ORIGIN OF TRADE VISITORS

- Germany: 16.6%
- Rest of the world: 83.4%
- North America: 3.7%
- Central and South America: 10.4%
- Europe – of which EU 50.4%
- Middle East: 5.2%
- Asia: 5.0%
- Africa: 7.6%
- Oceania: 0.7%

AREAS OF BUSINESS
(Multiple citations, no. of citations N >= 2.2%)

- Production: 36.7%
- Import/Export: 29.4%
- Wholesale:
  - Proprietary wholesaler of retail organisation: 5.3%
  - Other wholesale trade: 5.3%
- Retail trade:
  - Central purchasing: 3.3%
  - Sales distribution: 2.2%
- Industry: 8.7%
- Other service providers: 6.9%
- Packaging: 4.7%
- Transport/Handling: 4.0%

STATUS

75.4% of trade visitors hold a leading management position.*

LEVEL OF RESPONSIBILITY

83% of trade visitors are involved in the purchasing and procurement decision-making process within their company.

- Key responsibility: 42.1%
- Joint responsibility: 26.0%
- Advisory role: 15.1%

*managing director, partner, member of the board of management, head of department, independent businessperson etc.
RESULTS OF BUSINESS

92.7% of trade visitors rate the business results of their visit to the exhibition as good or very good.

RANGE OF PRODUCTS

87.1% of trade visitors rate the range of products on offer at FRUIT LOGISTICA positively.

TRADE VISITOR SURVEY

INTEREST IN PRODUCTS ON OFFER
(Multiple citations, no. of citations N > = 2.2%)

- Fresh fruit: 38.0%
- Fresh vegetables: 25.0%
- Packaging: 19.0%
- Technical services: 12.7%
- Packaging machinery: 11.7%
- Marketing/Market research: 10.0%
- Digital technology/Applications: 8.7%
- Transport/Logistics: 7.7%
- Dried fruit/Nuts: 7.7%
- Frozen fruit and vegetables: 7.3%
- Potatoes: 7.1%
- Storage: 7.0%
- Fresh cut/Convenience/Food service products: 6.5%
- Mushrooms: 5.4%
- Associations/Institutions: 4.9%
- Waste management: 4.3%
- Self-service flowers/Potted plants: 2.2%

FOLLOW-UP BUSINESS AFTER THE FAIR

76.5% of trade visitors expect a good volume of business resulting from the exhibition.

OVERALL IMPRESSION AND OUTLOOK

92% of trade visitors had a very good to good overall impression of FRUIT LOGISTICA 2020.

91.8% had an overall positive impression of FRUIT LOGISTICA 2020.

91.0% of trade visitors would recommend FRUIT LOGISTICA to others.

88.4% intend to visit the next FRUIT LOGISTICA.