

Formex

Visitor profile

August 2022

"It's great that things are starting to move again after the pandemic. Physical meetings and fairs are important."

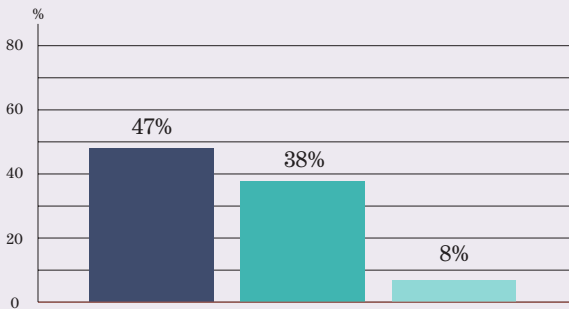
"We need a fair with many exhibitors, that's the most important thing.."

"You want to meet & be inspired, have a wide range of exhibitors."

Below is an extract from the visitor survey, made after the fair 23 - 26 August 2022, by an external company, Explori. If you would like to know more or book a stand, please contact our sales team, or visit [Formex.se](https://www.formex.se)

Purchasing authority

- Sole responsibility
- Joint responsibility
- Advisory influence only



Share of visitors who are Owner, buyers and self-employed

71%



Visitors

International 8%

First-time visitors 29%

- 4 of 5 visitors are women
- 50% of the visitors are between 45-64 years
- Sweden is the biggest market with 92% of the visitors and the majority (35%) comes from Stockholm next to (19%) who comes from the south of Sweden

Visits August 2022

12 500

86%

of the visitors thinks that Formex is meaningful for their business

Order value (SEK)

August 2022: 163 600

January 2020: 149 700

3 primary reasons to visit Formex:

- Source new suppliers
- To keep up with market trends and seek inspiration
- To meet up with current supplier(s)

Finland Italy
USA Japan
Sweden
Germany Norway
Belgium Denmark
Netherlands



65%

of the visitors found new suppliers at Formex

