

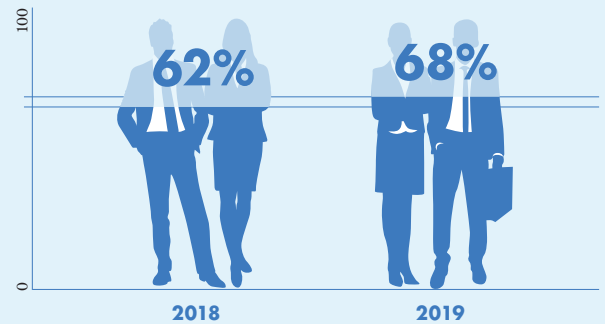
Formex

Visitor profile

August 2019

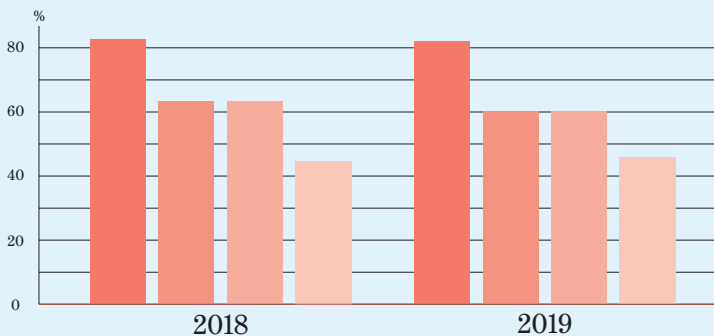
Below is an extract from the visitor survey, made 20-23 of August 2019, by an external research company, Fairlink. If you would like to know more or book a stand, please contact our sales team, or visit Formex.se

Share of visitors who are CEO/owner or buyers



Affluent visitors

- Buy influence (Absolutely decisive, very decisive, fairly decisive)
- Will place orders within the nearest 12 months
- Will place orders during the fair
- Will ask for an offer during the fair



Number of visitors

2019 August
17,134

Share of foreign visitors, 15%

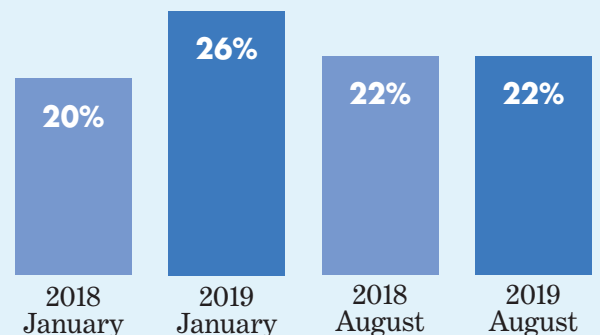
Germany, Estland, China, Norway, Austria, Italy, France, Switzerland, India, Finland, The Åland Islands, Denmark, Japan, England, Estonia, Russia, Switzerland, USA, Iceland, Belgium, Netherlands

Order value among buyers

Average 2019: 403,000

Average 2018: 380,000

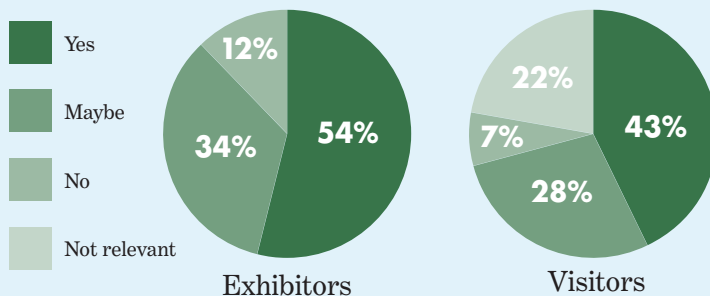
First-time visitors



Meet new customers/suppliers

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

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



Many visitors in all halls

