

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



DÜSSELDORF, GERMANY
29 – 31 MARCH 2019

www.beauty-duesseldorf.com
www.make-up-artist-show.com

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

TOP 10 visitor countries	
Visitor data from registry:	
Netherlands	19%
Belgium	15%
Austria	10%
Switzerland	8%
Turkey	3%
Luxembourg	3%
Sweden	3%
Denmark	3%
Finnland	3%
Korea, Republic of	2%

(Basis: all foreign visitors)

401 accredited journalists from 7 countries

Preliminary data; subject to change
(G1-MF/May 2019)

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

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%
Chiropractic 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/chiropractic	39%
Nail	39%
Decorative cosmetics	38%
Bodycare	28%
Equipment	27%
Skin treatment apparatus, technical devices, cubicle 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%)

