

Nürnberg, Germany

11. - 14.2.2015

# BIOFACH2015

into organic

Show Report



World's Leading Trade Fair for Organic Food

Schirmherr  
Patron

**IFOAM**  
ORGANICS  
INTERNATIONAL

Nationaler Ideeller Träger  
National supporting organization

**BÖLW**  
Bund Ökologische Lebensmittelwirtschaft

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	2,140 (2,071)	626 (614)	1,514 (1,457)
Visitors (incl. VIVANESS)	44,624 (42,445)	24,205 (24,009)	20,419 (18,436)
Total exhibition space (in m <sup>2</sup> )	70,200 (68,500)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	37,273 (34,674)	15,005 (14,488)	22,268 (20,186)
Special shows (in m <sup>2</sup> )	3,097 (2,888)	3,097 (2,888)	— (—)

## 2. CONGRESS

**7,048**  
CONGRESS PARTICIPANTS

gathered information at **116** individual events. Top 5 forums at the BIOFACH and VIVANESS Congress 2015:

1. BIOFACH Forum
2. German organic trade Forum
3. Politics Forum
4. Sustainability Forum
5. Science Forum

## 3. MEDIA

**1,024**  
**475,760**  
**111,675**

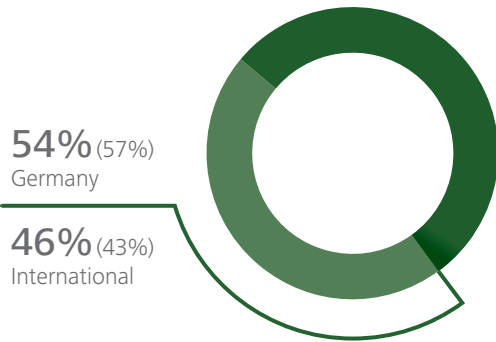
journalists from **36** countries were accredited to BIOFACH/VIVANESS 2015

visits and **4,974,470** page impressions from **162** countries at [www.biofach.de](http://www.biofach.de) from 16.02.2014 to 14.02.2015

visits and **230,980** page impressions on the mobile website [m.biofach.de](http://m.biofach.de) from 16.02.2014 to 14.02.2015

## 4. VISITOR REGISTRATION

### 4.1 ORIGIN OF VISITORS AT BIOFACH/VIVANESS



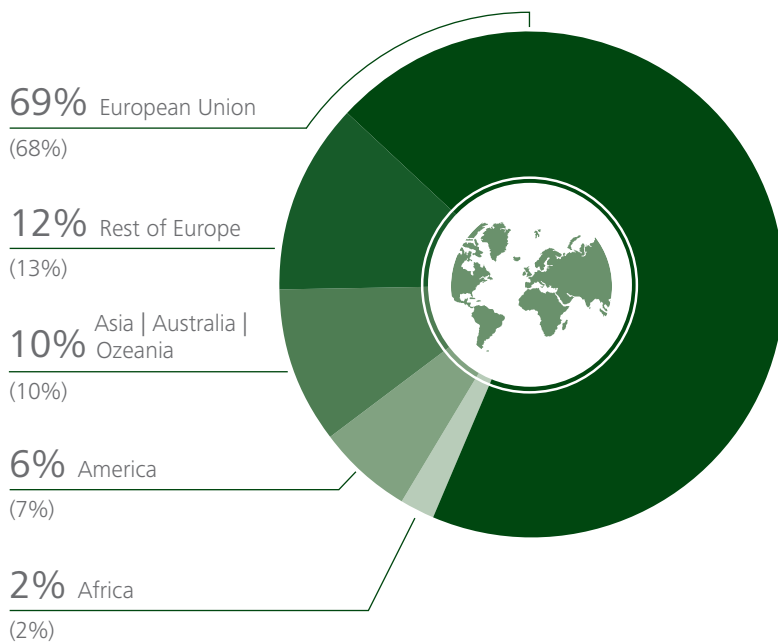
NUMBER OF COUNTRIES:

**130**  
(127)

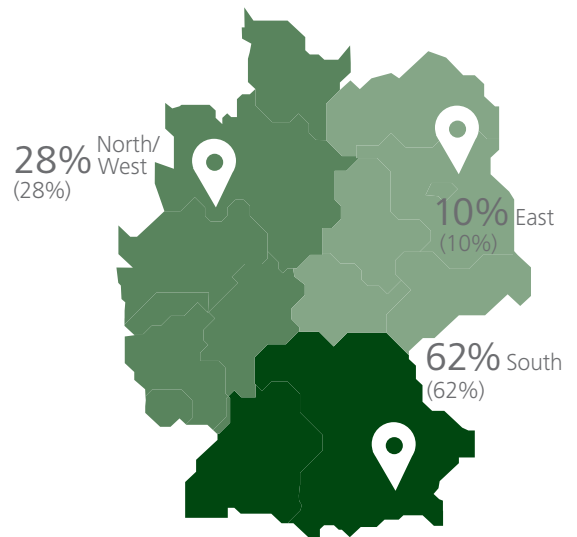
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS



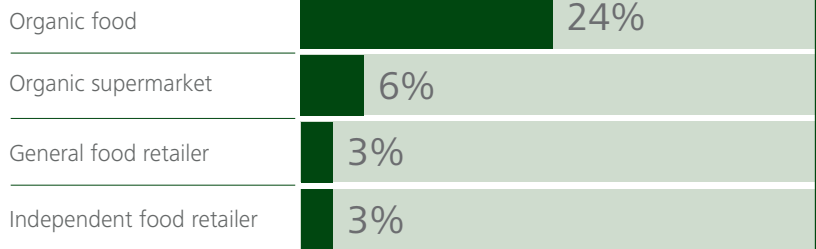
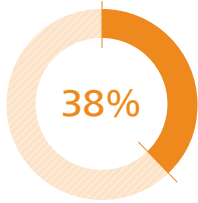
#### STRUCTURE OF GERMAN VISITORS



## 4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY\*

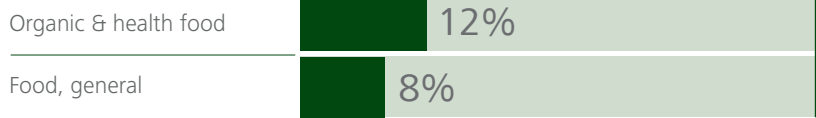
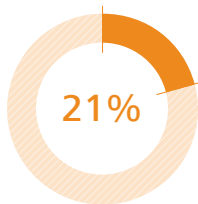
(Extract)

### RETAIL:



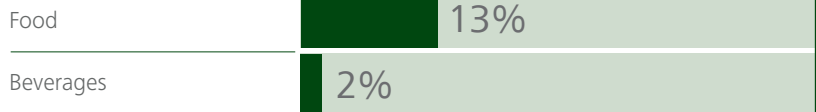
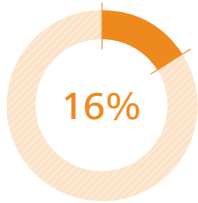
50%

### WHOLESALE TRADE/IMPORT & EXPORT:



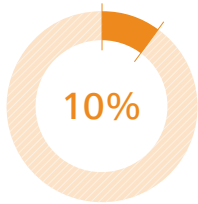
50%

### MANUFACTURER:

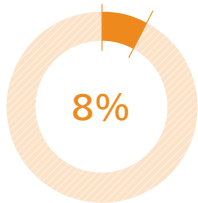


50%

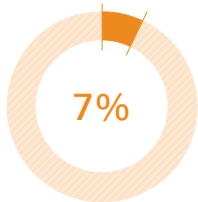
### AGRICULTURE AND AQUACULTURE:



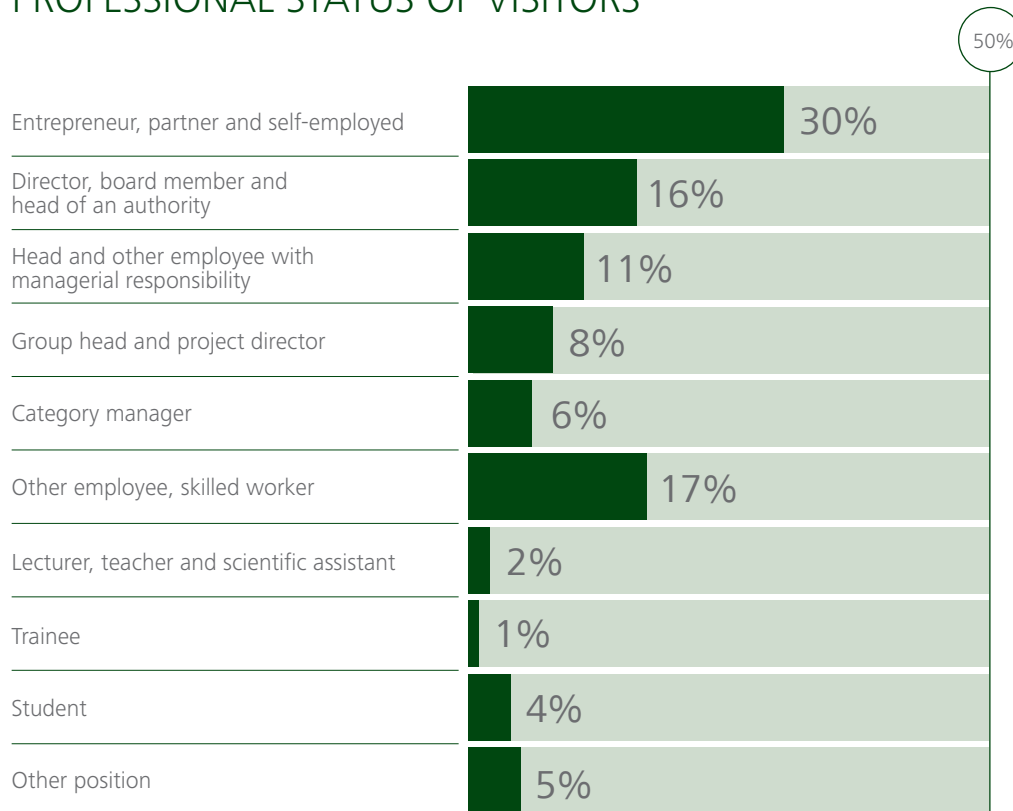
### SERVICE SECTOR:



### OTHER:



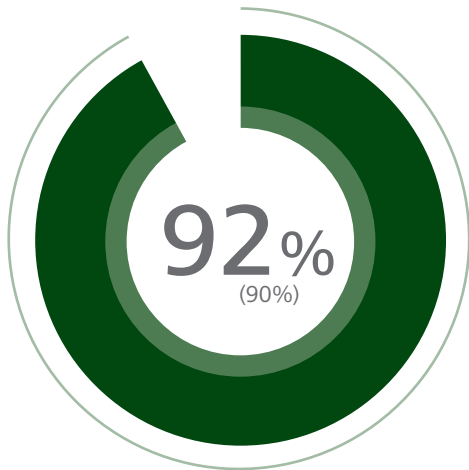
### 4.3 PROFESSIONAL STATUS OF VISITORS\*



## 5. VISITOR SURVEY

### 5.1 DECISION-MAKERS

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

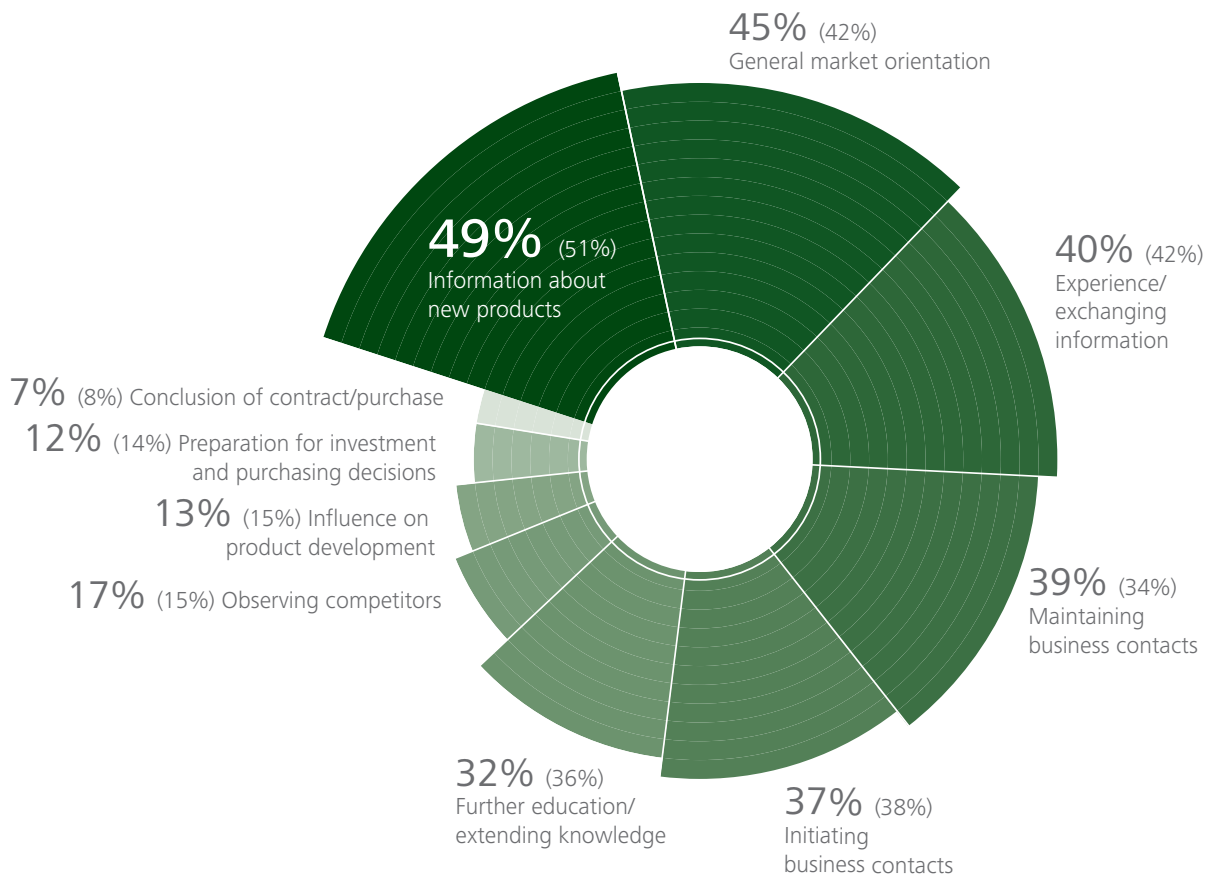


of the visitors are ...

involved in **purchasing decisions** in their company.

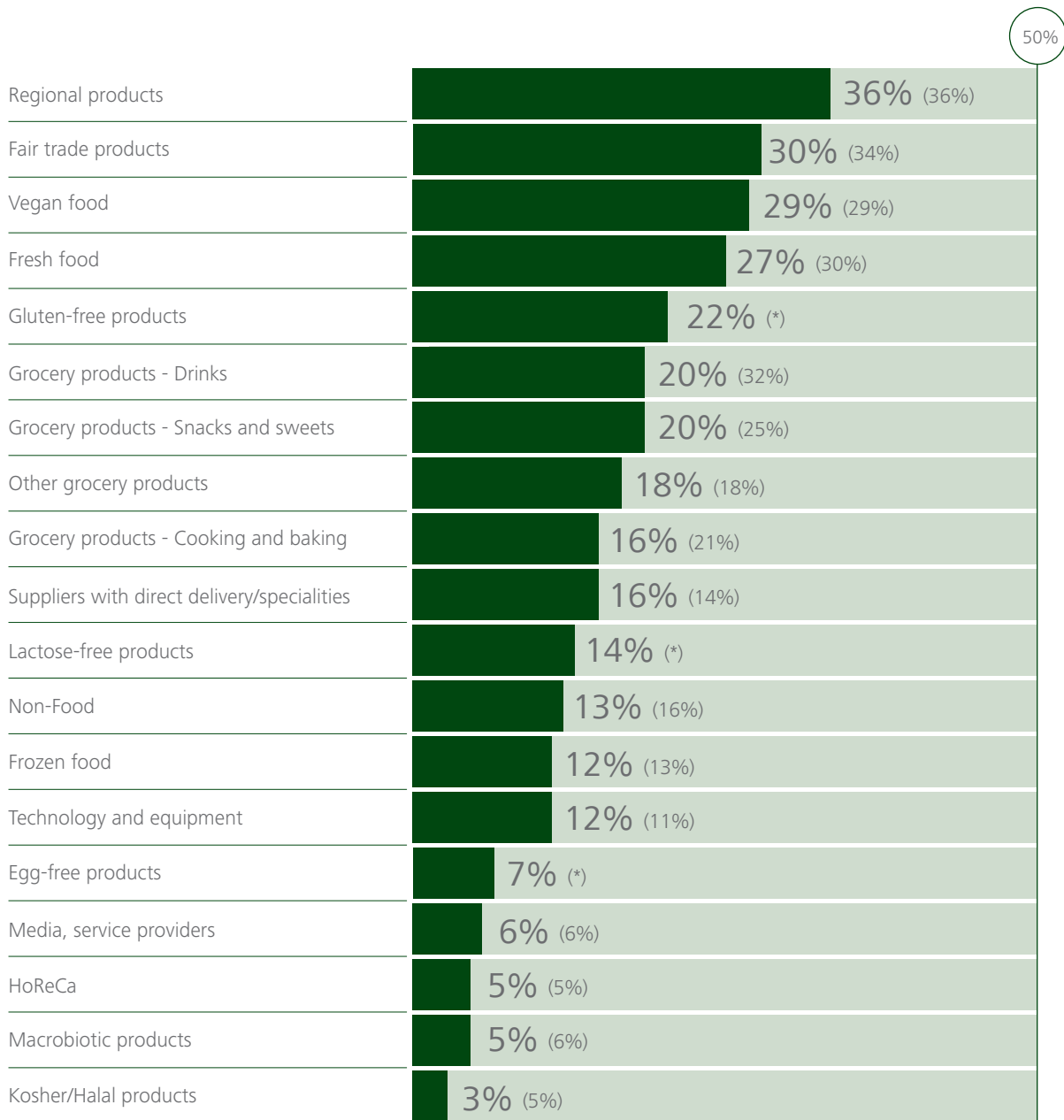
### 5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to BIOFACH 2015? (Multiple answers, extract)



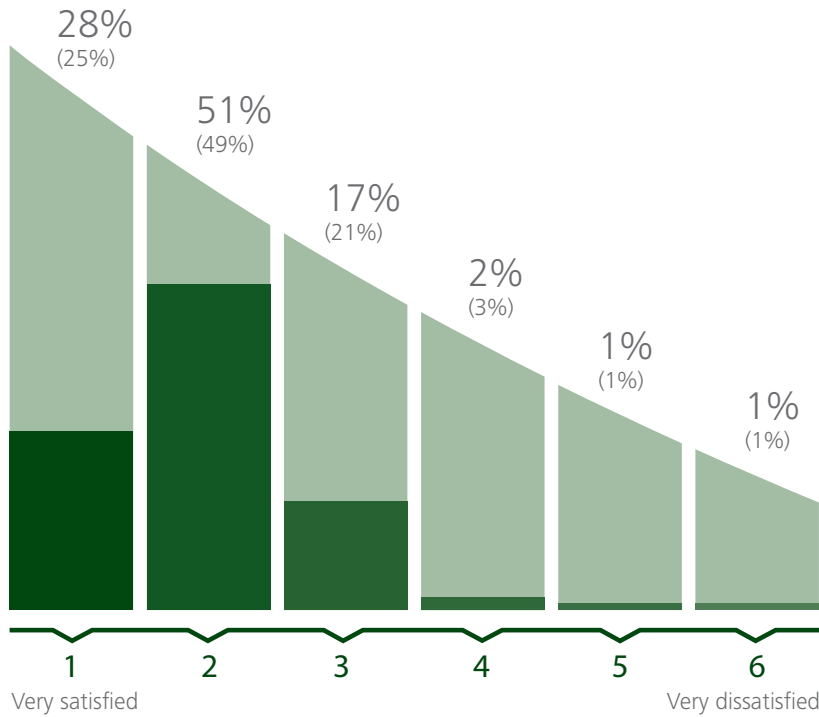
### 5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at BIOFACH 2015? (Multiple answers)



## 5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at BIOFACH 2015?

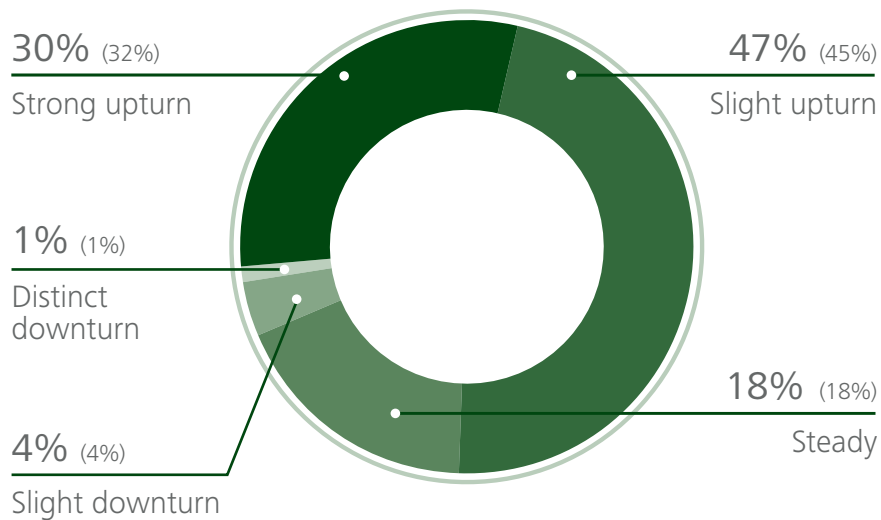


# 98%

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 rate the current economic situation in your sector?

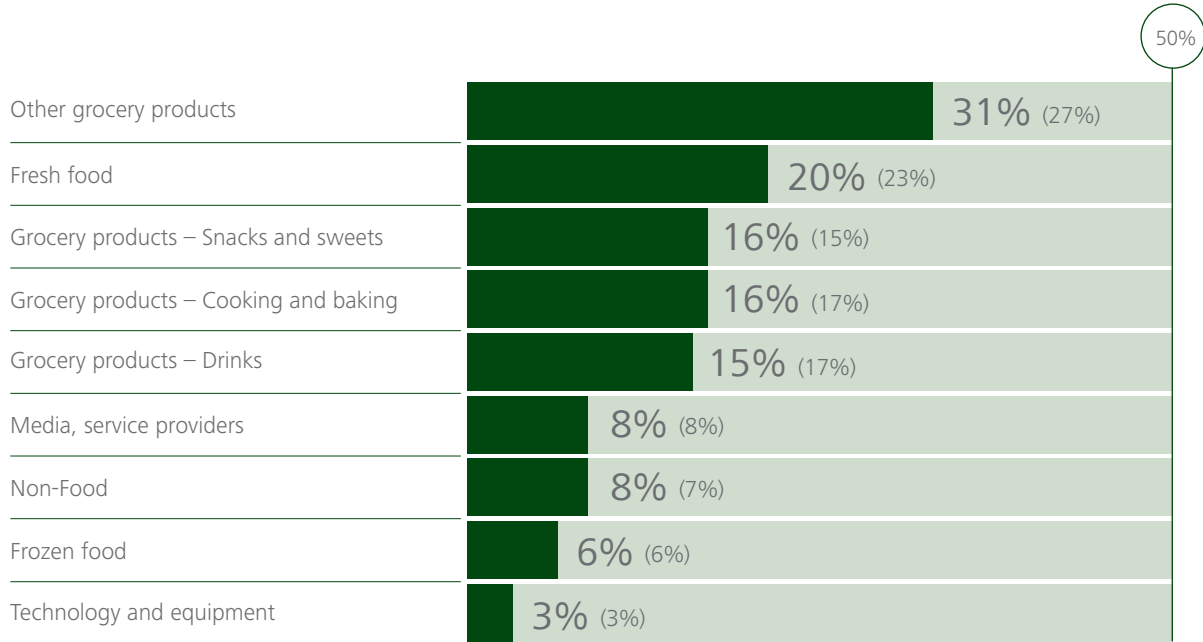




## 6. EXHIBITOR SURVEY

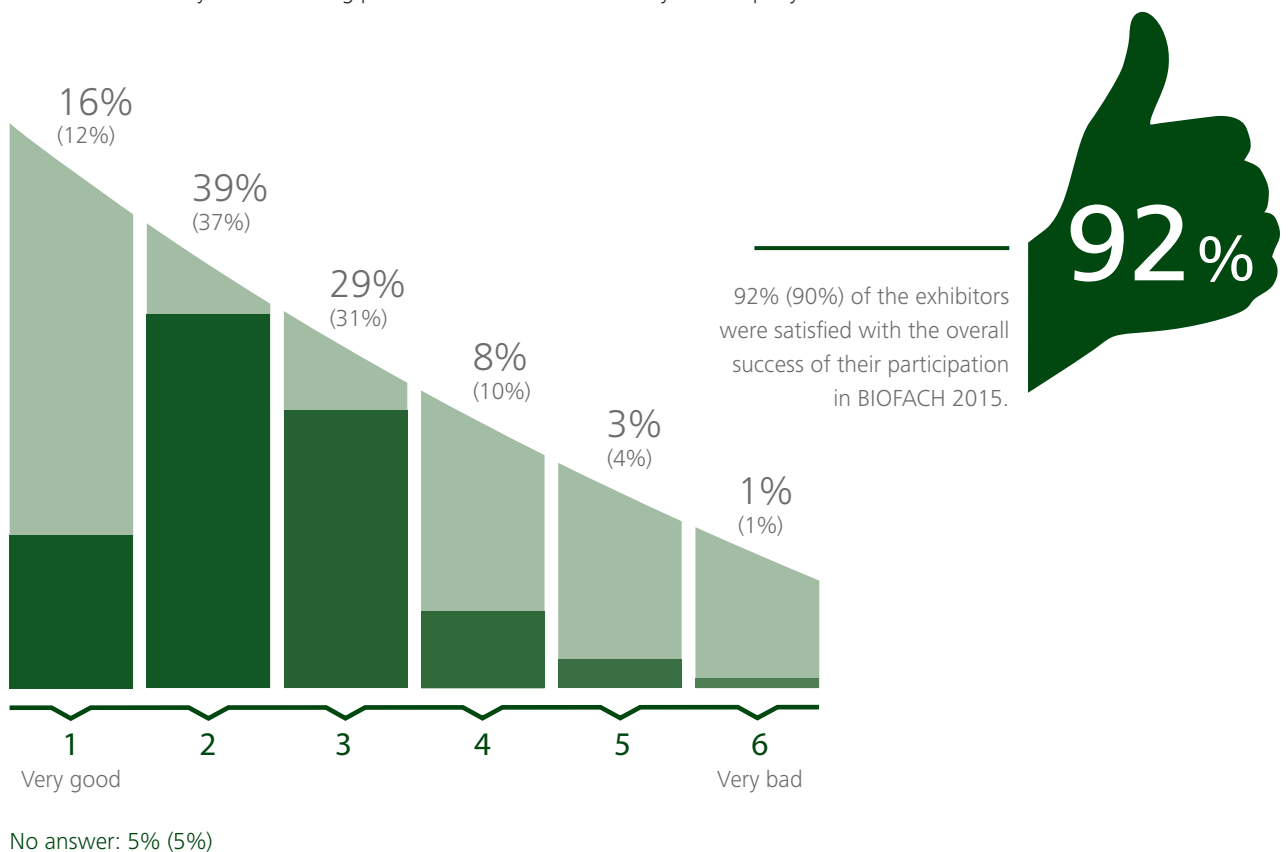
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 OVERALL SUCCESS

How successful do you think taking part in BIOFACH 2015 was for your company overall?

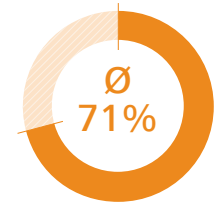


## 6.3 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at BIOFACH 2015? (Multiple answers, extract)

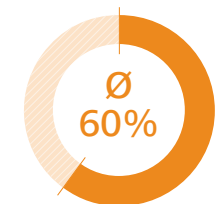
### SECTORS AND PEOPLE:

Contacts, international		81% (76%)
Exchange of experience		70% (64%)
Contacts, national		69% (65%)
Networking		64% (58%)



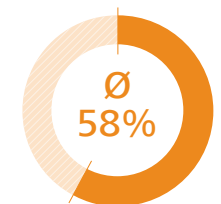
### MARKET AND PRODUCTS:

Customer acquisition		71% (68%)
Customer care		67% (64%)
Market observation		60% (57%)
Innovation news		58% (52%)
Market development		53% (47%)
Direct transactions		50% (47%)



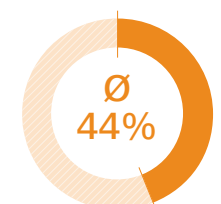
### IMAGE AND PR:

Image cultivation/PR		60% (58%)
Market positioning		56% (53%)



### POLITICS AND PUBLIC OPINION:

Contact to opinion leaders		45% (41%)
Contact to political representatives		42% (36%)

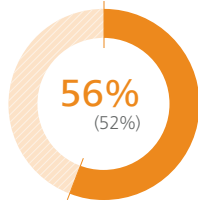


## 6.4 THE EXHIBITORS RECEIVED VISITORS FROM THE FOLLOWING BRANCHES:

Which target groups do you wish to reach by exhibiting at BIOFACH 2015 and with which **did you actually have contact?**

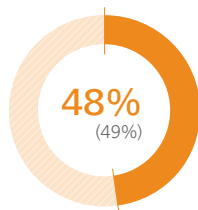
(Multiple answers, extract)

### RETAIL:



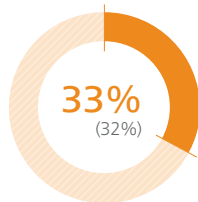
Target Group	Wish to reach	Actual contact
Organic food	44%	38%
Organic supermarket	31%	(*)
General food retailer	24%	29%
Health store	19%	26%
Independent food retailer	18%	(*)
Drugstore	5%	4%

### WHOLESALE TRADE/IMPORT & EXPORT:



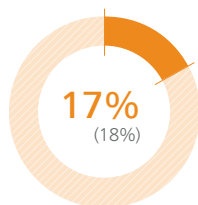
Target Group	Wish to reach	Actual contact
Organic & health food	36%	39%
Food, general	28%	29%
Eating out and other gastronomy	5%	(*)

### MANUFACTURER:

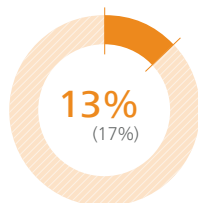


Target Group	Wish to reach	Actual contact
Food	29%	28%
Beverages	10%	11%

### AGRICULTURE AND AQUACULTURE:



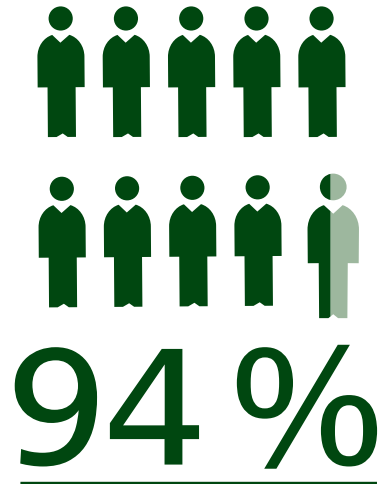
### SERVICE SECTOR:



Target Group	Wish to reach	Actual contact
Hotel / wellness institute	6%	11%
Association / official agency / public institution / university	6%	8%
Eating out and other gastronomy	4%	8%

## 6.5 TARGET GROUP ACCURACY

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

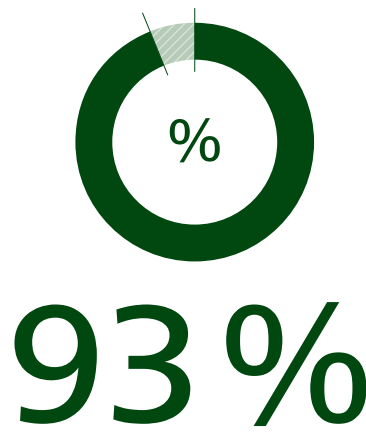


94% (93%) of the exhibitors reached their most important target groups during BIOFACH 2015.

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## 6.6 NEW BUSINESS RELATIONS

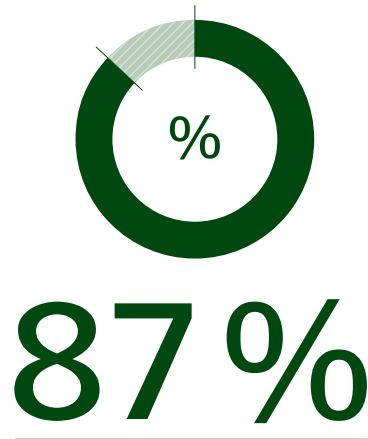
To what extent did your company make new business connections in the course of the fair?



93% (92%) of the exhibitors established new business relations.

## 6.7 FOLLOW-UP BUSINESS

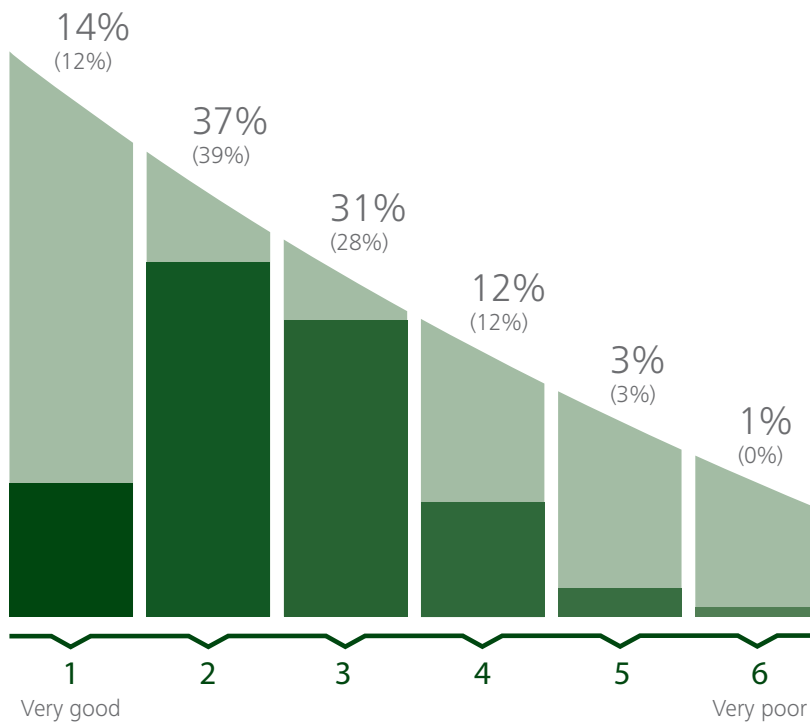
Do you expect follow-up business after making contacts and paving the way during the fair?



87% (86%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

## 6.8 QUALITY OF VISITORS

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



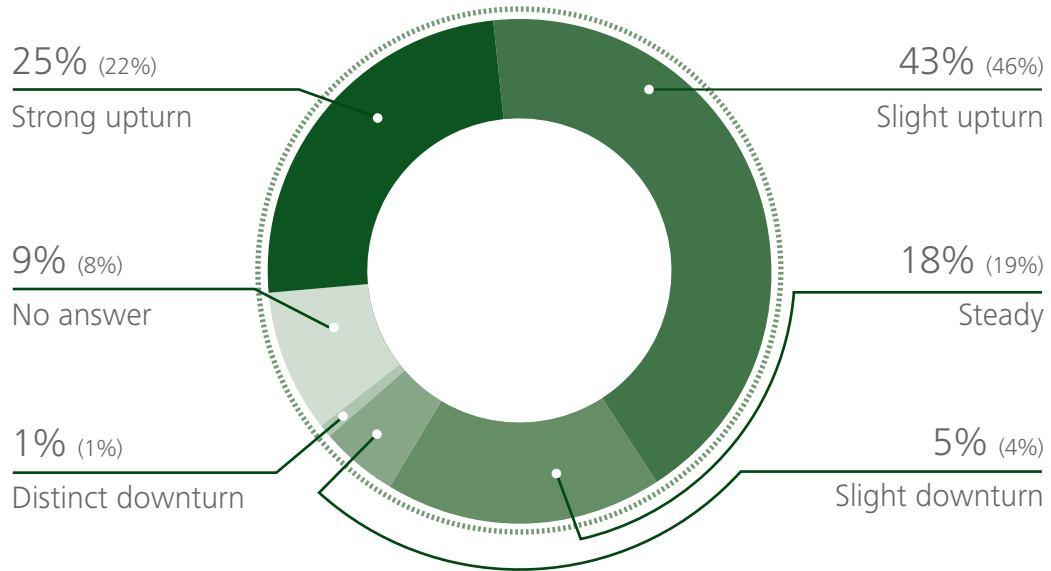
No answer: 2% (6%)

# 94%

94% (91%) of the exhibitors were satisfied with the quality of the visitors at their stands.

## 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, Market Research, telephone +49(0)911.8606-0, fax +49(0)911.8606-8228, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

March 2015  
NürnbergMesse GmbH  
- Market Research -

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