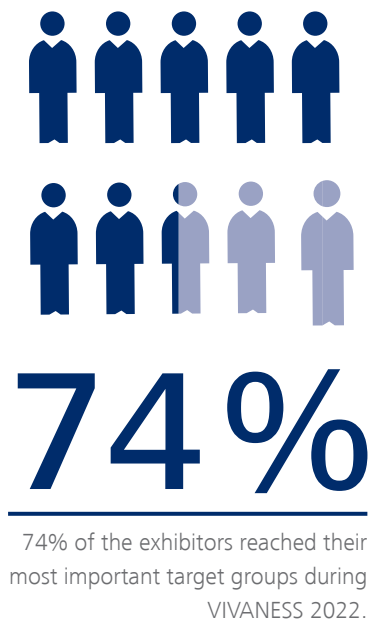
### SERVICE SECTOR:



Cosmetic institute / hair care	<div><div></div></div>	22%
Hotel / wellness institute	<div><div></div></div>	10%
Health care	<div><div></div></div>	9%

## 6.5 TARGET GROUP ACCURACY

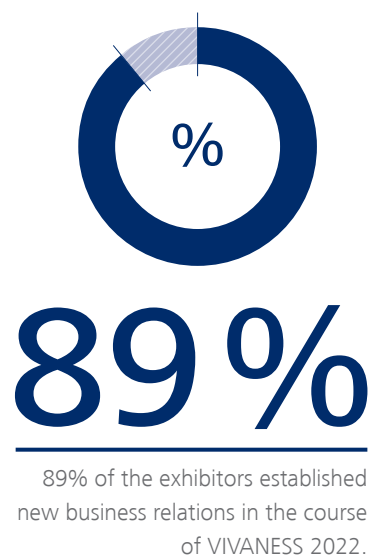
Did you reach your most important target groups at VIVANESS 2022?



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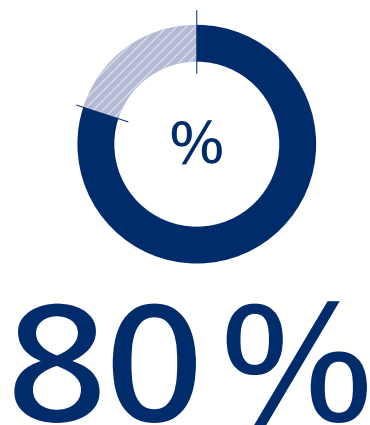
## 6.6 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of VIVANESS 2022?



## 6.7 FOLLOW-UP BUSINESS

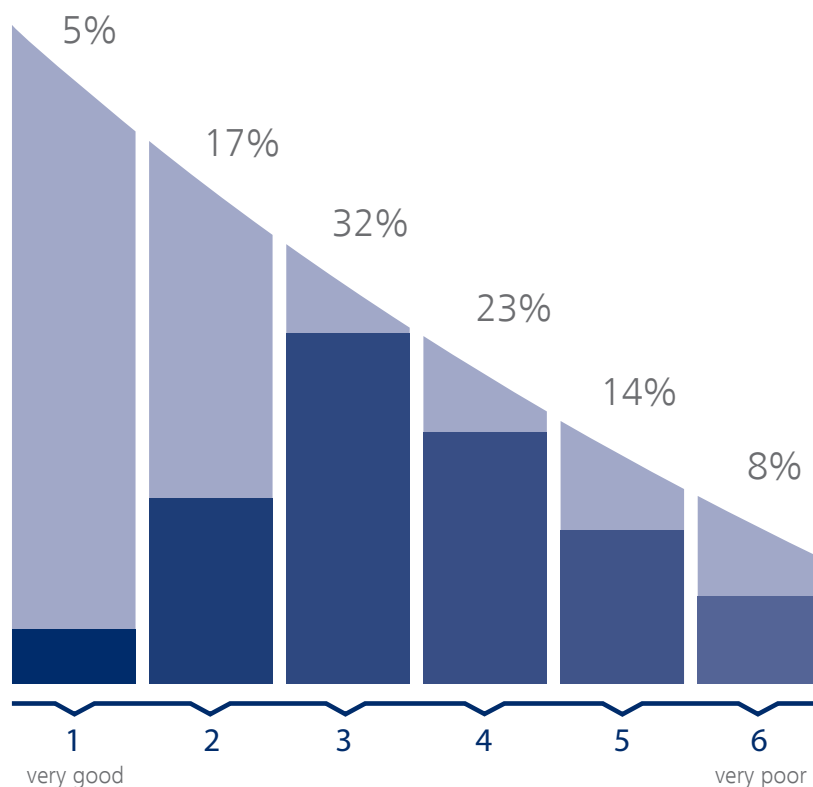
Do you expect follow-up business after making contacts and paving the way during the fair?



80% 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?



**77 %**

77% of the exhibitors were satisfied with the quality of the visitors to their stand.

No answer: 1%

## 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).

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NürnbergMesse GmbH  
- Business Analytics & Strategy -

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