

BEAUTY DÜSSELDORF + mads 2017



Exhibitors total	637	Net space total (sqm)	23,375
Exhibitors Germany	493	Net space Germany	19,810
Exhibitors other countries	144	Net space other countries	3,565
Number of countries	30		

Visitor data from registry:

Visitors total *	55,568
From Europe	99%
- Germany	90%
- Other Europe	9%
From Non-European countries	1%
- Asia	1%
- America	0%
- Africa	0%
- Australia/Oceania	0%
Number of countries	80

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherlands	18%
Belgium	16%
Austria	10%
Switzerland	8%
Luxembourg	4%
China	3%
Sweden	3%
Turkey	2%
Denmark	2%
Finland	2%

Leading Inter. Trade Fair Cosmetics,
Nail, Foot, Wellness, Spa

Dusseldorf, Germany

31. March - 2. April 2017

www.beauty-duesseldorf.com

Preliminary data;
Subject to change

494 accredited journalists from 15 countries

Quality and structure of trade visitors

Based on the results of 929 interviews with trade visitors during BEAUTY + mads 2017 conducted by means of the Computer-Interview-System

Area of responsibility*	
General management	43%
Sales, distribution	14%
Marketing, advertising, PR	3%
Buying, procurement, purchasing	1%
Manufacture, production, quality control	1%
Information and communication technology	1%
Other	33%

Occupational position	
Top-Management	72%
Middle-Management	1%
Low-Management	27%

Decision-making powers	
Decisively	55%
Contributory	11%
In an advisory capacity	21%
No influence	13%

Economic sector	
Cosmetic institute	53%
Chiropodist's surgery	11%
Nail Studio	11%
Hairdressing salon	7%
Beauty farm/ wellness institute	2%
Drugstore	2%
Doctor's practice/clinic	2%
Pharmacy	1%
Beauty college	1%
Press/media/publishing houses	1%
Perfumery	1%
Medical profession/medical care	1%
Industry	1%
Retail	1%
Other	5%

Interest in product ranges	
<i>(Several answers possible)</i>	
Personal care cosmetics	60%
Decorative cosmetics	51%
Nail	40%
Foot	35%
Wellness + Spa	20%
Accessories	16%
Specialist programm	9%
Other	4%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	69%
Contact to existing suppliers/ business partners	15%
Identifying new suppliers/ business partners	9%
Initiating purchase decisions	5%
Purchase/Order	58%

New suppliers were found	
Yes	32%

Overall assessment	
Satisfied	96%

*Visitors of BEAUTY 2017

**Difference to 100% = Pupil, student, not employed (4%)