

vivanness.de/en

Nuremberg, Germany

13.-16.2.2024

VIVANESS

into natural beauty

International Trade Fair for Natural
and Organic Personal Care

Show Report

Supporting organization



1. Structural data

	Total	Germany	International
Exhibitors	150	50	100
Visitors (incl. BIOFACH)	34.626	18.134	16.492
Total exhibition space (in m ²)	7.300	-	-
Exhibitor stand space (in m ²)	2.226	755	1.471
Special show (in m ²)	800	800	-

2. VIVANESS and BIOFACH-Congress

7.627

Congress Participants
gathered information at
128 individual events

3. Medien and digital extensions

525

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

8.046

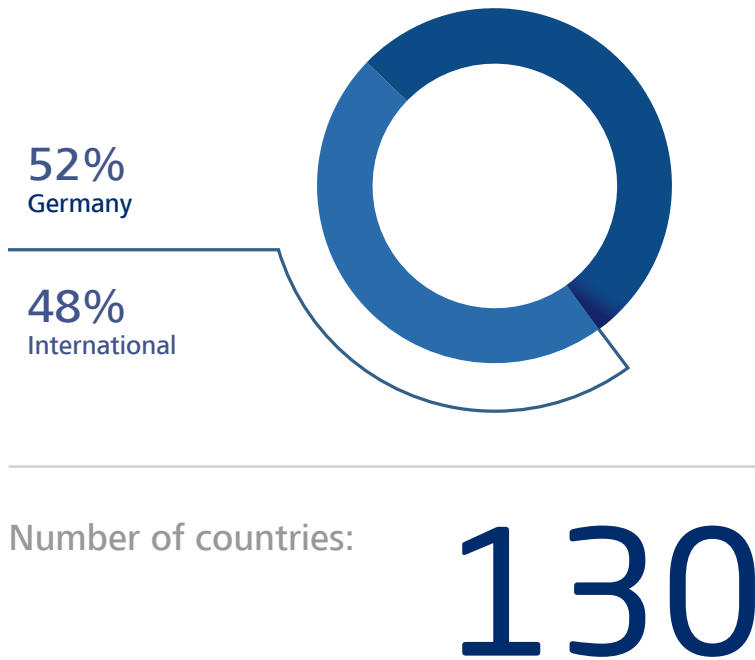
sessions from **111 countries** at
vivaness.de from 16.01.2024 - 16.02.2024

über 10.411

registered participants at the digital
extension to VIVANESS/BIOFACH 2024

4. Visitor registration

4.1 Origin of visitors at VIVANESS / BIOFACH

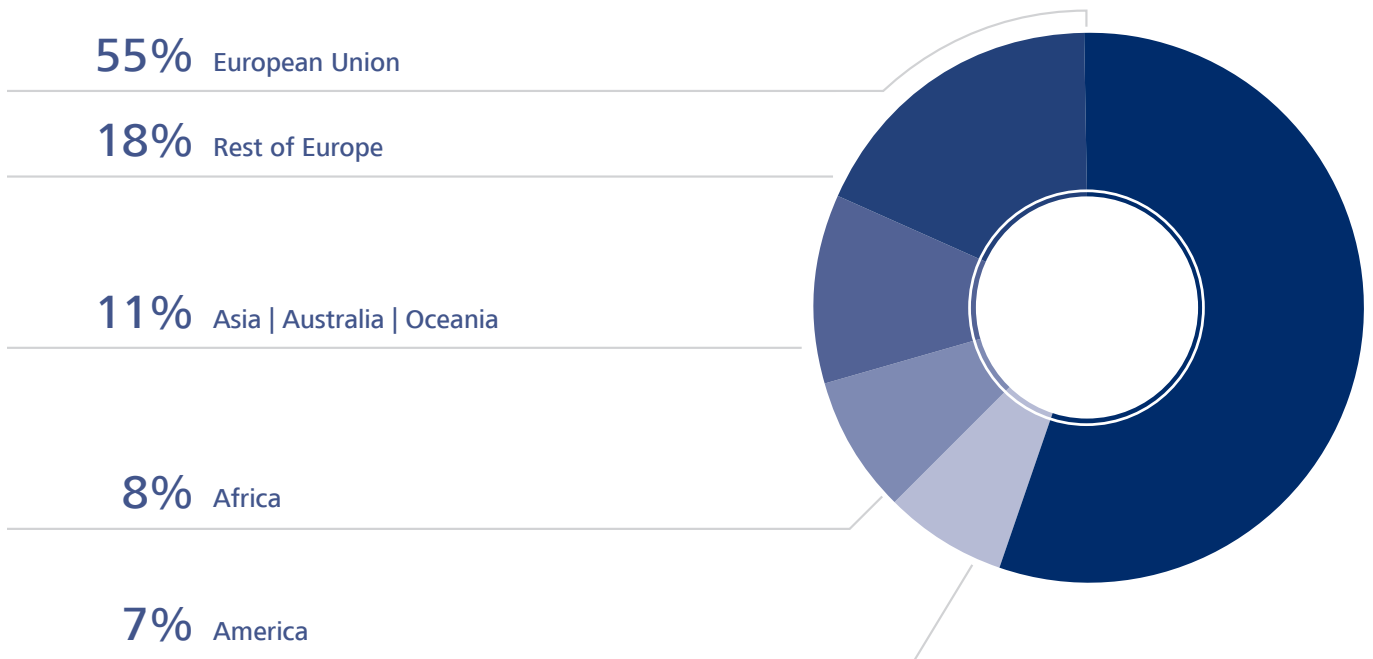


Number of countries: **130**

Top 10 countries for international visitors:

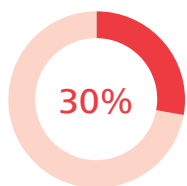


Structure of international visitors



4.2 Visitors according to sectors of economy (Extract)

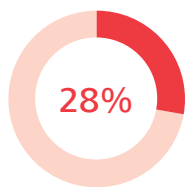
Retail



Cosmetics / perfumery	13%
Retail trade (independent, branch / chain)	3%
Online retailing	3%
Organic food	3%
Organic supermarket	3%
Drugstore	2%
Pharmacy	1%
Health store	0%

25%

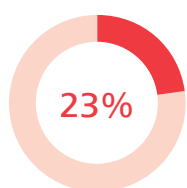
Wholesale trade / import & export



Cosmetics / perfumery	14%
Organic & health food	2%
Drugstore articles	2%

25%

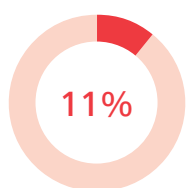
Manufacturer



Personal care and drugstore articles	21%
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25%

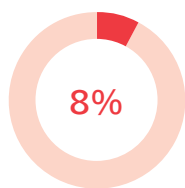
Service sector



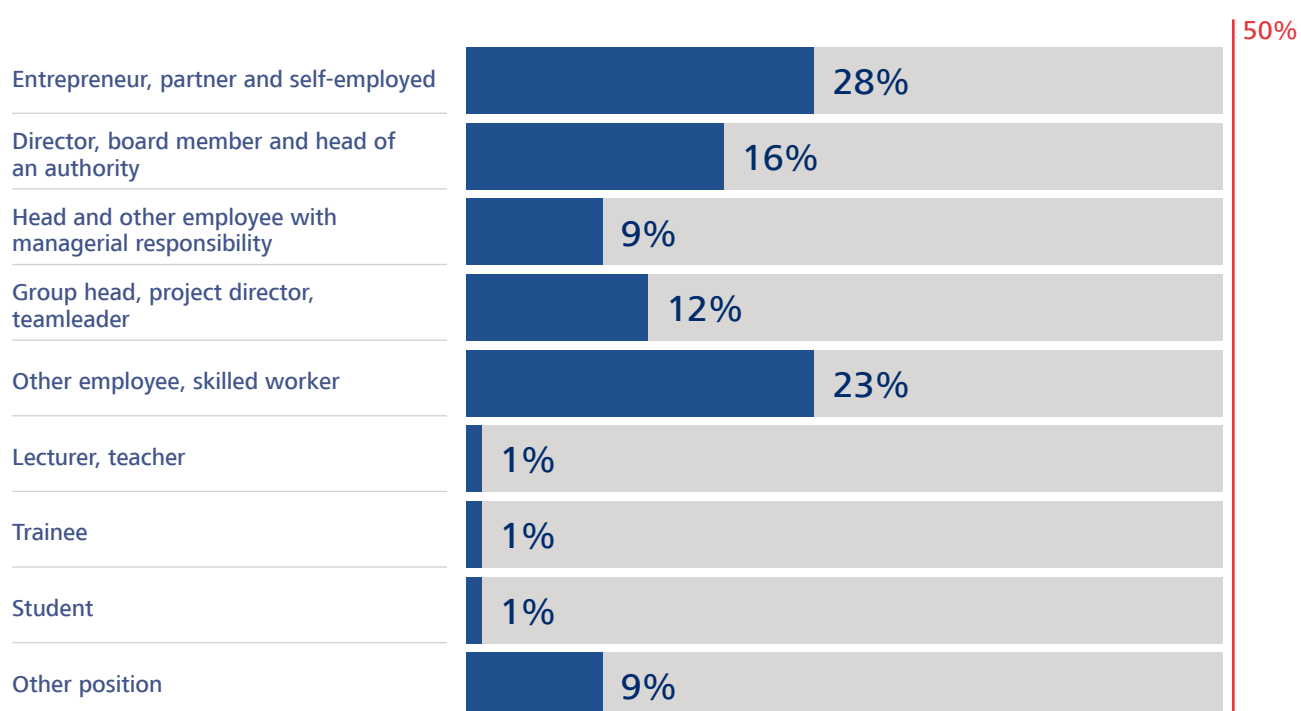
Cosmetic institute / hair care	4%
Health care	3%
Hotel / wellness institute	1%

25%

Other



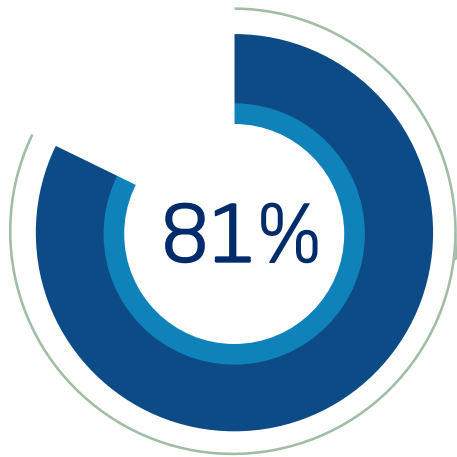
4.3 Professional status of visitors



5. Visitor survey

5.1 Decision-makers

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

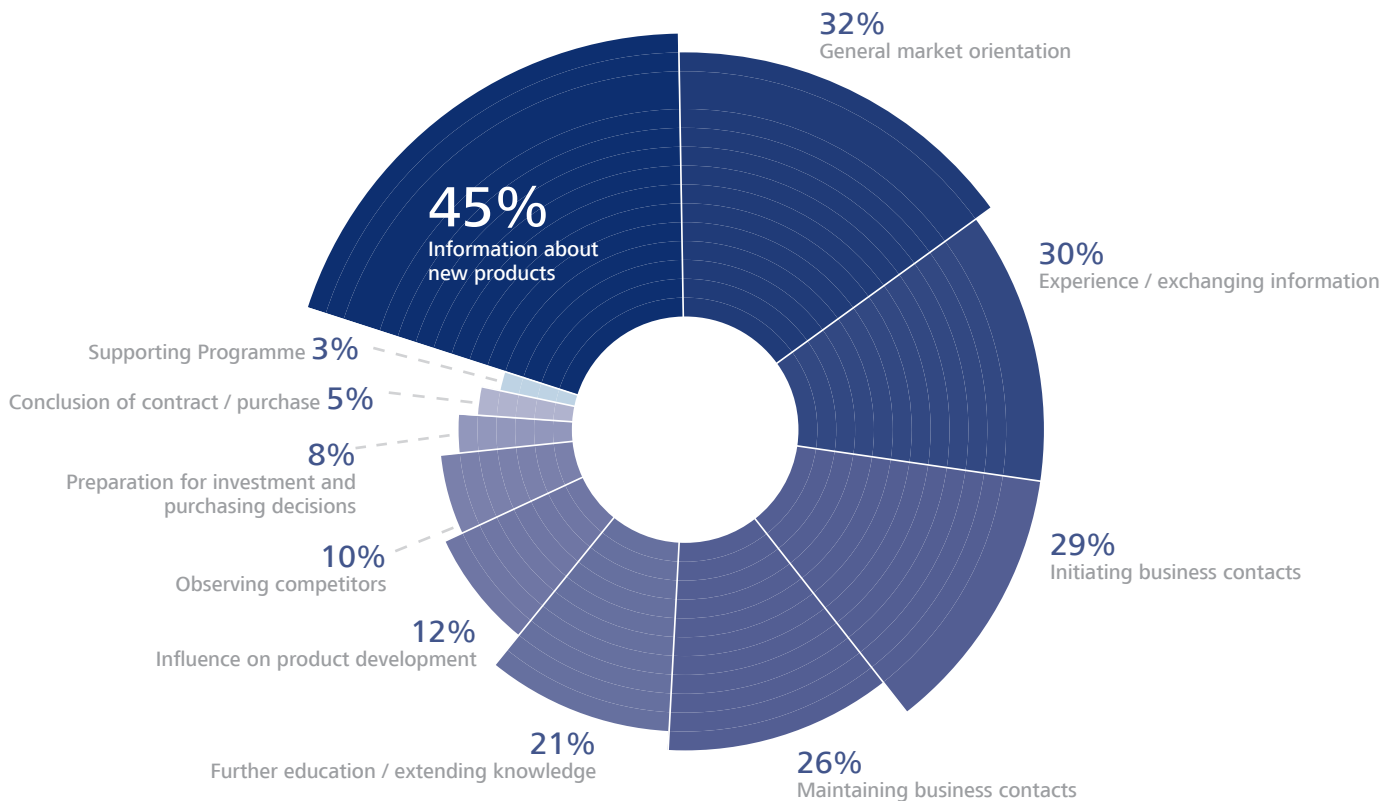


of the visitors are ...

involved in purchasing decisions in their company.

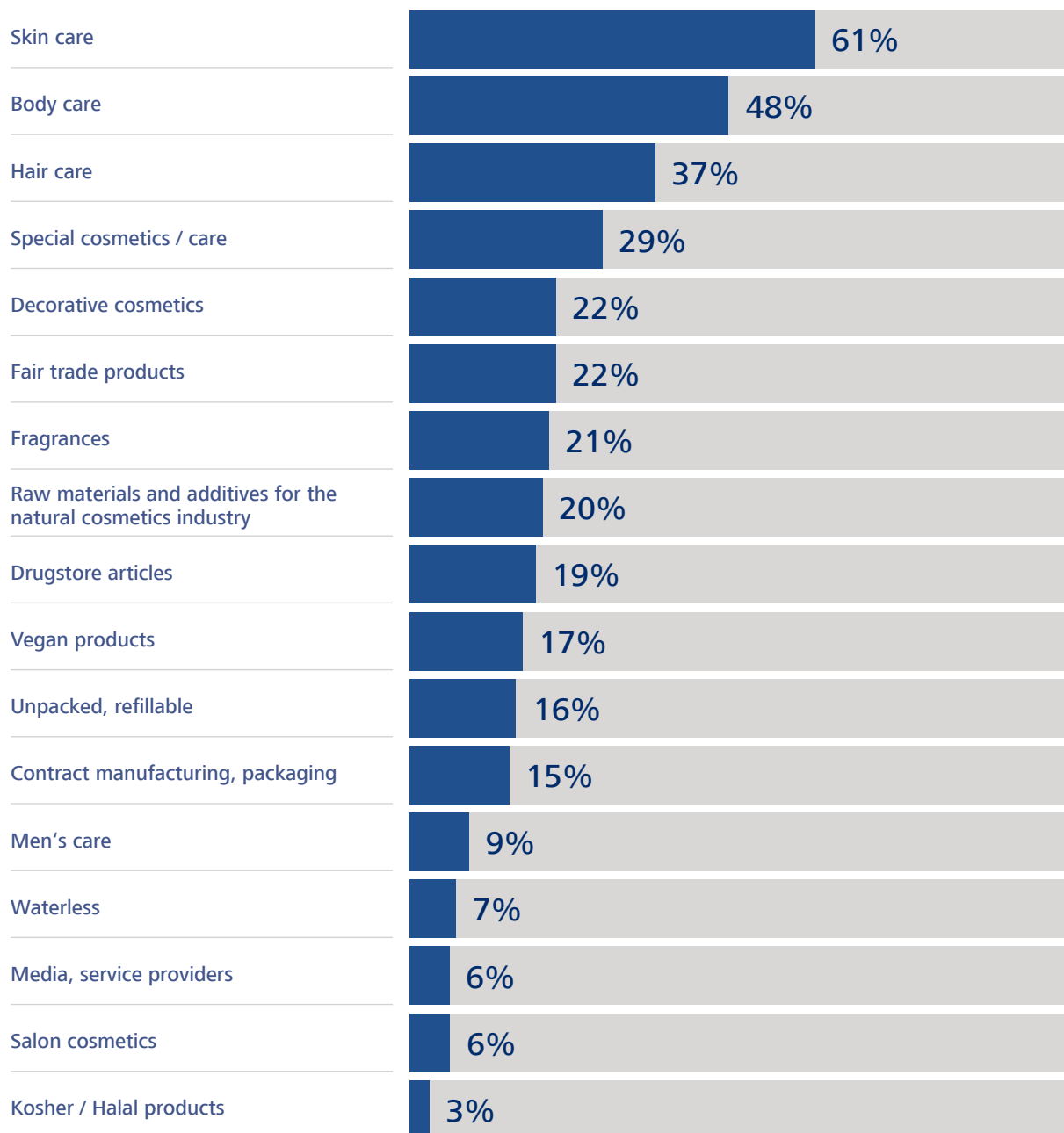
5.2 Main reasons for visit

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



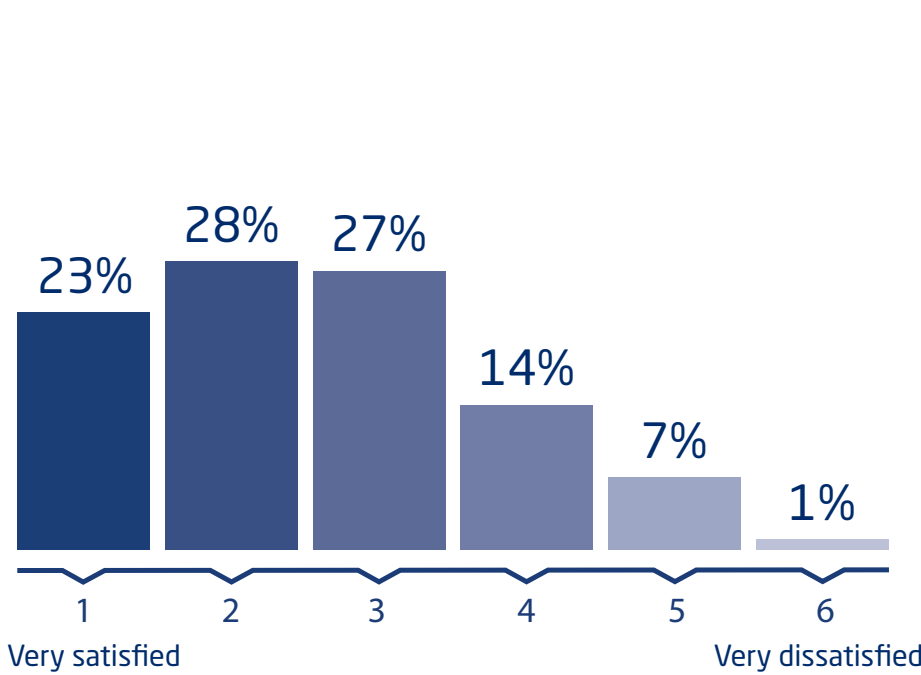
5.3 Product groups (of exhibitors)

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



5.4 Satisfaction with exhibits

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



92%

92% of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 Economic situation in sector

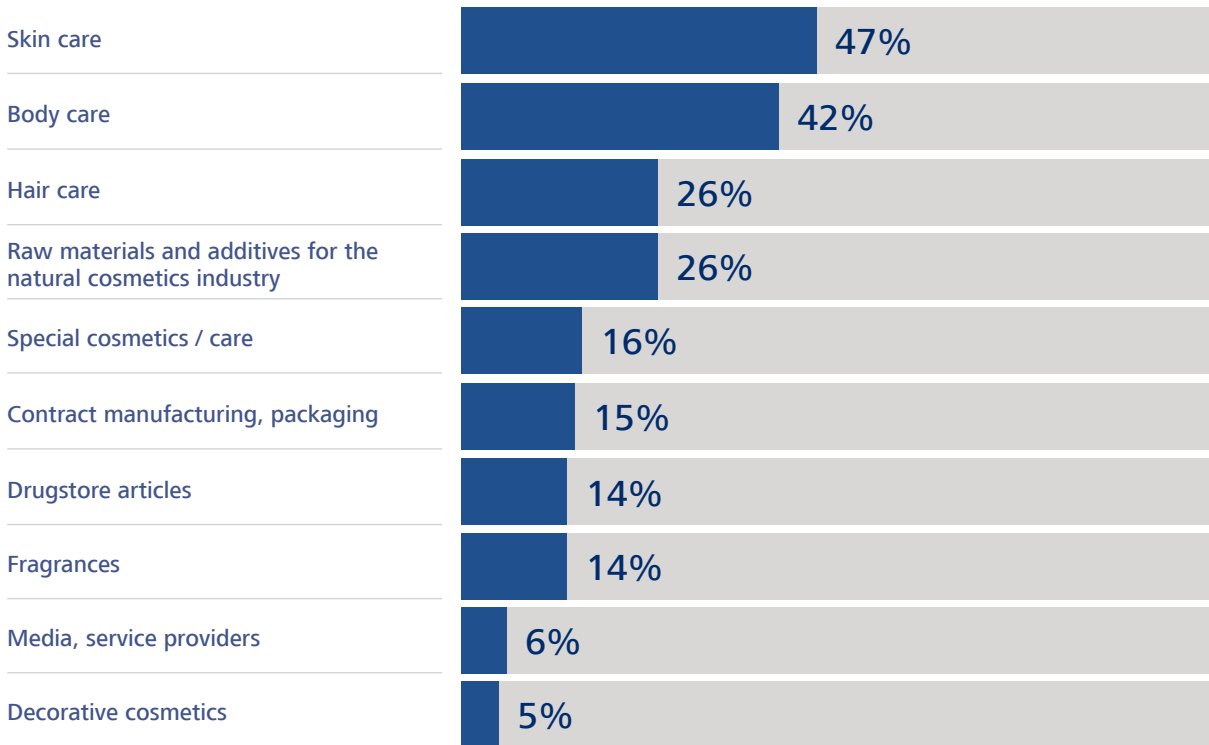
How do you assess the economic situation in your sector in the next two years?



6. Exhibitor survey

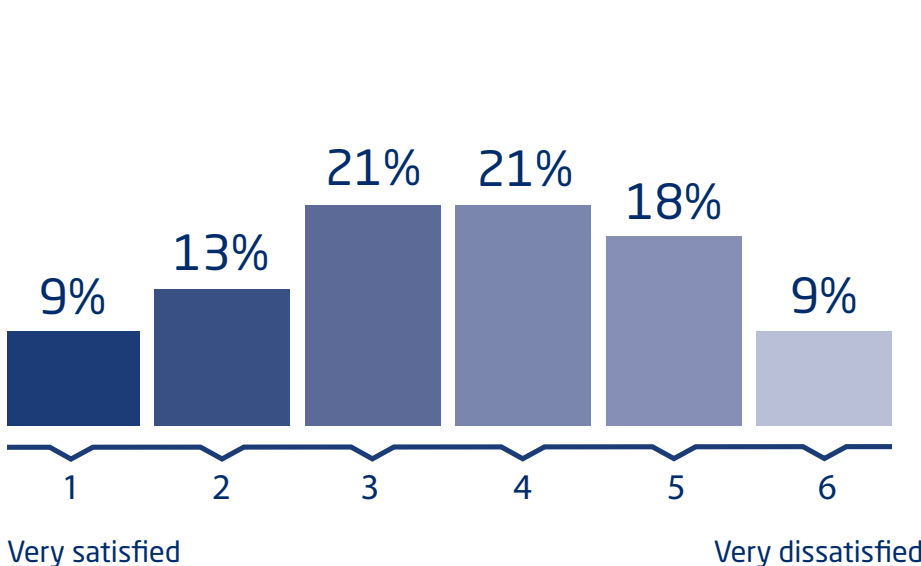
6.1 Product groups (of exhibitors)

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



6.2 Overall satisfaction

How satisfied are you with exhibiting overall?



No answer: 9%

64%

64% of the exhibitors were satisfied with their participation.

6.3 Exhibitors' objectives

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

Sectors and people



Market and products

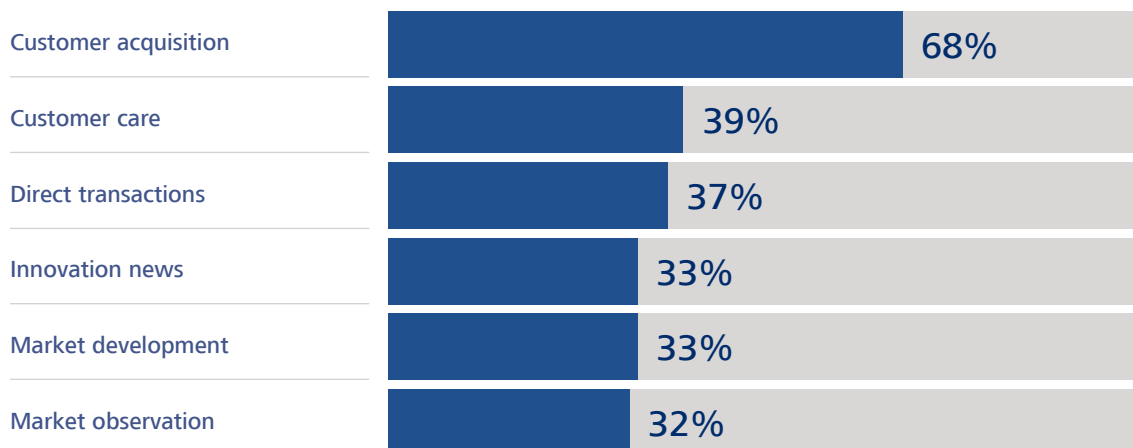
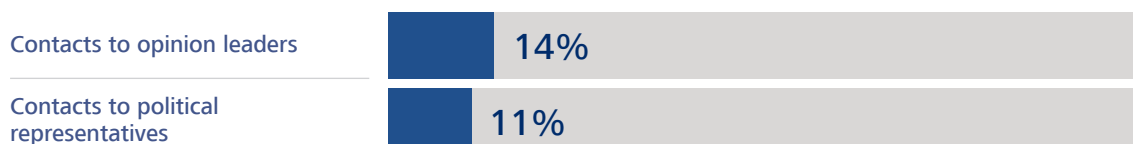


Image und PR



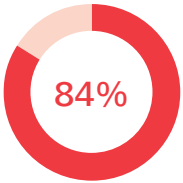
Politics and public opinion



6.4 Target groups of the exhibitors

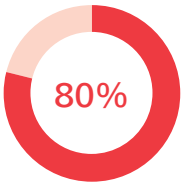
Which target groups do you wish to reach by exhibiting at VIVANESS 2024? (Multiple answers, extract)

Retail



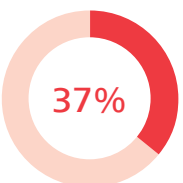
Cosmetics / perfumery	56%
Online retailing	49%
Retail trade (independent)	44%
Retail trade (branch / chain)	44%
Health store	44%
Pharmacy	41%
Department stores	39%
Organic supermarket	38%
Drugstore	33%

Wholesale trade / import & export



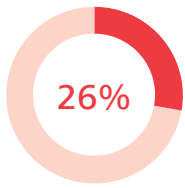
Cosmetics / perfumery	60%
Drugstore articles	31%
Pharmacy	31%
Organic & health food	24%

Manufacturer



Personal care and drugstore articles	36%
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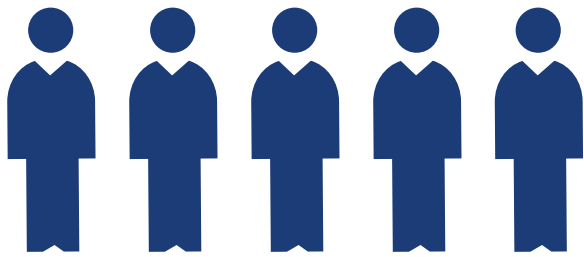
Dienstleistung



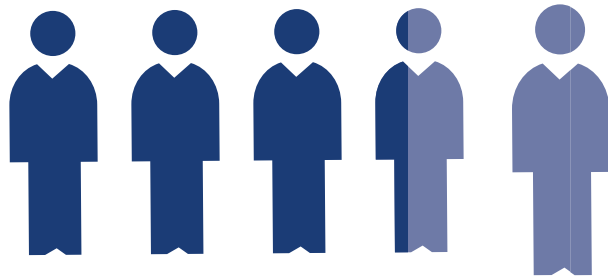
Cosmetic institute / hair care	19%
Hotel / wellness institute	15%
Health care	10%

6.5 Target group accuracy

Did you reach your most important target groups at VIVANESS 2024?



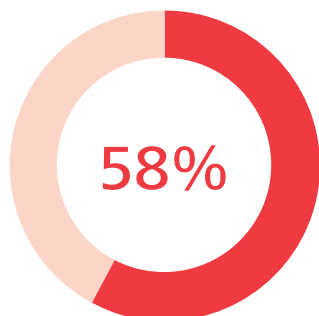
83%



83% of the exhibitors reached their most important target groups during VIVANESS 2024.

6.6 New business relations

To what extent did your company make new business connections in the course of VIVANESS 2024?

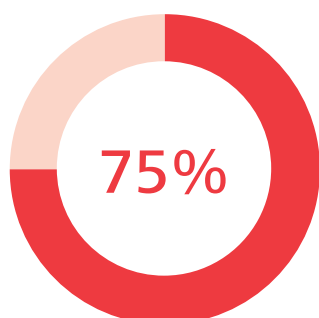


58%

58% of the exhibitors established new business relations in the course of VIVANESS 2024.

6.7 Follow-up business

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

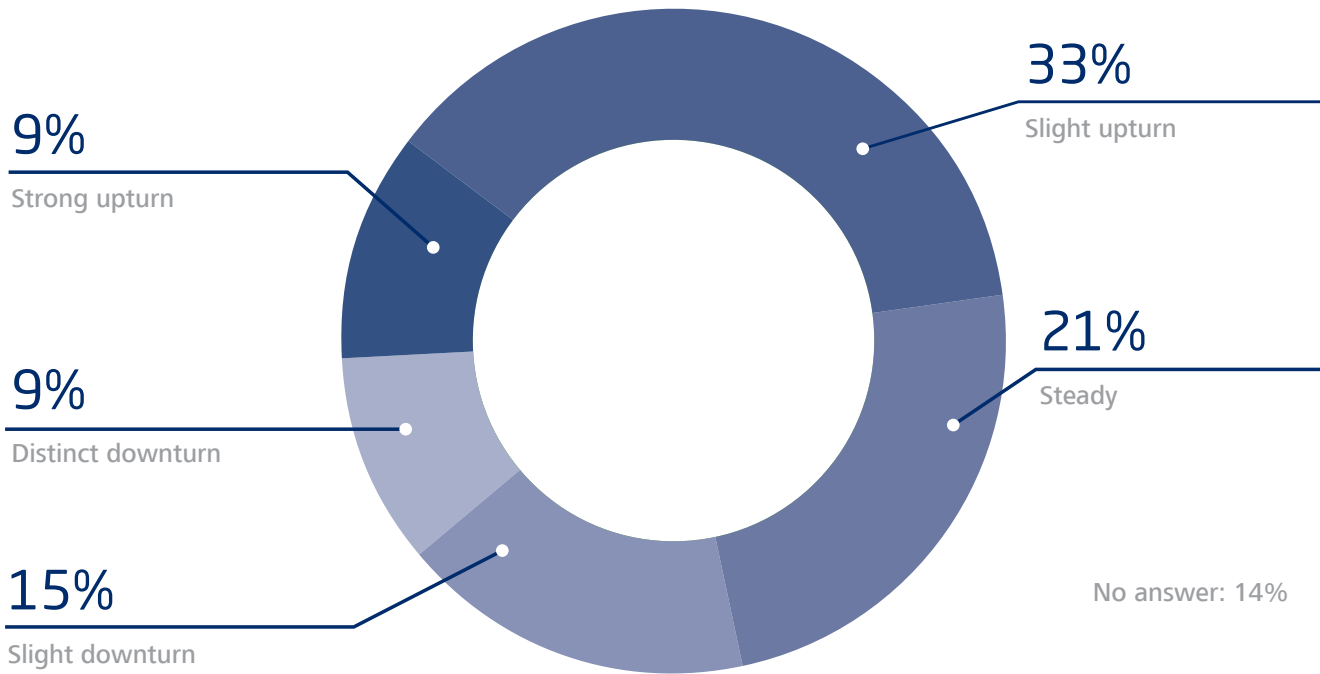


75%

75% of the exhibitors expect follow-up business due to contacts made during the trade fair.

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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