

Nuremberg, Germany

12-15.2.2020

BIOFACH2020

into organic

Weltleitmesse für Bio-Lebensmittel

World's Leading Trade Fair for Organic Food

SHOW REPORT

Internationaler Schirmherr
International Patron

IFOAM
ORGANICS
INTERNATIONAL

Nationaler Ideeller Träger
National supporting organization

BÖLW

Bund Ökologische Lebensmittelwirtschaft

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	3,448	885	2,563
Visitors (incl. VIVANESS)	47,561	24,903	22,658
Total exhibition space (in m²)	99,900	—	—
Exhibitor stand space (in m²)	52,917	20,988	31,929
Special shows (in m²)	3,164	3,164	—

2. BIOFACH AND VIVANESS CONGRESS

9,969

CONGRESS
PARTICIPANTS

gathered information at **153** individual events. The forums were:

1. Forum BIOFACH
2. Forum Sustainability
3. Forum Science
4. Forum Politics
5. Forum German Organic Trade

3. MEDIA

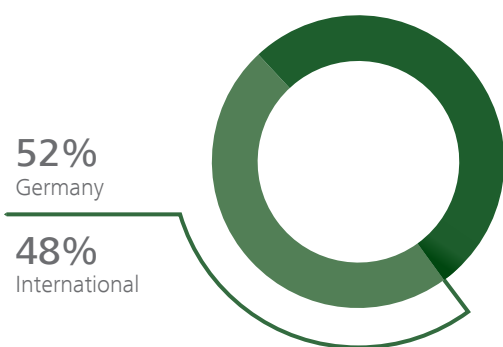
965
295,158

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

sessions from **137** countries at www.biofach.de from 17.01.2020 to 15.02.2020

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS AT BIOFACH / VIVANESS



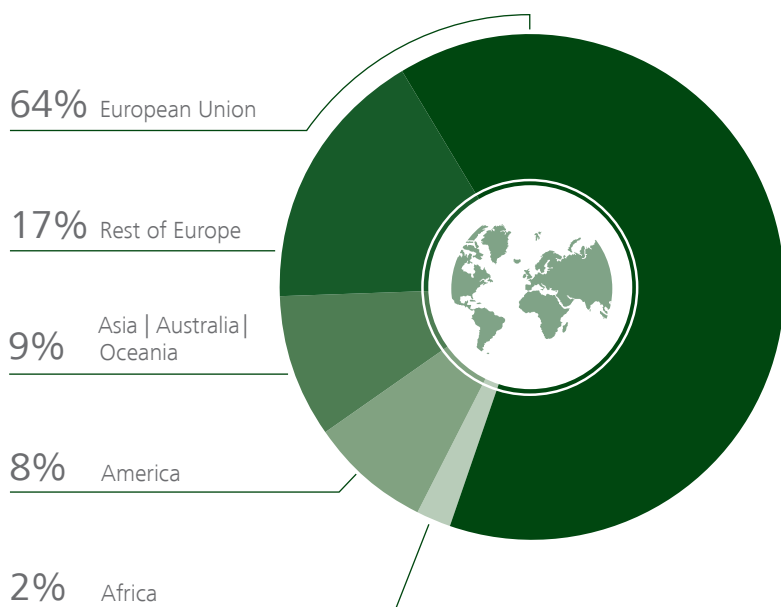
NUMBER OF COUNTRIES:

136

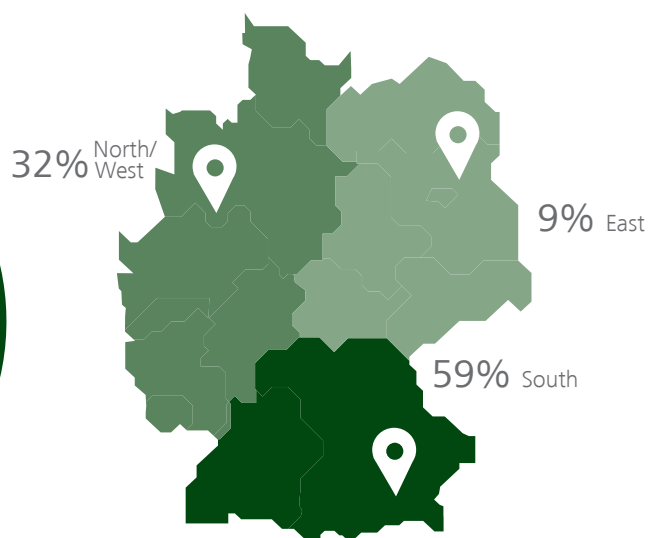
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

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



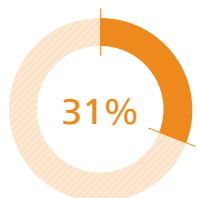
STRUCTURE OF GERMAN VISITORS



4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

RETAIL:



Organic food

15%

Organic supermarket

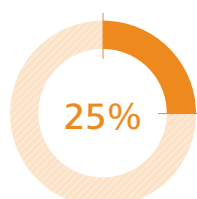
5%

Retail trade (independent /
branch, chain)

5%

50%

WHOLESALE TRADE / IMPORT & EXPORT:



Organic & health food

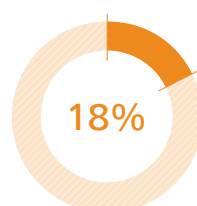
15%

Food, general

2%

50%

MANUFACTURER:



Food

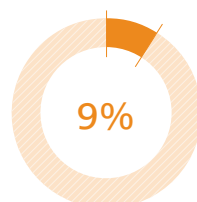
16%

Beverages

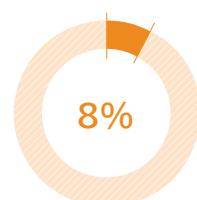
2%

50%

AGRICULTURE AND AQUACULTURE:



SERVICE SECTOR:



Association / official agency /
public institution / university

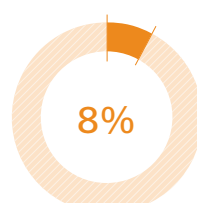
5%

Gastronomy / communal
catering / external catering

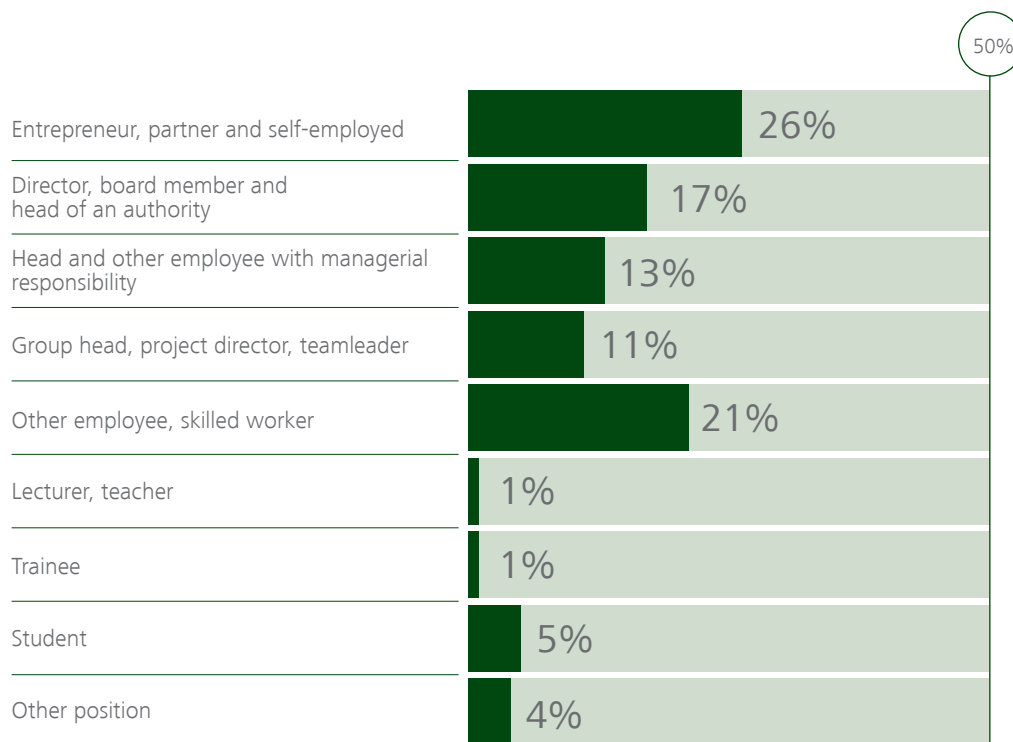
2%

50%

OTHER:



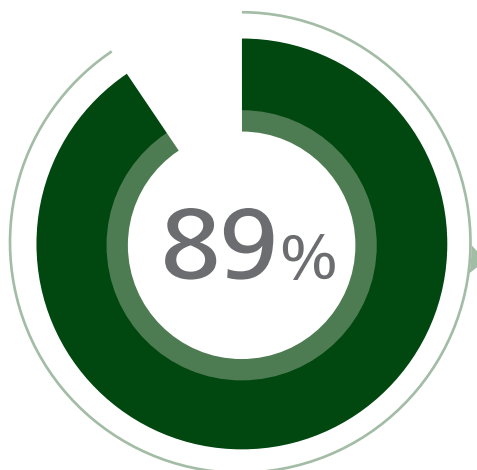
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

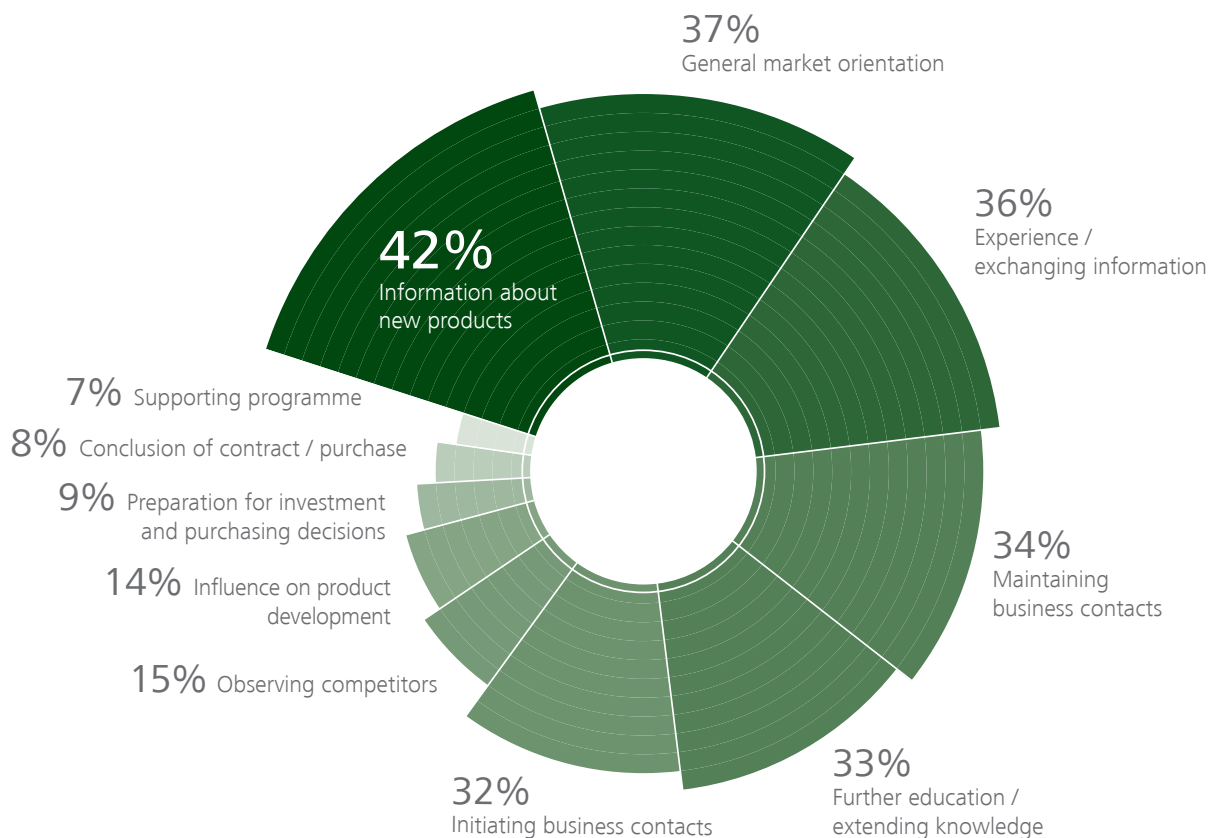


of the visitors are ...

involved in purchasing decisions in their company.

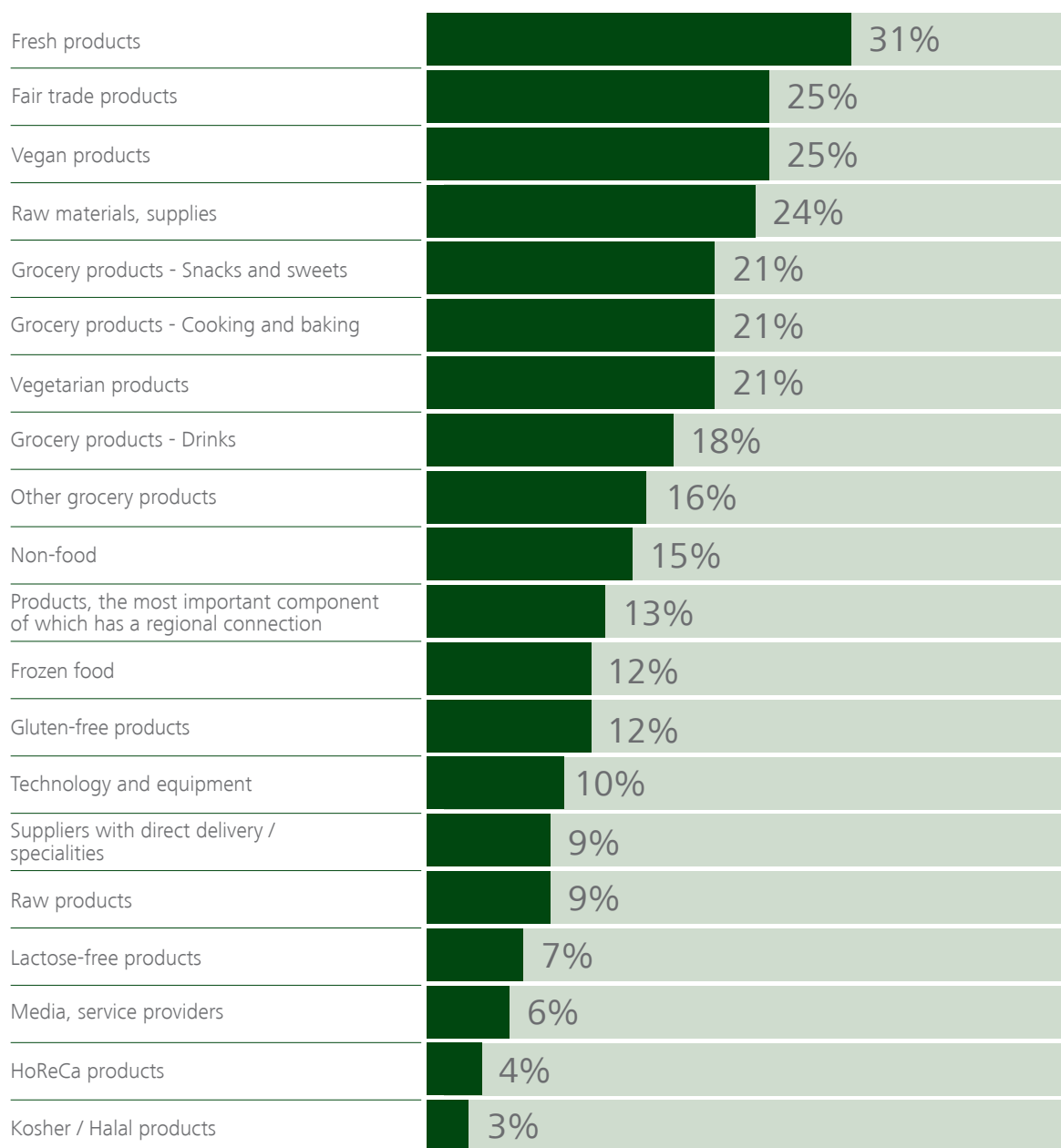
5.2 MAIN REASONS FOR VISIT

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



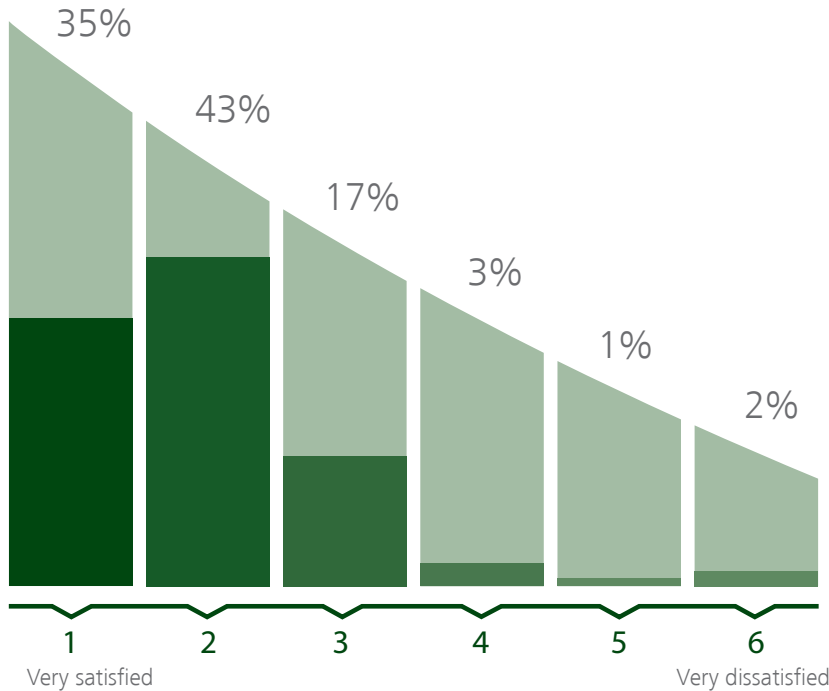
5.3 PRODUCT GROUPS (main interest of visitors)

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



5.4 SATISFACTION WITH EXHIBITS

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

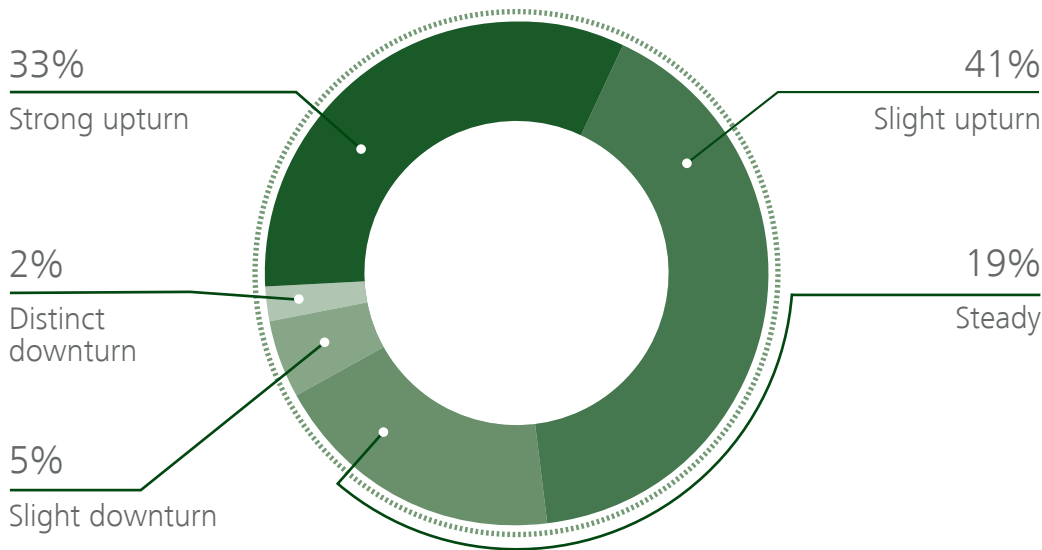


98 %

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

5.5 ECONOMIC SITUATION IN SECTOR

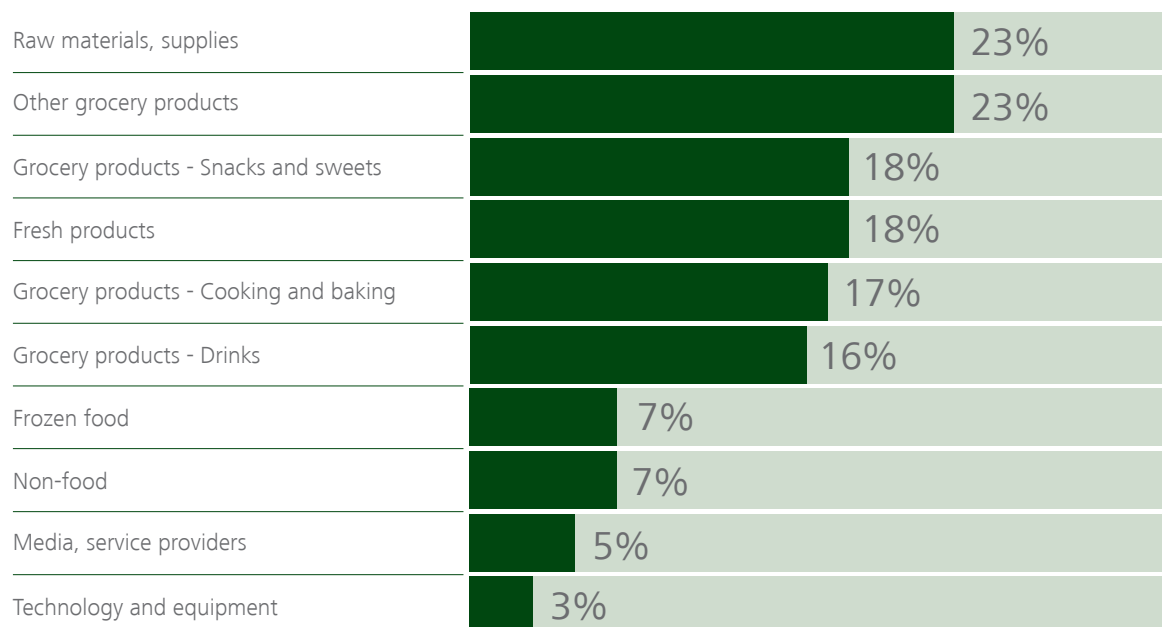
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

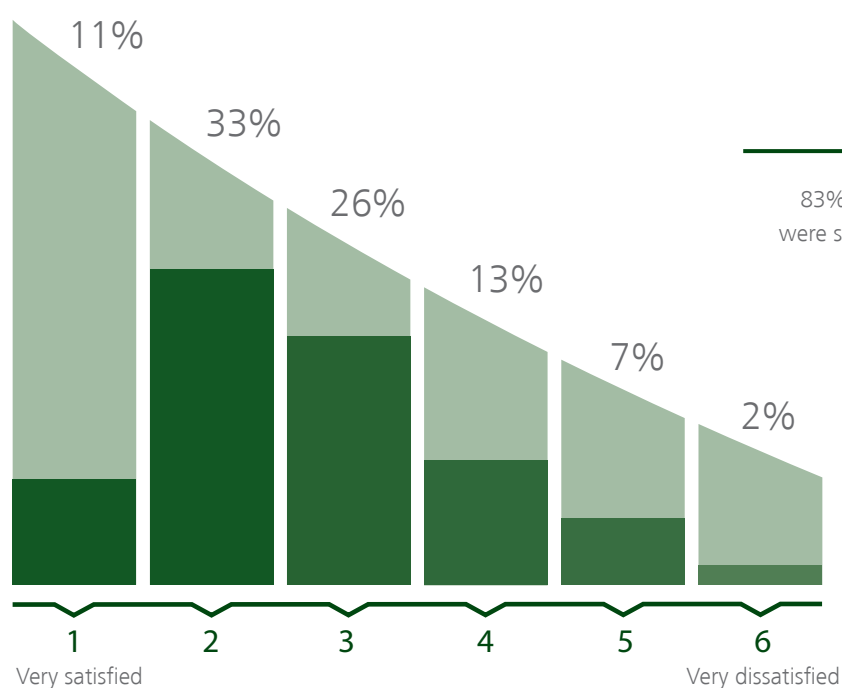
6.1 PRODUCT GROUPS (of exhibitors)

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



6.2 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



No answer: 8%

83% of the exhibitors were satisfied with their participation.

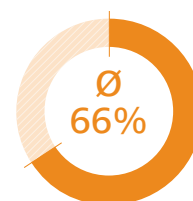


6.3 EXHIBITORS' OBJECTIVES

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

SECTORS AND PEOPLE:

Contacts, international	<div><div></div></div>	77%
Contacts, national	<div><div></div></div>	63%
Networking	<div><div></div></div>	63%
Exchange of experience	<div><div></div></div>	61%



MARKET AND PRODUCTS:

Customer acquisition	<div><div></div></div>	68%
Customer care	<div><div></div></div>	57%
Market observation	<div><div></div></div>	51%
Innovation news	<div><div></div></div>	50%
Market development	<div><div></div></div>	43%
Direct transactions	<div><div></div></div>	40%

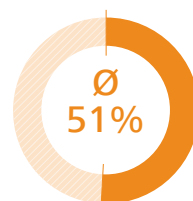
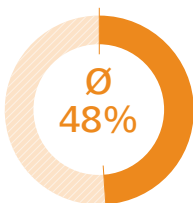


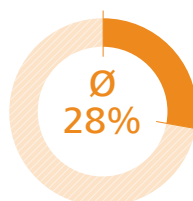
IMAGE AND PR:

Image cultivation / PR	<div><div></div></div>	50%
Market positioning	<div><div></div></div>	46%



POLITICS AND PUBLIC OPINION:

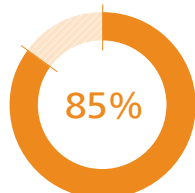
Contact to opinion leaders	<div><div></div></div>	30%
Contact to political representatives	<div><div></div></div>	26%



6.4 TARGET GROUPS OF THE EXHIBITORS

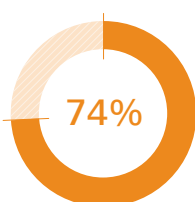
Which target groups do you wish to reach by exhibiting at BIOFACH 2020? (Multiple answers, extract)

RETAIL:



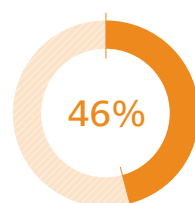
Organic food	<div><div></div></div>	68%
Organic supermarket	<div><div></div></div>	66%
Retail trade (independent)	<div><div></div></div>	50%
Retail trade (branch / chain)	<div><div></div></div>	45%
Health store	<div><div></div></div>	33%
Online retailing	<div><div></div></div>	28%
Food craft trade	<div><div></div></div>	22%
Wine / delicatessen trade	<div><div></div></div>	20%
Drugstore	<div><div></div></div>	16%

WHOLESALE TRADE / IMPORT & EXPORT:



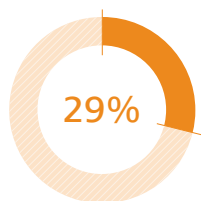
Organic & health food	<div><div></div></div>	62%
Raw materials	<div><div></div></div>	25%
Food, general	<div><div></div></div>	23%
External catering / communal catering	<div><div></div></div>	17%

MANUFACTURER:



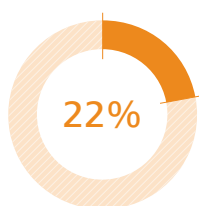
Food	<div><div></div></div>	42%
Beverages	<div><div></div></div>	19%

SERVICE SECTOR:



Gastronomy		19%
External catering		16%
Communal catering		14%
Association / official agency / public institution / university		9%

AGRICULTURE AND AQUACULTURE:



6.5 TARGET GROUP ACCURACY

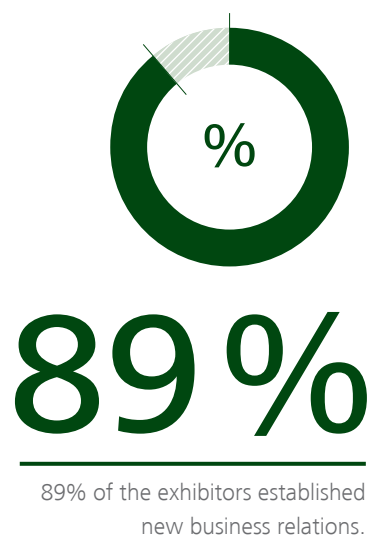
Did you reach your most important target groups at this trade fair?



87% of the exhibitors reached their most important target groups during BIOFACH 2020.

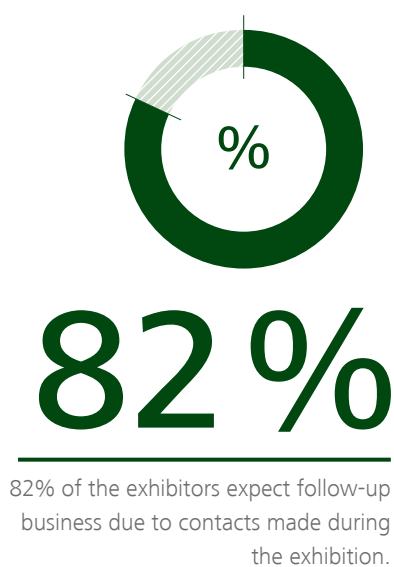
6.6 NEW BUSINESS RELATIONS

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



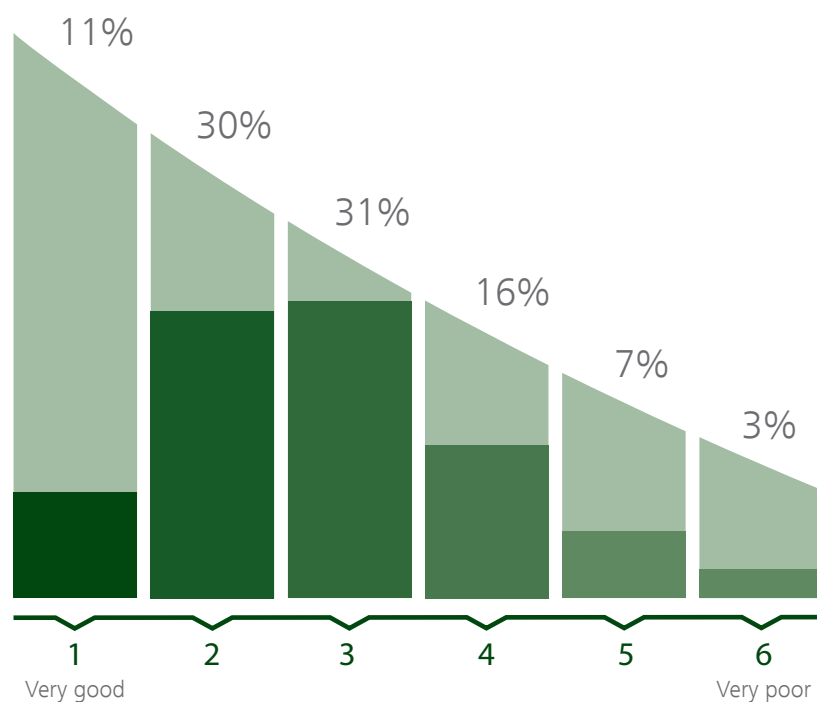
6.7 FOLLOW-UP BUSINESS

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 at your stand?



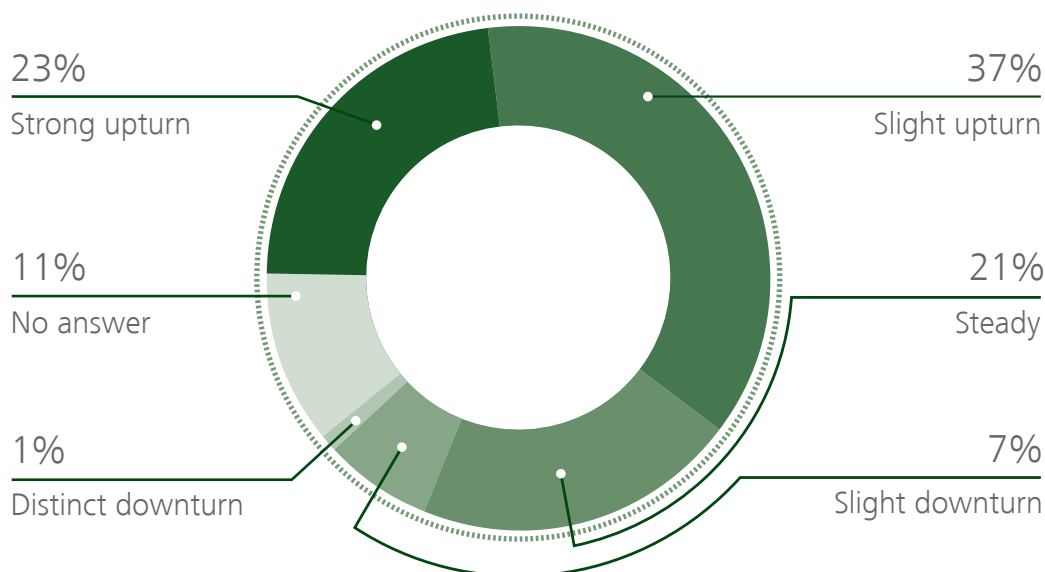
88 %

88% 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**.

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.

March 2020
NürnbergMesse GmbH
- Market Research -