



SHOW REPORT >

28.–30.9.2021 /// Nuremberg
fachpack.de

European trade fair for
packaging, technology
and processing

NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	789	468	321
Visitors	23,982	16,927	7,055
Total exhibition space (in m²)	68,900	—	—
Exhibitor stand space (in m²)	30,054	20,779	9,275
Special shows (in m²)	2,560	2,393	167

2. FORUMS

- Over **100** specialist presentations in the PACKBOX, TECHBOX and INNOVATIONBOX forums
- Around **9,500** viewers on three days of exhibition
- Around **1,600** viewers followed the presentations via live stream or on demand on myFACHPACK
- Key Theme FACHPACK 2021: Environmentally friendly packaging

PACKBOX Forum

- **Packaging materials/media, packaging design, packaging printing and finishing**
- **3 Theme Days Future Focus:**
Consumer & Trade | Sustainability & Innovation | Design & Material
- **PACKBOX partners:**
BayStartUP; Berndt + Partner; Deutscher Fachverlag; Deutsches Verpackungsinstitut (dvi); DFTA Flexodruck Fachverband e.V.; European Brands & Packaging Design Association (epda); FFI Fachverband Faltschachtel-Industrie e.V. / Pro Carton; Hüthig Verlag; IK Industrievereinigung Kunststoffverpackungen; Klis Design; Mintel; Packaging Europe; Pacoon; Popular Packaging; Studio Oeding; WPO World Packaging Organisation

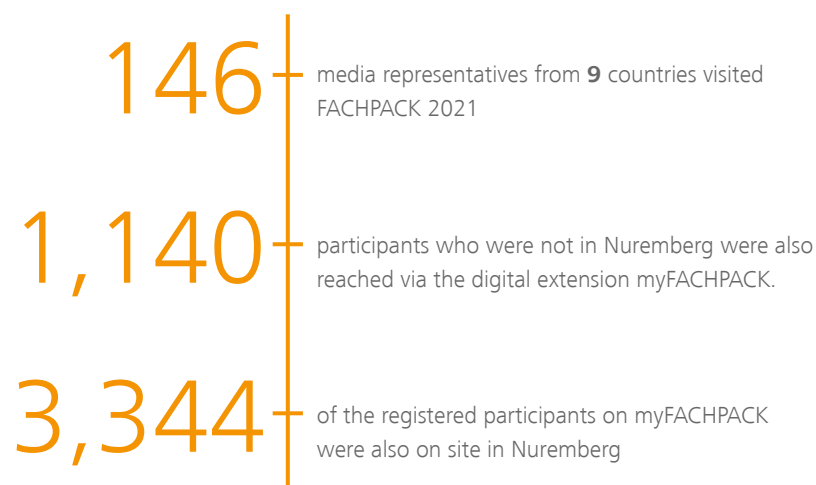
TECHBOX Forum

- **Packaging technology, labelling technology, intralogistics**
- **3 Theme Days Future Focus:**
Resources & Sustainability | Innovation & Profitability | Digitalisation & Transformation
- **TECHBOX partners:**
AIM-Deutschland e.V.; bdvi – Bund Deutscher Verpackungswissenschaftler; BEVH Bundesverband E-Commerce und Versandhandel Deutschland e.V.; BME; Collin Weber Personalberatung; Deutscher Robotik-Verband; Fachagentur Nachwachsende Rohstoffe (FNR); Fraunhofer IIS / SCS; Fraunhofer IML; Fraunhofer IVV; Technische Universität Dresden; Tilisco; UCIMA Italian Packaging Machinery Manufacturers Association; VDMA Verband Deutscher Maschinen- und Anlagenbau; Zentrale Stelle Verpackungsregister

Forum INNOVATIONBOX

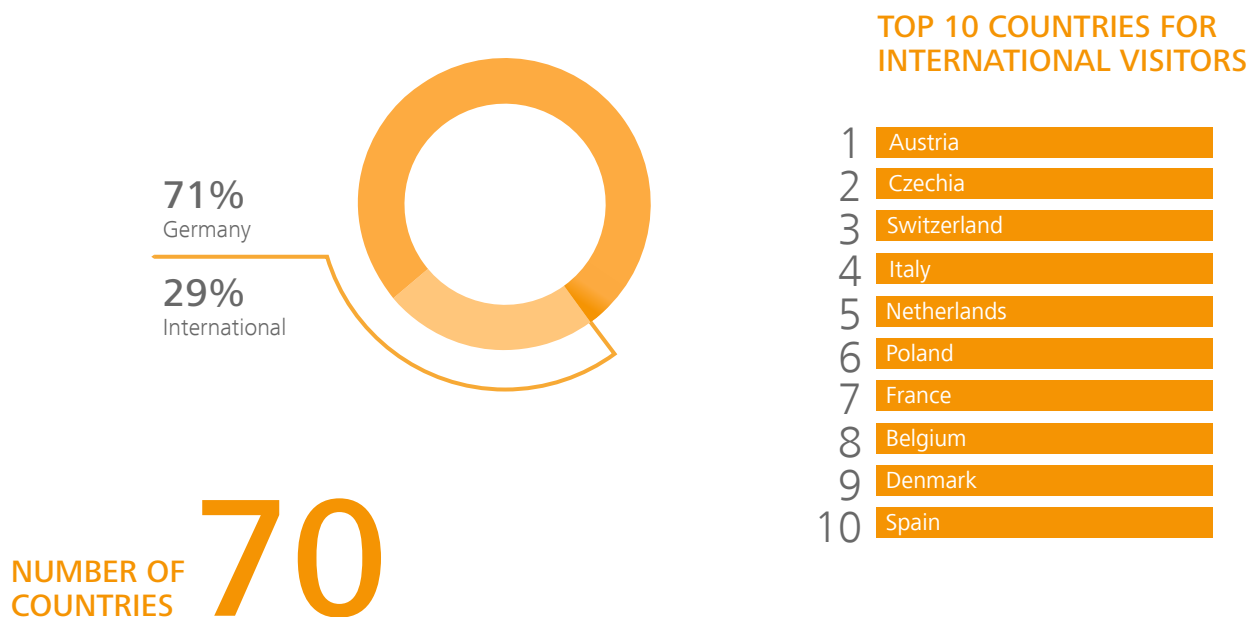
- **Presentation of company-related products, problem solutions or services**

3. MEDIA & DIGITAL

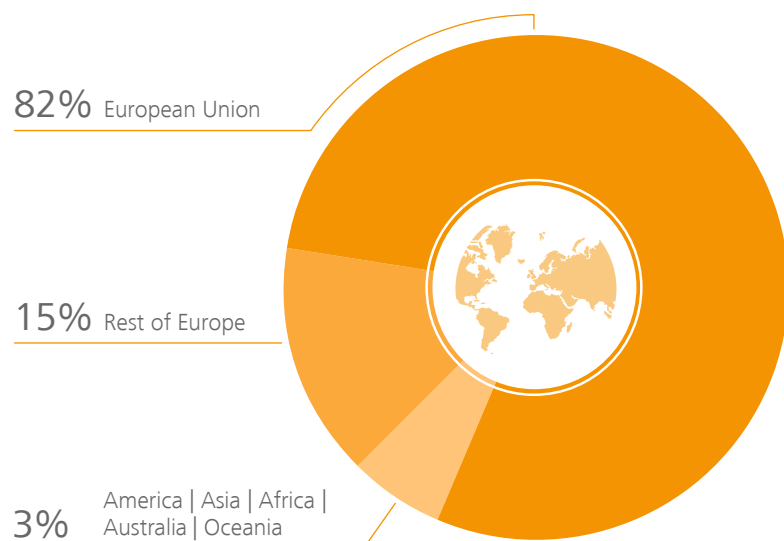


4. VISITOR REGISTRATION

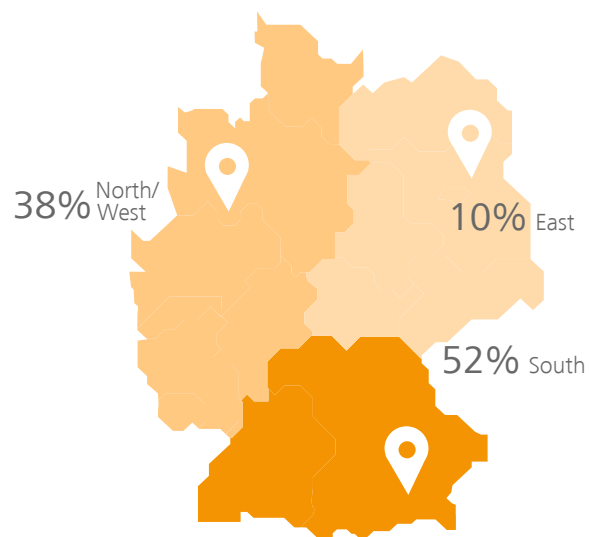
4.1 ORIGIN OF VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

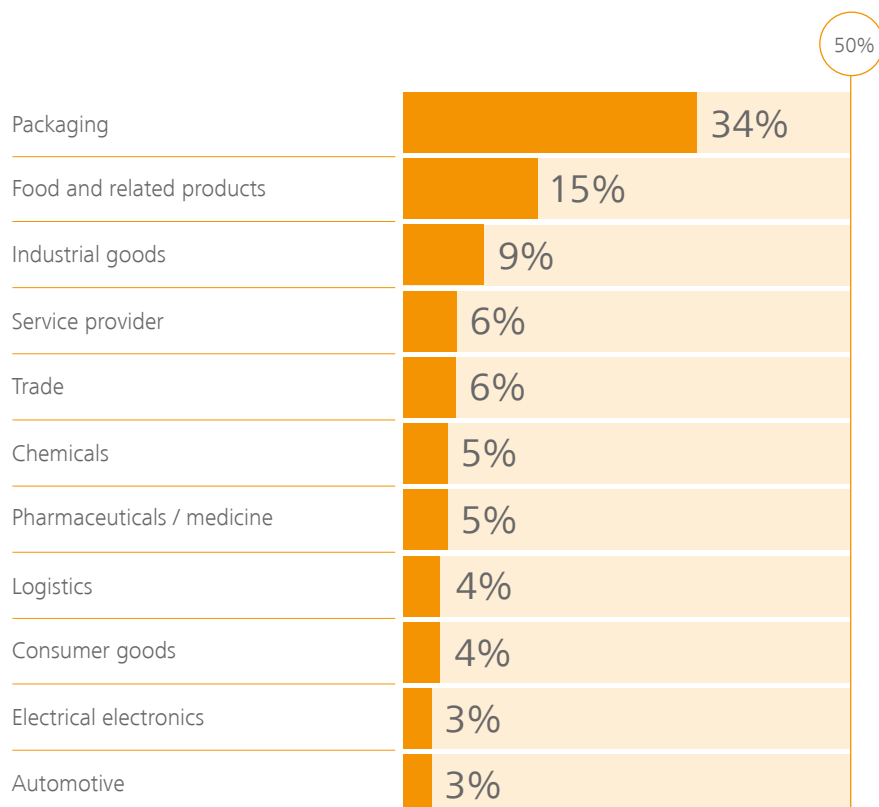


STRUCTURE OF GERMAN VISITORS

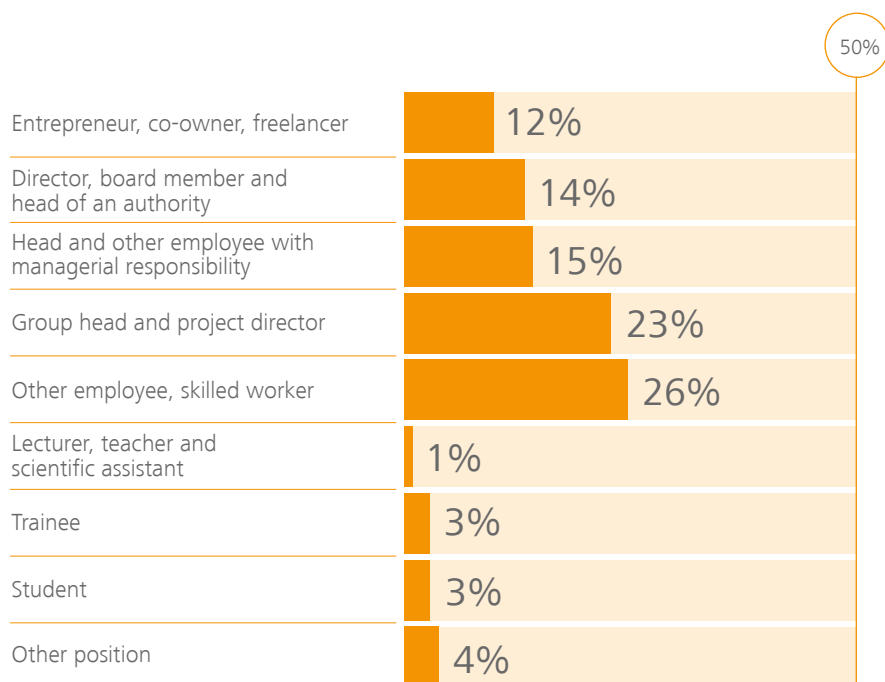


4.2 VISITORS' BRANCHES

(Multiple answers, extract)



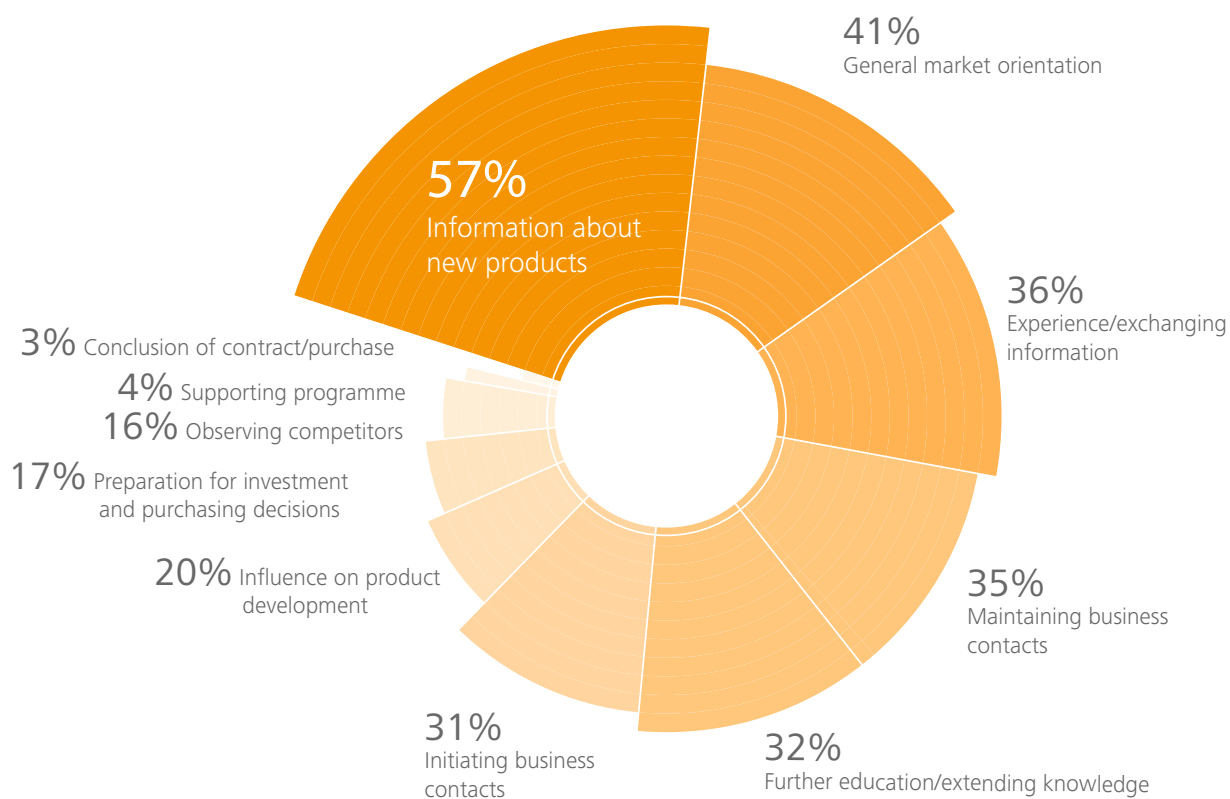
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

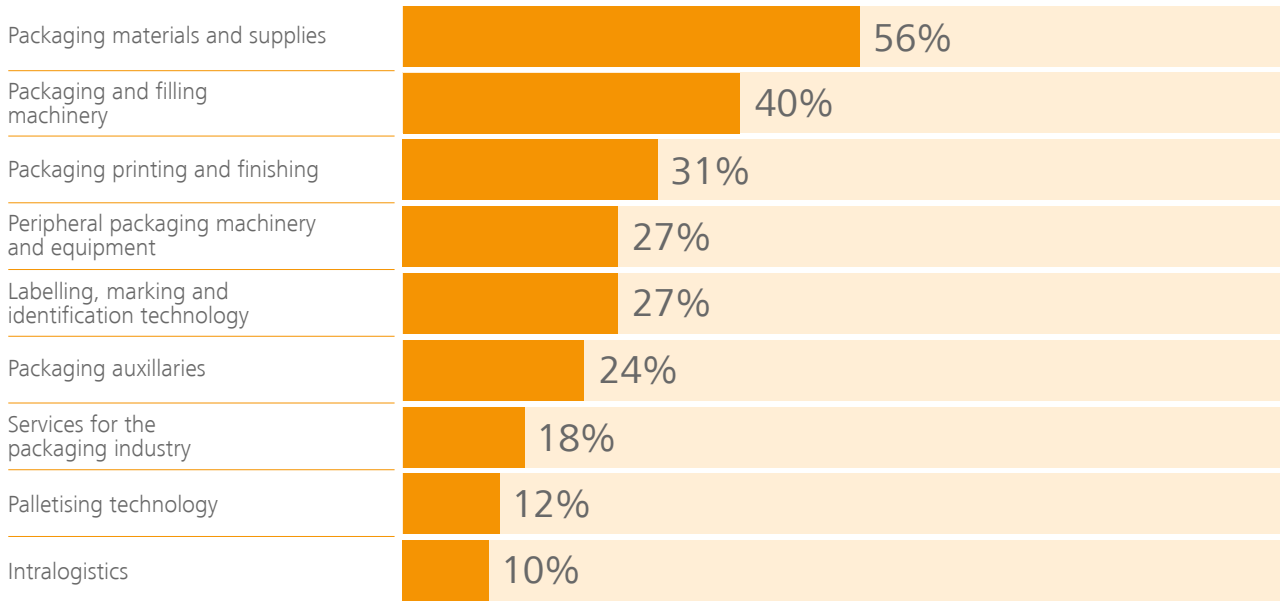
5.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to FACHPACK 2021? (Multiple answers, extract)



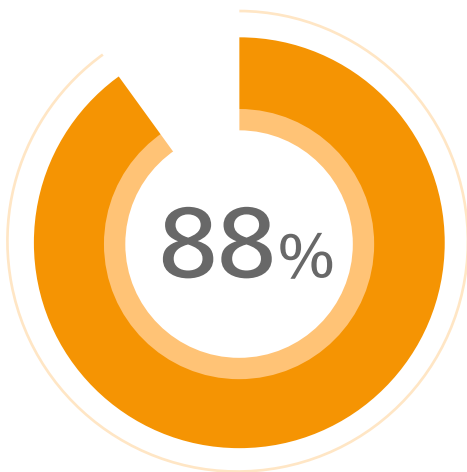
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at FACHPACK 2021? (Multiple answers)



5.3 DECISION-MAKERS

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

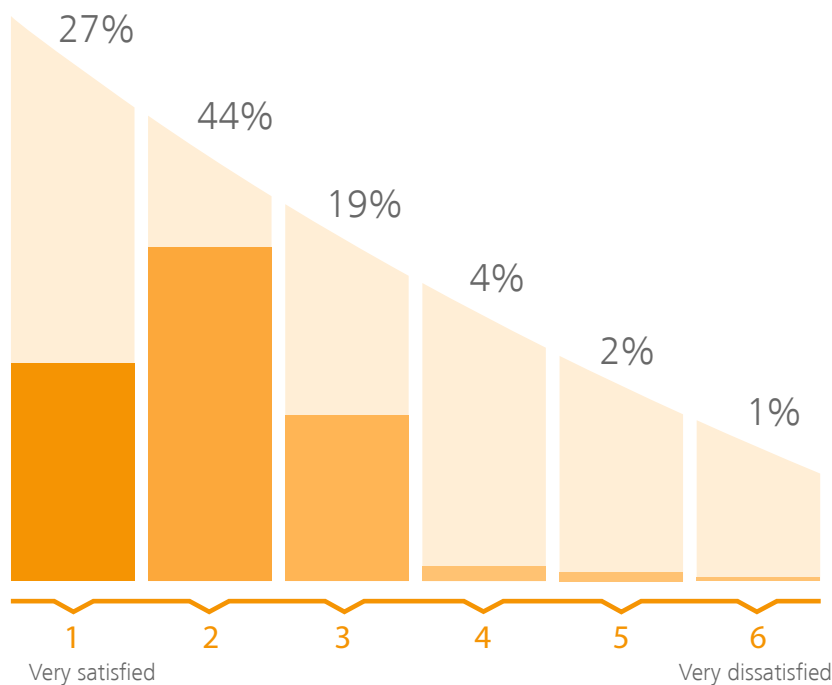


of the visitors are ...

involved in purchasing decisions
in their company.

5.4 OVERALL SATISFACTION

How satisfied are you overall with your visit to FACHPACK so far?



94 %

94% of the visitors were satisfied with their visit to FACHPACK 2021.

No answer: 4%

5.5 ECONOMIC SITUATION IN SECTOR

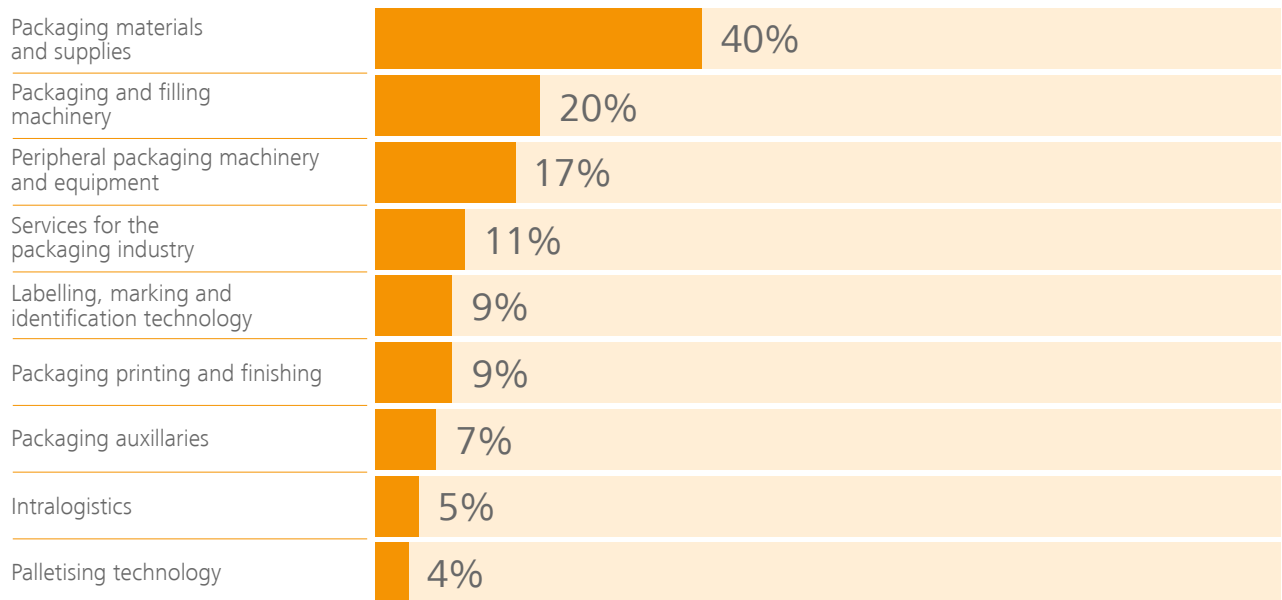
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

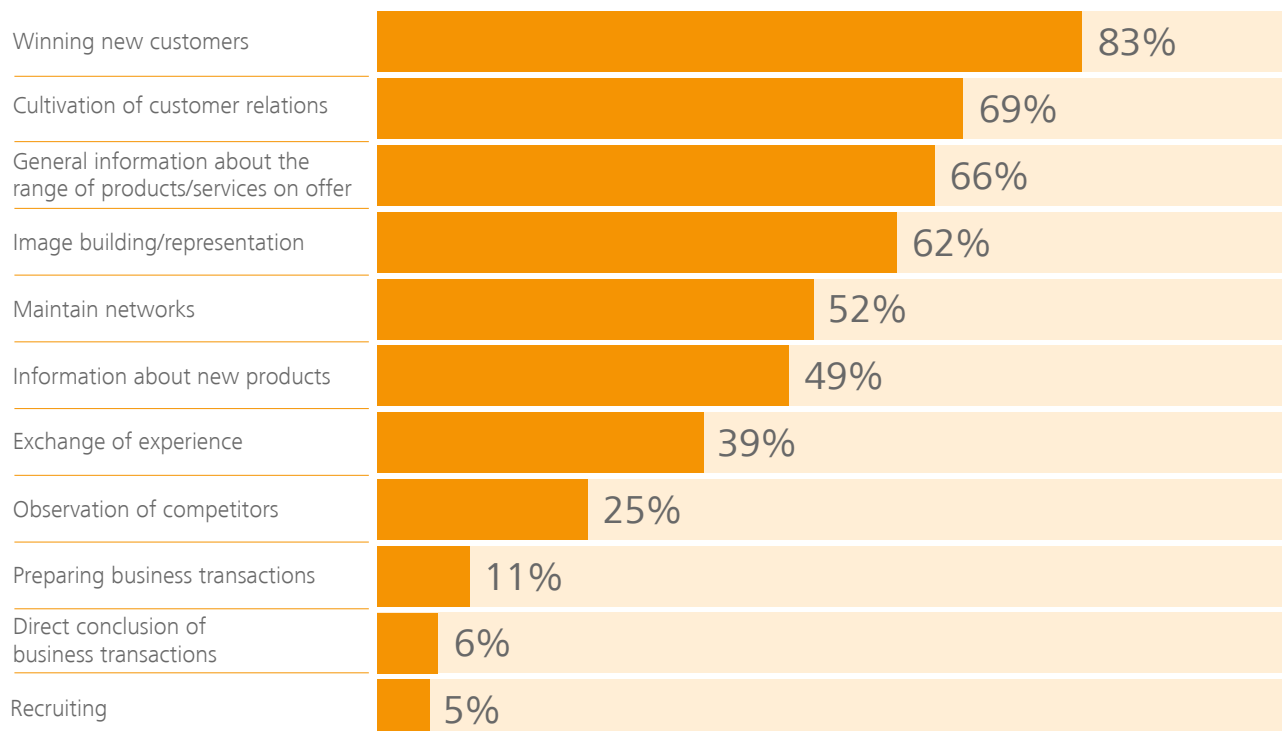
6.1 PRODUCT GROUPS (of exhibitors)

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



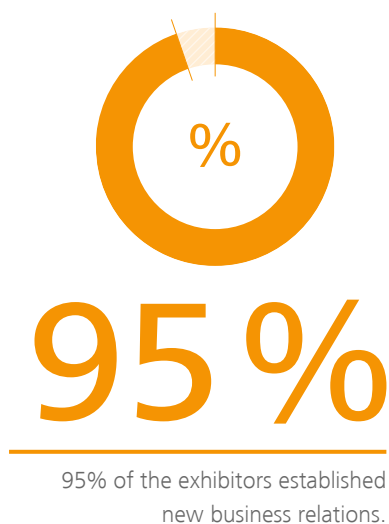
6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at FACHPACK 2021? (Multiple answers, extract)



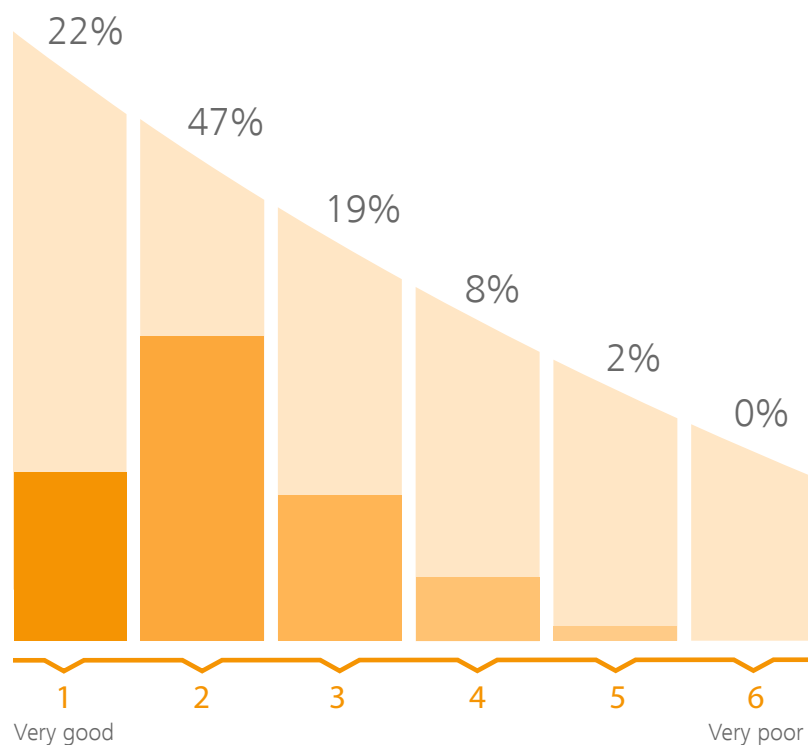
6.3 NEW BUSINESS RELATIONS

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



6.4 QUALITY OF VISITORS

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



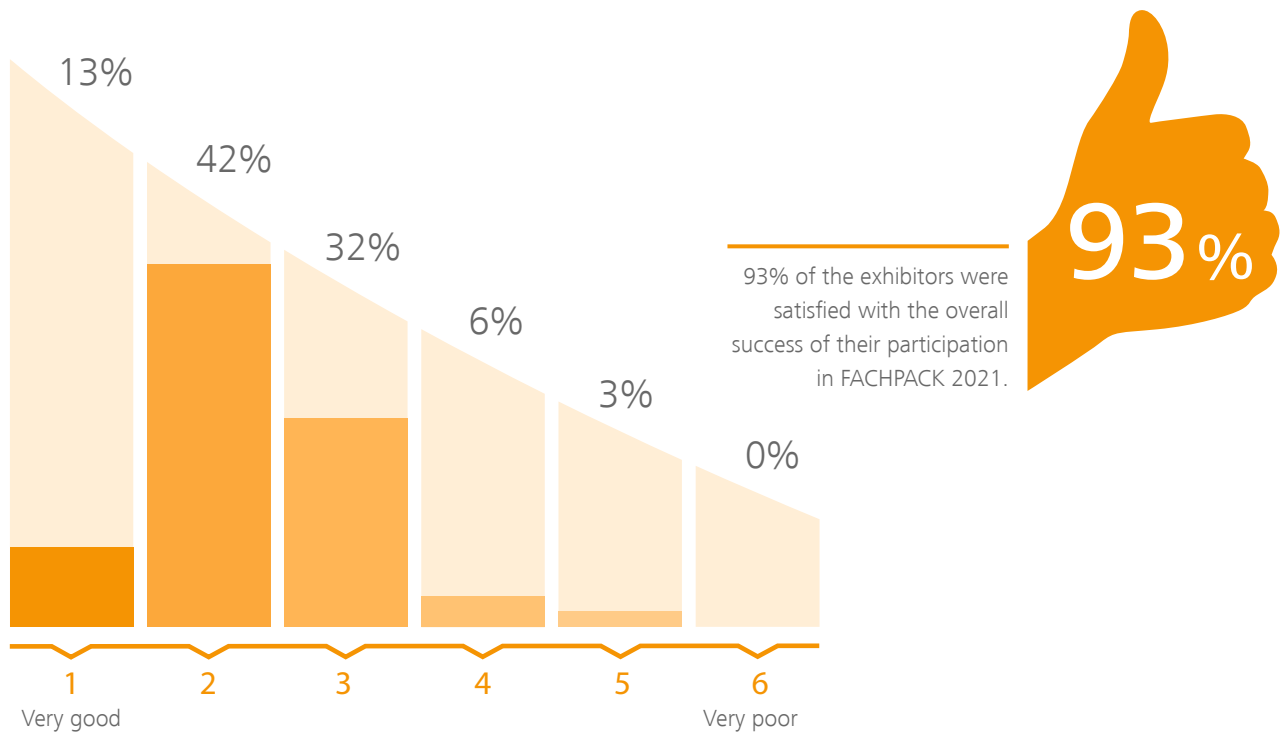
96 %

96% of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 1%

6.5 OVERALL SUCCESS

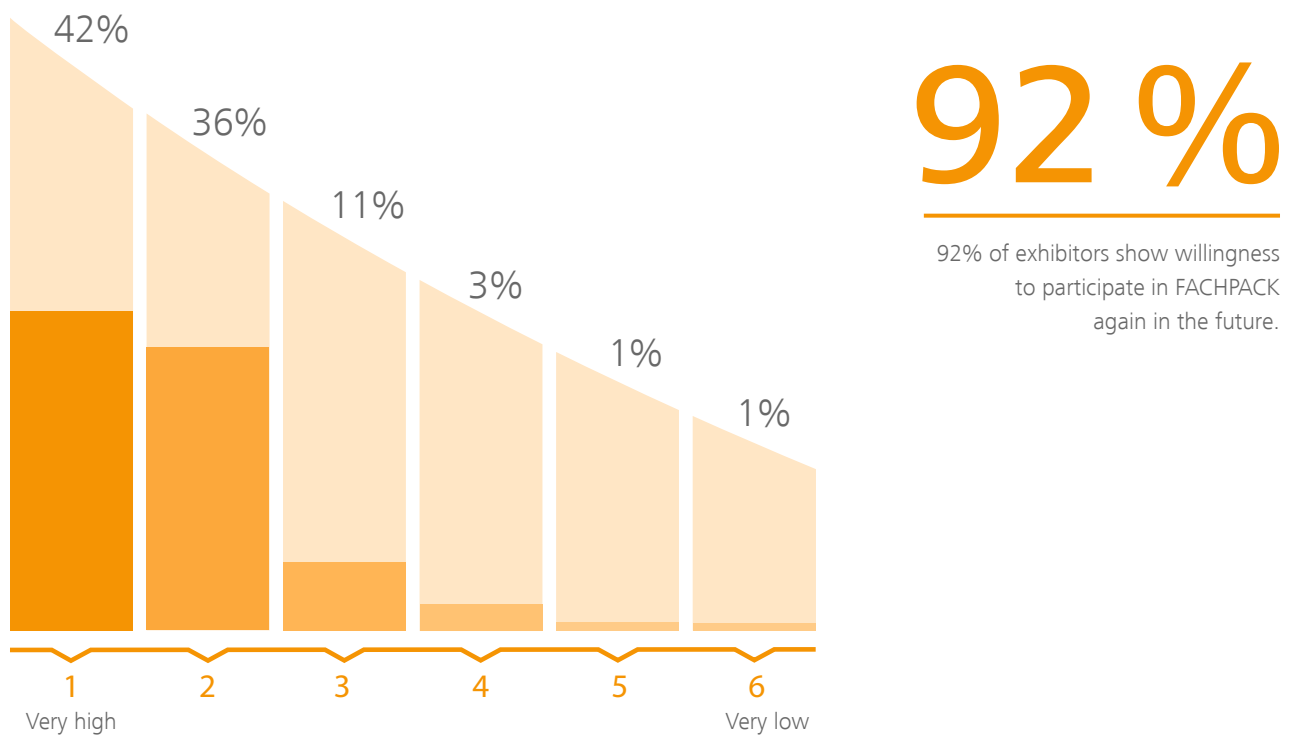
How successful do you think taking part in FACHPACK 2021 was for your company overall?



No answer: 3%

6.6 RE-PARTICIPATION

How high is your company's willingness to take part in the FACHPACK in future too?



No answer: 6%

6.7 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 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -

Deviations from 100% possible due to rounding up.
