

Formex

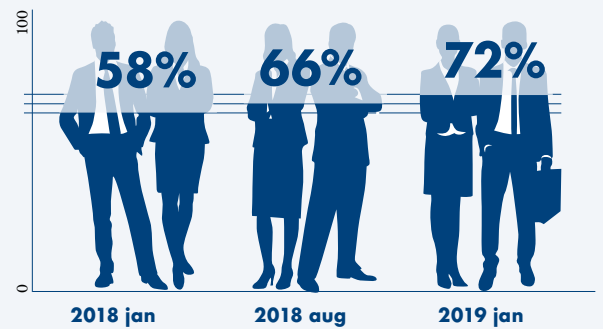
Visitor profile

Januari 2019

Below is an extract from the survey among Formex Visitors held on the 15 to 18 January 2019. The survey was conducted by an external research company, Fairlink.

If you would like to get some more information about the event or to book a standplace, please contact our sales team. You can find more information on our website Formex.se

Share of visitors who are CEO/owner or buyers

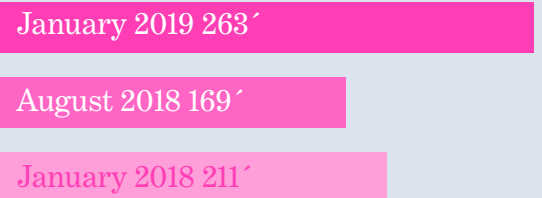


Affluent visitors

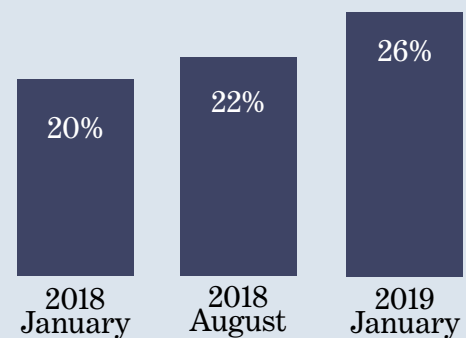


Affluent visitors

Order value among byers (Avarage) tkr



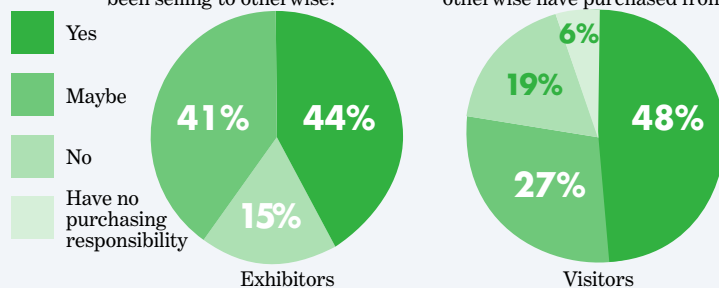
First-time visitors increases



Meet new customers/suppliers

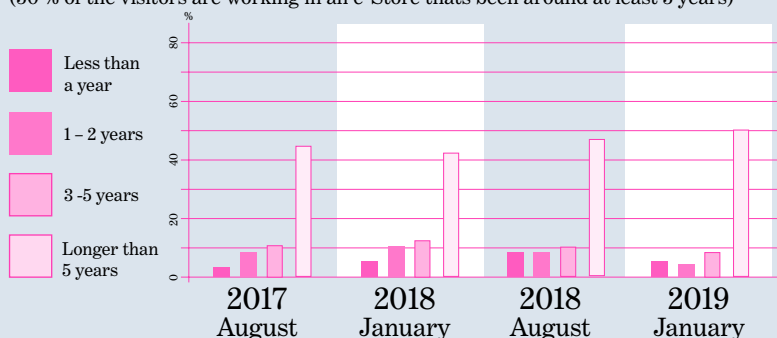
Have your participation at Formex resulted in new sales to stores that you would not have been selling to otherwise?

Have your visit at Formex made that you have found and will buy from a supplier that you would not otherwise have purchased from?



How long has the store you are working in been around?

(50 % of the visitors are working in an e-Store that's been around at least 5 years)



Number of visitors



Share of foreign visitors, 16%

Most visitors outside Sweden comes from:

Finland	Japan	Korea	Lithuania
Norway	Iceland	India	Switzerland
Denmark	Holland	Åland Islands	Portugal
England	USA	Italy	Poland
Germany	Estonia	China	France