



Fair Profile BEAUTY DÜSSELDORF

LEADING INTERN. TRADE FAIR COSMETICS, NAIL, FOOT, WELLNESS, SPA
04 - 06 March, 2016
www.beauty.de

Subject to change

Visitor structure*

Based on the results of 866 interviews with trade visitors during BEAUTY DÜSSELDORF 2015, conducted by means of the Computer-Interview-System

Origin of the visitors		Area of responsibility***		Interest in product ranges (Several answers possible)	
Germany	92%	Business/company/ plant manager	61%	Cosmetics	62%
Other countries	8%	Sales, distribution	9%	Nail Design, Manicure	40%
Germany		Marketing, advertising , PR	2%	Pedicure products and apparatus	33%
West Germany	66%	Administration	2%	Wellness + Spa	21%
Southwest Germany	12%	Human Resources	2%	Accessories	18%
North Germany	11%	Other Area	20%		
South Germany	7%				
East Germany	4%				
Other countries		Occupational position		Reasons for visit (Several answers possible)	
Europe	82%	Independent entrepreneur, co-owner, freelance employee	67%	Innovations/trends	63%
- EU	61%	Managing director, board member, head of an authority	2%	Purchase/Order	50%
- Other european countries	21%	Area, operations, plant, branch manager, office head	1%	Contact to existing suppliers and business partners	20%
Outside Europe	18%	Department head/group leader	2%	Search for new suppliers and business partners	15%
		Employee, civil servant, specialist	15%	Preparation of purchase decision	11%
		Trainee	7%		
Countries of origin (Top 6)**		Decision-making powers***		General assessment	
The Netherlands	18%	Decisively	65%	Satisfied	96%
Belgium	13%	Contributory	13%		
Switzerland	11%	In an advisory capacity	9%		
Austria	7%				
Denmark	4%				
China	3%				
Frequency of visits		New suppliers were found (Basis: Visitors looking for new suppliers and business partners)		Prediction business situation 12 months	
Regular visitors	35%	Yes	64%	Good	56%
Irregular visitors	36%			Satisfying	40%
First-time visitors	29%				

*Numbers of interviews and percentages (Visitors Profile) are based on last years survey (2015) of professional visitors.

**Basis: other countries

***Difference to 100% = pupil/student, not working (4%)

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