



Fair Profile BEAUTY DÜSSELDORF

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

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

Germany	92%
Other countries	8%

Germany

West Germany	66%
Southwest Germany	12%
North Germany	11%
South Germany	7%
East Germany	4%

Other countries

Europe	82%
- EU	61%
- Other european countries	21%
Outside Europe	18%

Countries of origin (Top 6)**

The Netherlands	18%
Belgium	13%
Switzerland	11%
Austria	7%
Denmark	4%
China	3%

Frequency of visits

Regular visitors	35%
Irregular visitors	36%
First-time visitors	29%

Area of responsibility***

Business/company/ plant manager	61%
Sales, distribution	9%
Marketing, advertising , PR	2%
Administration	2%
Human Resources	2%
Other Area	20%

Occupational position

Independent entrepreneur, co-owner, freelance employee	67%
Managing director, board member, head of an authority	2%
Area, operations, plant, branch manager, office head	1%
Department head/group leader	2%
Employee, civil servant, specialist	15%
Trainee	7%

Decision-making powers***

Decisively	65%
Contributory	13%
In an advisory capacity	9%

New suppliers were found

<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	64%

Interest in product ranges

<i>(Several answers possible)</i>	
Cosmetics	62%
Nail Design, Manicure	40%
Pedicure products and apparatus	33%
Wellness + Spa	21%
Accessories	18%

Reasons for visit

<i>(Several answers possible)</i>	
Innovations/trends	63%
Purchase/Order	50%
Contact to existing suppliers and business partners	20%
Search for new suppliers and business partners	15%
Preparation of purchase decision	11%

General assessment

Satisfied	96%
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Business Situation in your company

Good	74%
Satisfying	22%

Prediction business situation 12 months

Good	56%
Satisfying	40%

*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%)