

biofach.de/en

Nuremberg, Germany

13.-16.2.2024

BIOFACH

into organic

World's Leading Trade Fair
for Organic Food

Show Report

International patron

IFOAM
ORGANICS
INTERNATIONAL

National supporting organization

BÖLW
Bund Ökologische
Lebensmittelwirtschaft

1. Structural data

	Total	Germany	International
Exhibitors	2.411	682	1.729
Visitors (incl. VIVANESS)	34.626	18.134	16.492
Total exhibition space (in m ²)	96.400	-	-
Exhibitor stand space (in m ²)	40.324	17.606	22.718
Special show (in m ²)	3.818	3.818	-

2. BIOFACH and VIVANESS-Congress

1. BIOFACH Forum
2. Fachhandel Forum
3. Sustainability Forum
4. Politics Forum
5. Science Forum
6. Agriculture Forum
7. HoReCa Forum
8. STADTLANDBIO Forum

7.627

Congress Participants
gathered information at
128 individual events

3. Medien and digital extensions

525

media representatives from **21 countries**
were accredited to BIOFACH/VIVANESS 2024

150.369

sessions from **168 countries** at
biofach.de from 16.1.2024 - 16.2.2024

over 10.411

registered participants at the digital extension
to BIOFACH/VIVANESS 2024

4. Visitor registration

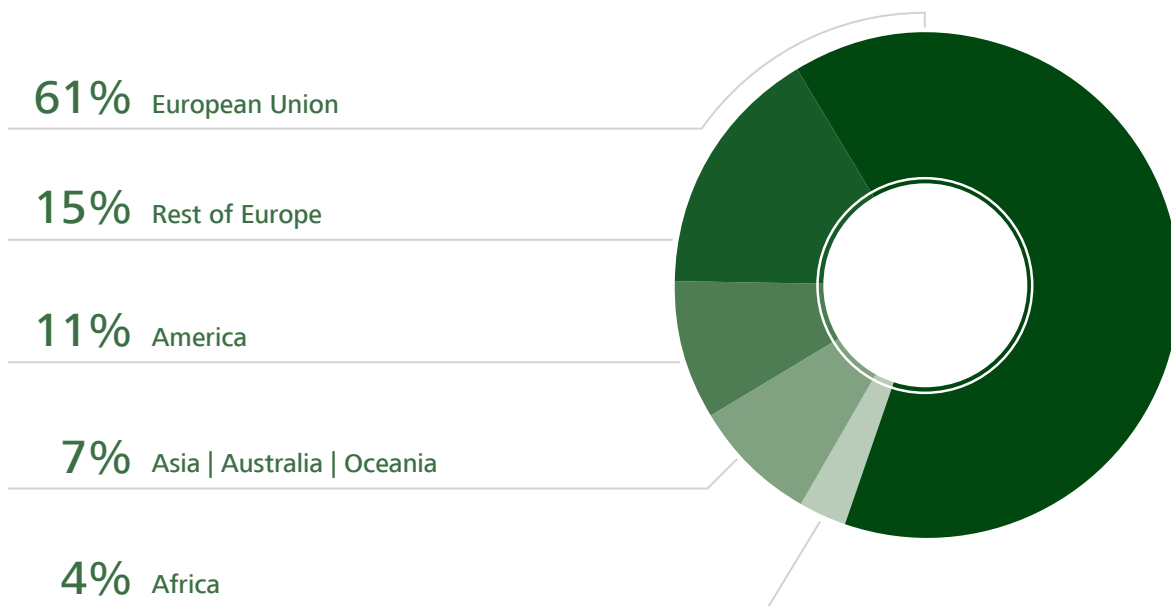
4.1 Origin of visitors at BIOFACH / VIVANESS



Top 10 countries for international visitors:

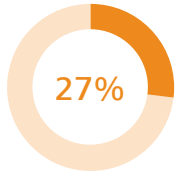
1. Austria
2. Italy
3. Netherlands
4. France
5. Switzerland
6. Spain
7. Poland
8. Czechia
9. Türkiye
10. Great Britain / Northern Ireland

Structure of international visitors



4.2 Visitors according to sectors of economy (Extract)

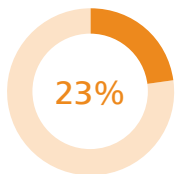
Retail



Organic food	13%
Organic supermarket	5%
Retail trade independent / branch, chain	5%

25%

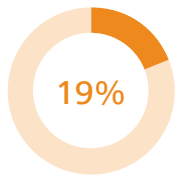
Wholesale trade / import & export



Organic & health food	12%
Raw materials	8%
Food, general	2%

25%

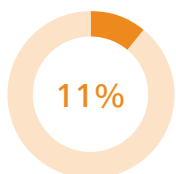
Manufacturer



Food	16%
Beverages	3%

25%

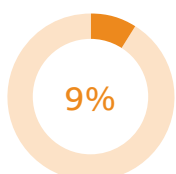
Service sector



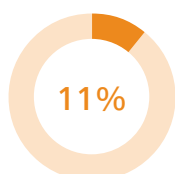
Association / official agency / official agency / public institution / university	6%
Gastronomy / communal catering / external catering	4%

25%

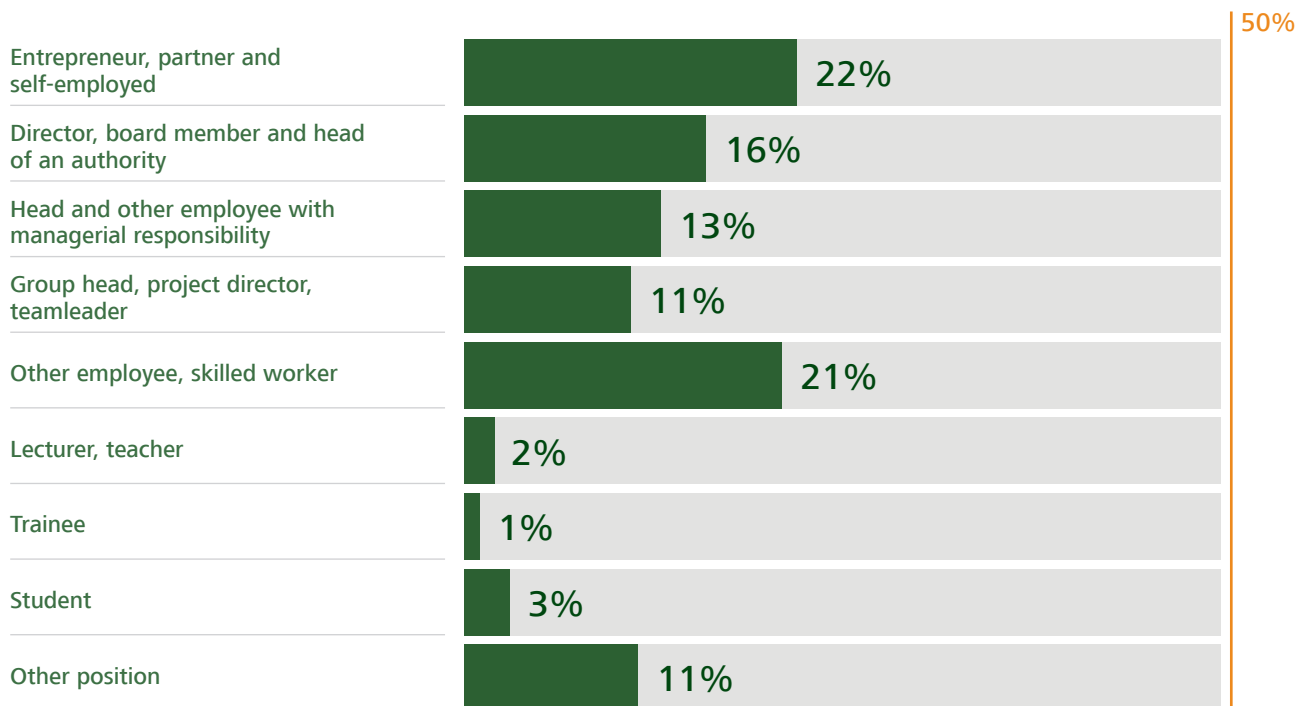
Agriculture and aquaculture



Other



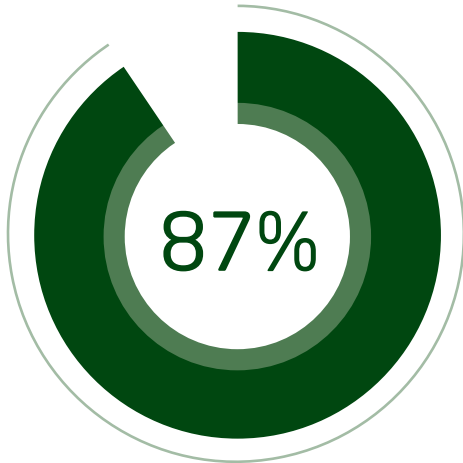
4.3 Professional status of visitors



5. Visitor survey

5.1 Decision-makers

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

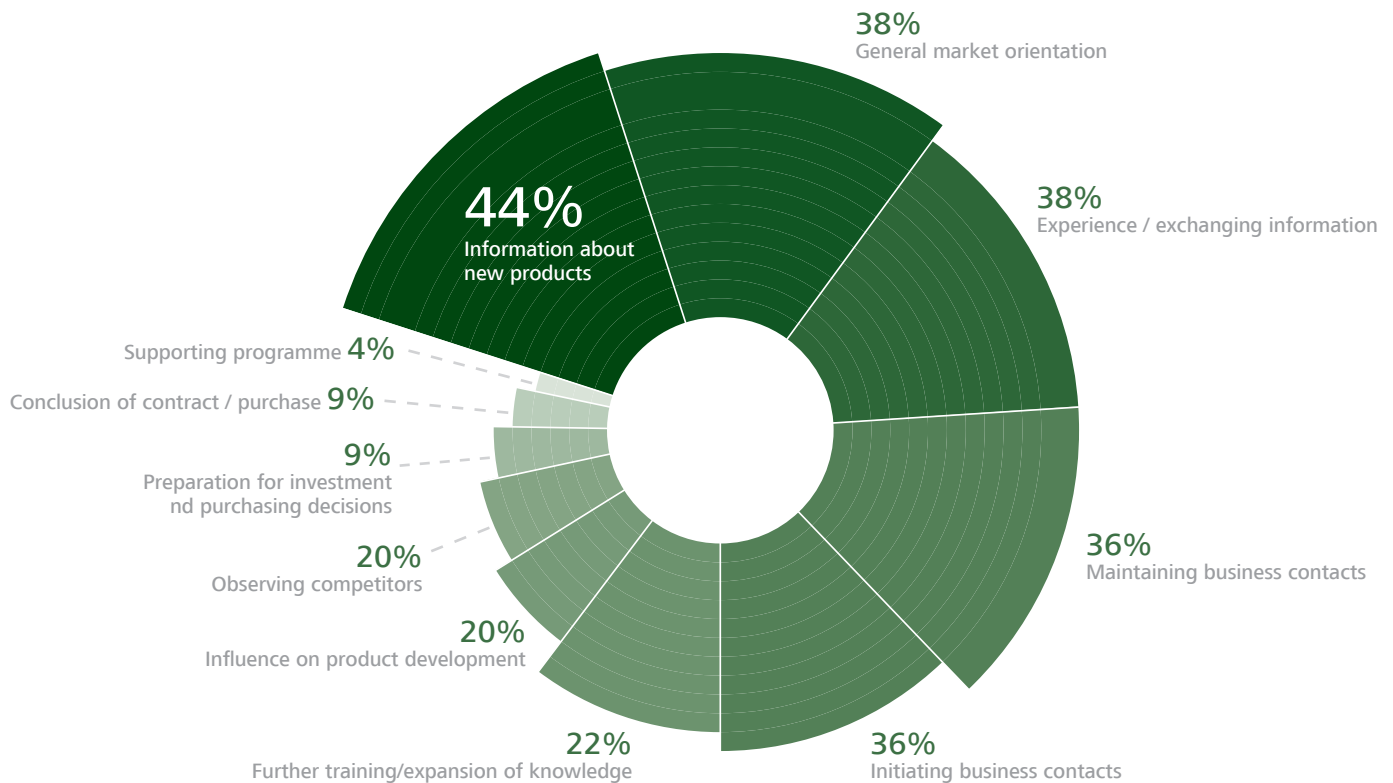


of the visitors are ...

involved in purchasing decisions in their company.

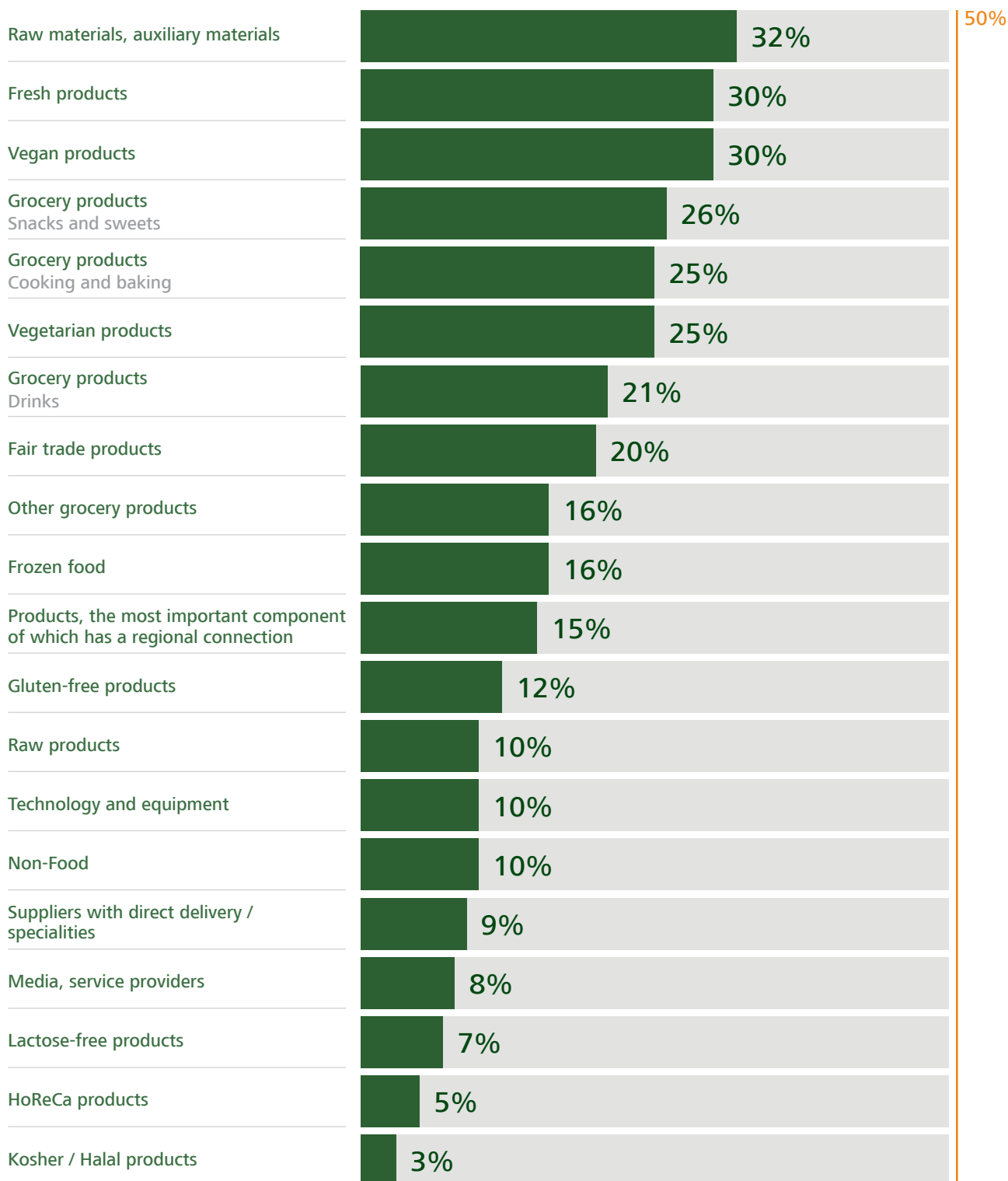
5.2 Main reasons for visit

What are the main reasons for your visit to BIOFACH 2024? (Multiple answers, extract)



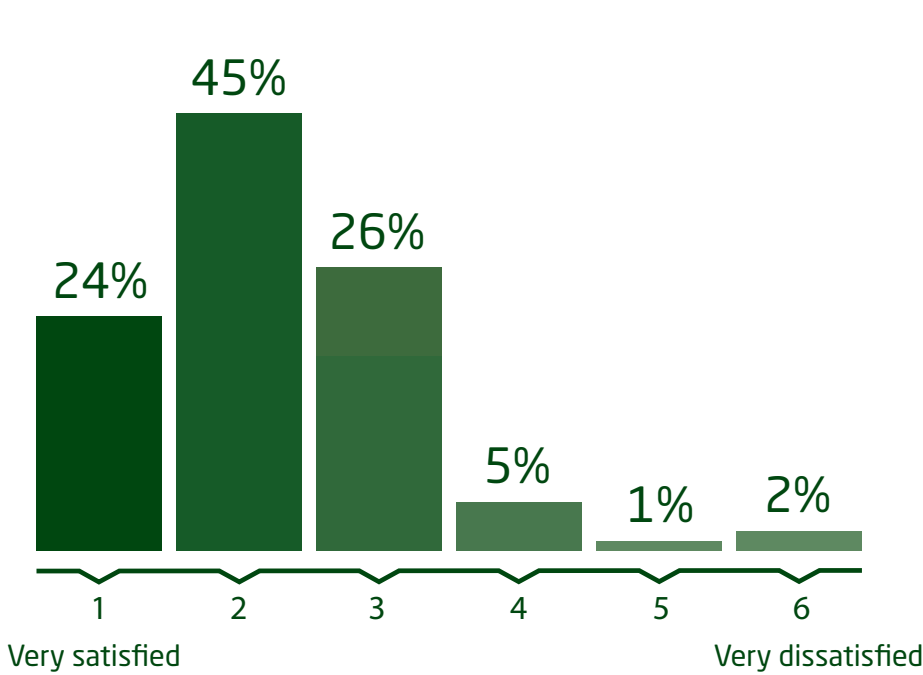
5.3 Product groups (of exhibitors)

Which product groups mainly interest you at BIOFACH 2024? (Multiple answers)



5.4 Satisfaction with exhibits

Were you satisfied with the range of products / services presented at BIOFACH 2024?

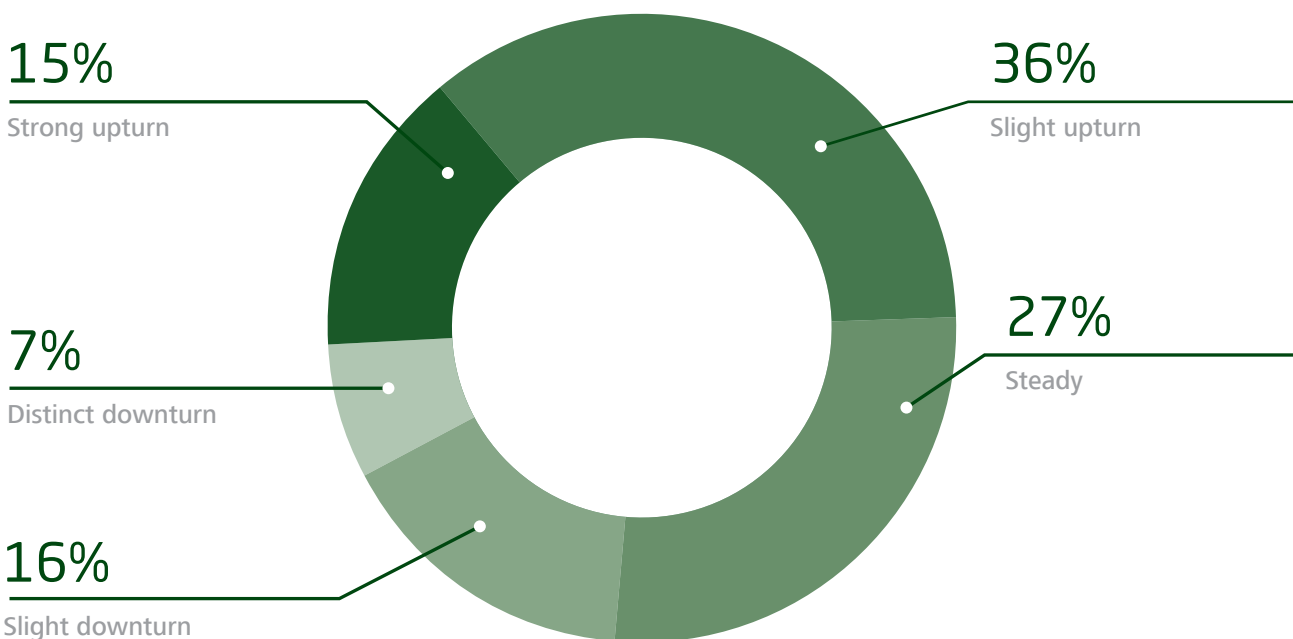


98%

98% of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 Economic situation in sector

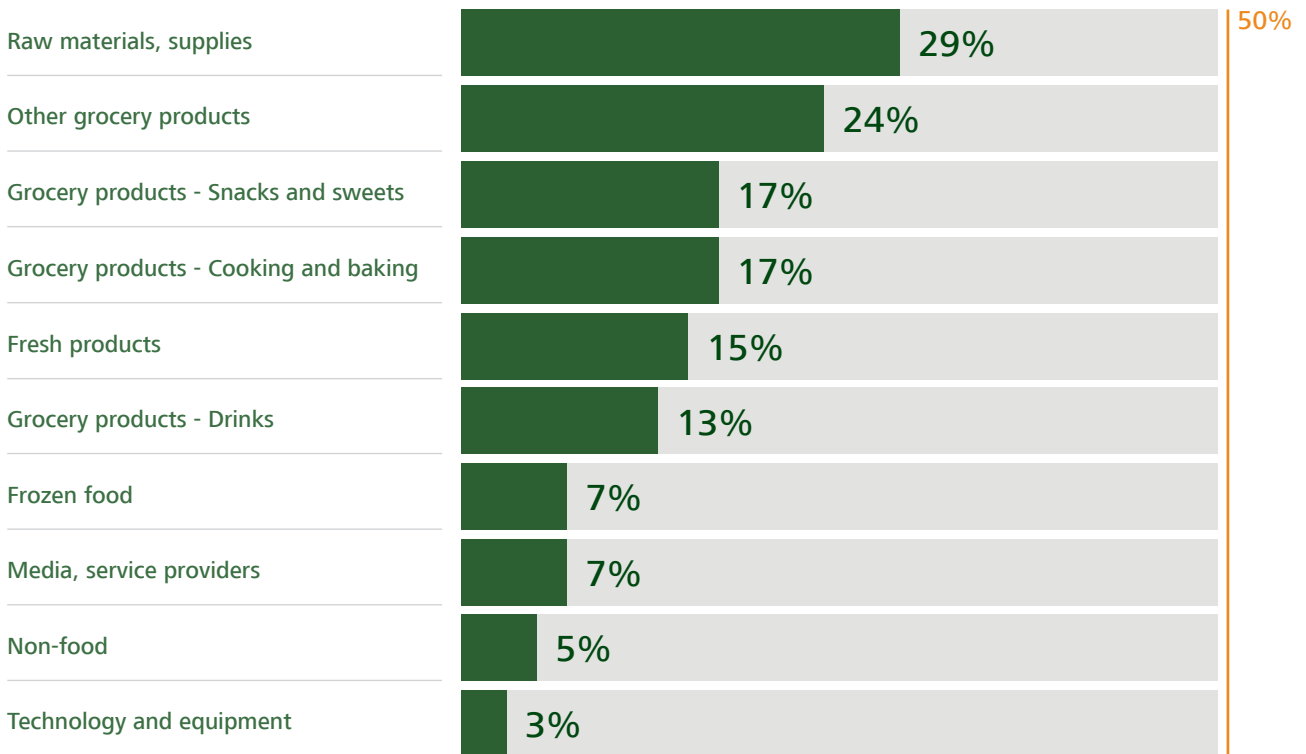
How do you assess the economic situation in your sector in the next two years?



6. Exhibitor survey

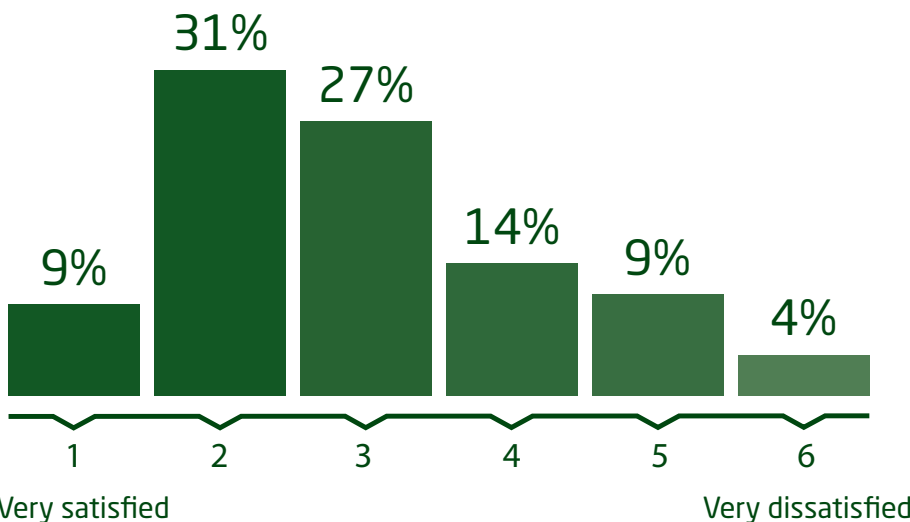
6.1 Product groups (of exhibitors)

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



6.2 Overall satisfaction

How satisfied are you with exhibiting overall?



81%

81% of the exhibitors were satisfied with their participation.

No answer: 7%

6.3 Exhibitors' objectives

What were your company's objectives for exhibiting at BIOFACH 2024? (Multiple answers, extract)

Sectors and people



Market and products

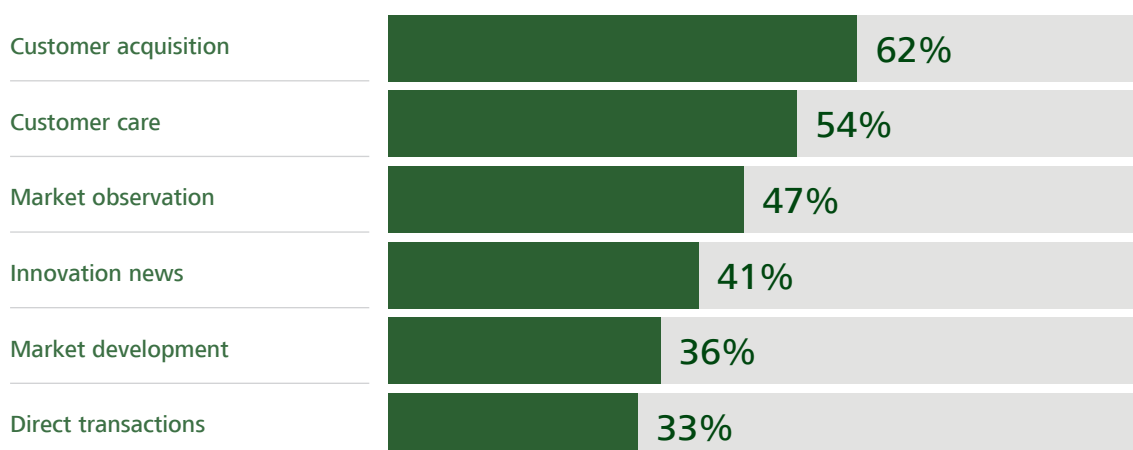
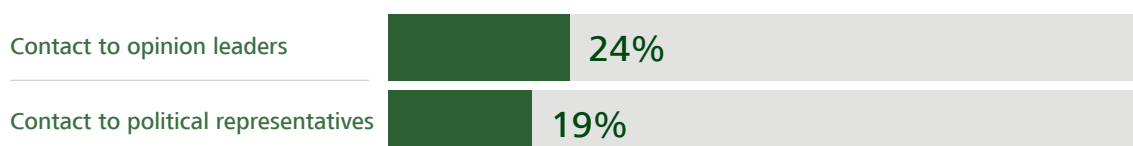


Image and PR



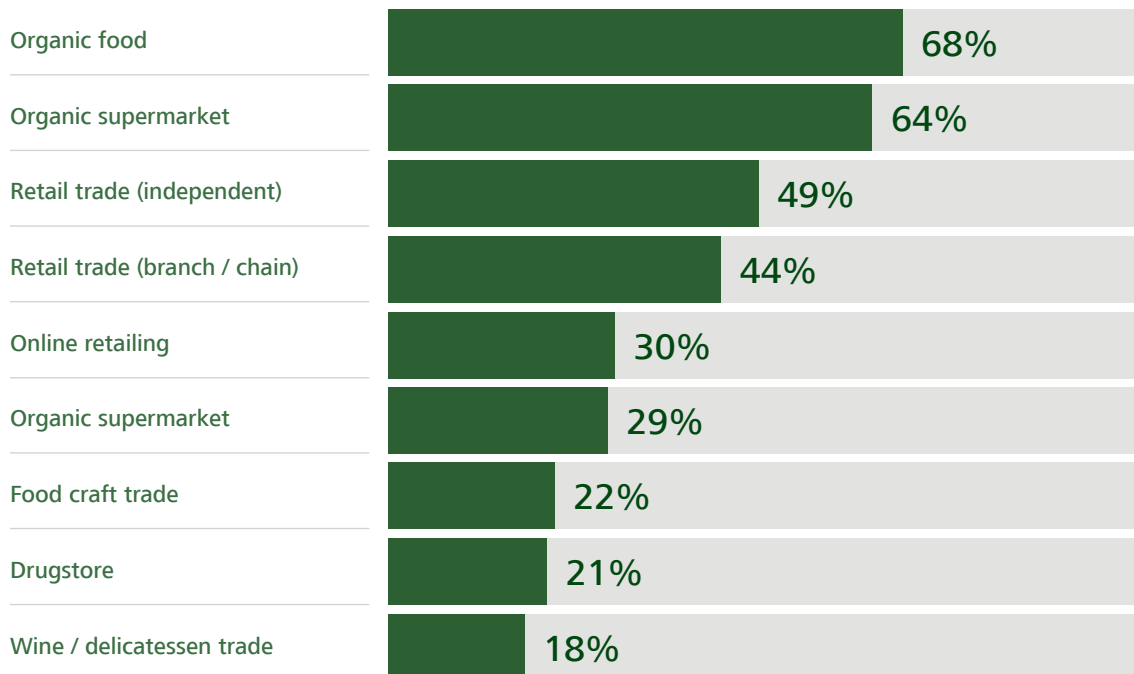
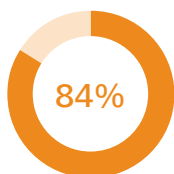
Politics and public opinion



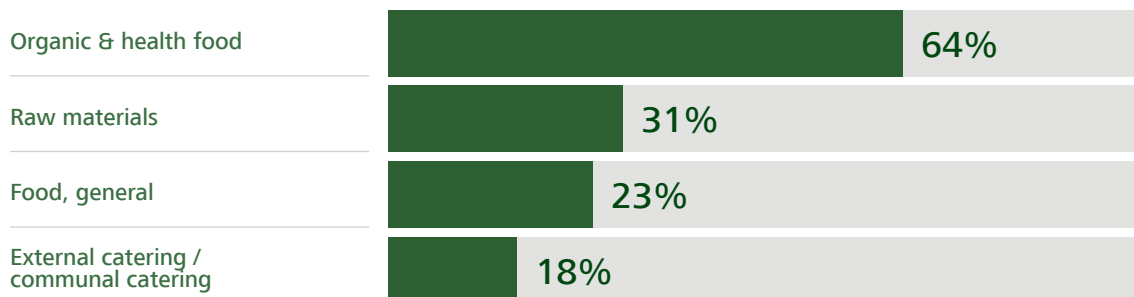
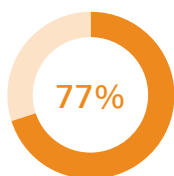
6.4 Contact to political representatives

Which target groups do you wish to reach by exhibiting at BIOFACH 2024? (Multiple answers, extract)

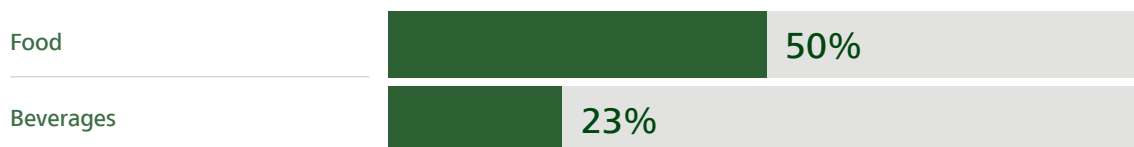
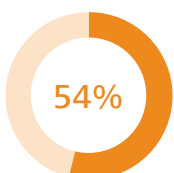
Retail



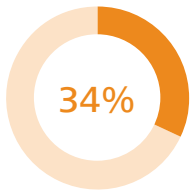
Wholesale trade / import & export



Manufacturer

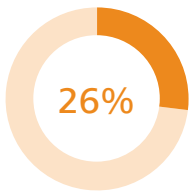


Service sector



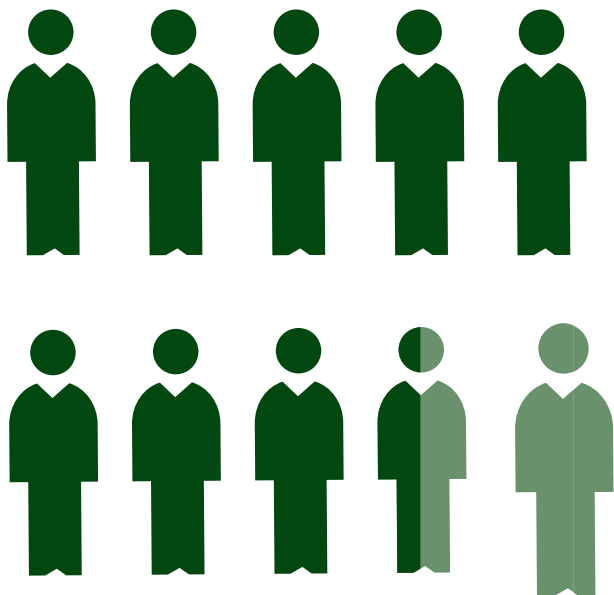
Gastronomy	23%
External catering	19%
Communal catering	16%
Association / official agency / public institution / university	11%

Agriculture and aquaculture



6.5 Target group accuracy

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

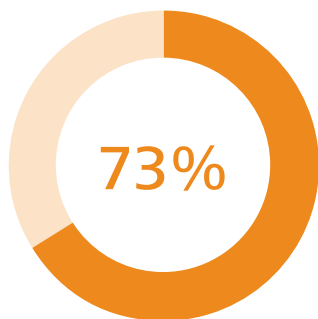


88%

88% of the exhibitors reached their most important target groups during BIOFACH 2024.

6.6 New business relations

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

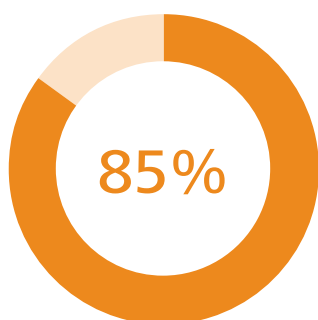


73%

73% of the exhibitors established new business relations.

6.7 Follow-up business

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

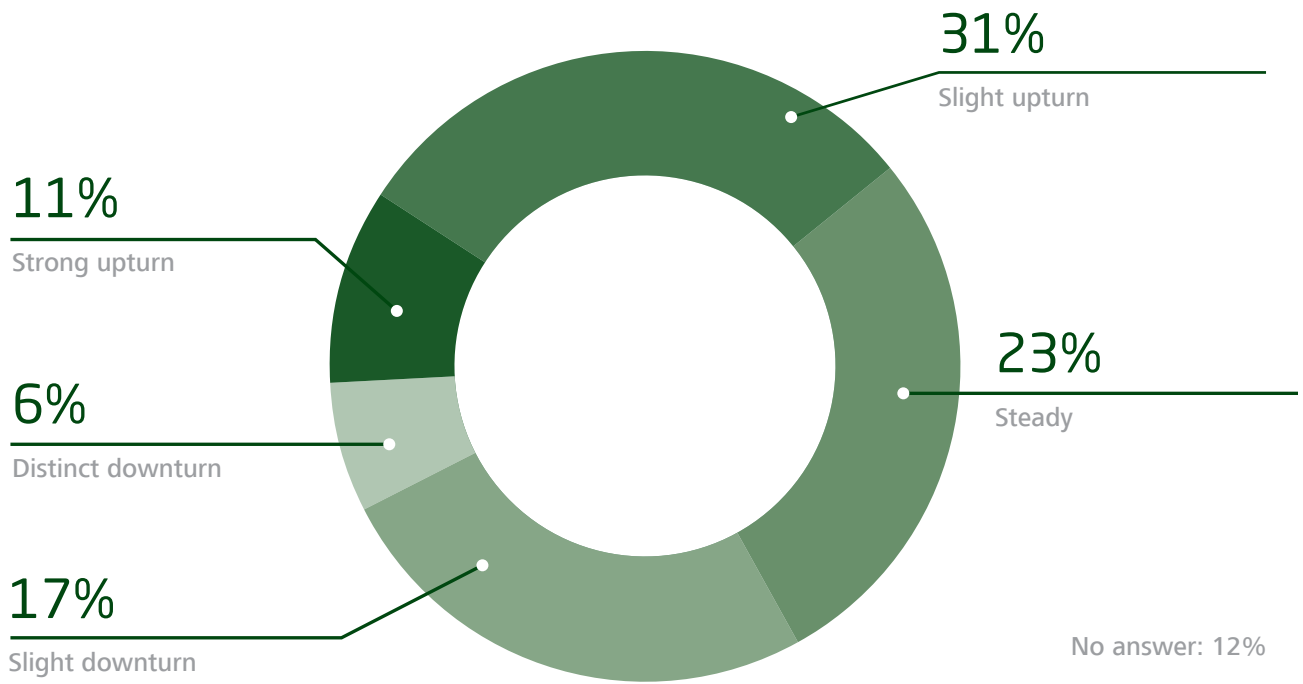


85%

85% of the exhibitors expect follow-up business due to contacts made during the exhibition.

6.8 Economic situation in sector

How do you assess the economic situation in your sector in the next two years?



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.

Further detailed results of the surveys are available via
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April 2024
NürnbergMesse GmbH