BEAUTY DÜSSELDORF • make-up artist design show 2019 –
FAIR PROFILE

Exhibitors and brands total 1,500
Exhibitors Germany 72%
Exhibitors other countries 28%
Number of countries 32

Net space total (sqm) 23,756
Net space Germany 19,635
Net space other countries 4,121

Visitors total 58,000
Visitor data from registry:
Germany 90%
Other Europe 9%
From Non-European countries 1%
Number of countries 76

401 accredited journalists from 7 countries

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 730 interviews with trade visitors during BEAUTY + mads 2019 conducted by means of the Computer-Interview-System

TOP 10 visitor countries
Visitor data from registry:
Netherlands 19%
Belgium 15%
Austria 10%
Switzerland 8%
Turkey 3%
Luxembourg 3%
Sweden 3%
Denmark 3%
Finland 3%
Korea, Republic of 2%
(Basis: all foreign visitors)

Occupational position
Top-Management 70%
Middle-Management 1%
Low-Management 29%

Decision-making powers
Decisively 36%
Contributory 20%
In an advisory capacity 18%
No influence 26%

Economic sector*
Cosmetic institute 39%
Nail Studio 14%
Chiropody Institute/practice 11%
Hairdressing salon 7%
Health professional 3%
Beauty college 3%
Beauty farm, wellness institute,spa 2%
Cosmetic-/pharmaceutical-/chemical industry 2%
Other 12%

Interest in product ranges
(Several answers possible)
Skincare 54%
Foot/chiropody 39%
Nail 39%
Decorative cosmetics 38%
Bodycare 28%
Equipment 27%
Skin treatment apparatus, technical devices, cubic fittings 25%
Medical cosmetics 22%
Wellness & Spa 22%
Organic/natural cosmetics 20%
Permanent Make-Up 17%
Salon Accessories – Sales articles for institutes 15%
Perfumes 11%
Colour and style analysis 10%
Sun (artificial tanning devices, solarium cosmetics, solarium equipment) 5%
Cos made. Pre-processing (packaging, manufacturing, raw materials, services) 4%
Other 10%

Reasons for visit
(Mehrfachnennungen möglich)
New developments/trends 34%
Contact to existing suppliers/business partners 15%
Identifying new suppliers 12%
Identifying new business partners 5%
Initiating purchase decisions 11%
Purchase/Order 23%

Overall assessment
Satisfied 93%

Recommendation
Yes 94%

*Difference to 100% = Pupil, student, not employed (7%)