

Fair Profile

Based on the results of
1,200 interviews conducted by means of
the Computer Interview System
Subject to change
UI-MF/July 2011

Accredited journalists	452
Number of countries	22

Total number of visitors	47,131
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Origin of the visitors

Germany	91%
Other countries	9%

Germany

West Germany	59%
Southwest Germany	14%
North Germany	13%
South Germany	7%
East Germany	7%

Other countries

Europe	91%
- EU	81%
- other european countries	10%
Outside of Europe	9%

Countries of origin (Top 3)*

Netherlands	25%
Belgium	8%
Austria	8%

Frequency of visits

Regular visitors	38%
Irregular visitors	34%
First-time visitors	25%

Length of stay

Average length of stay (in days)	1.4
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*Basis: Other countries

BEAUTY INTERNATIONAL

The No.1 Trade Fair for Cosmetics,
Nail, Foot and Wellness Professionals
March 18th-20th, 2011
www.beauty-international.com



BEAUTY[®]
INTERNATIONAL
D Ü S S E L D O R F

Company size

(Base: with information)

1 - 19 employees	82%
20 - 49 employees	3%
50 - 99 employees	2%
100 - 499 employees	3%
500 - 999 employees	1%
1,000 employees or more	1%

Area of responsibility

Business/company/plant management	41%
Distribution/sales	10%
Buying/procurement	4%
Manufacture/production	
quality control	3%
Marketing/advertising/PR	1%
Finances/ accounting/ controlling	1%
Human Resources, administration	1%
Research/development/construction	1%
Other	30%

Occupational position

Independent entrepreneur/ co-owner, freelance employee	64%
Managing director/board member/ head of an authority etc.	3%
Area manager, operations plant manager, branch manager, office head	3%
Head of department, group team leader	3%
Other employee/ civil servant, specialist	7%
Lecturer, teacher	1%
Trainee	9%
Other	3%
Student/pupil	7%
Not working	1%

Interest in product ranges

(Several answers possible)

Cosmetics	68%
Nail	48%
Wellness	41%
Foot	40%

Order activities at the fair

Already bought/ordered	76%
Intention to buy	13%

Placing orders after the fair

Yes	46%
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Trade fair as innovation platform

Yes, I have received information about innovations and trends	74%
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General assessment

Satisfied	95%
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Recommendation

Yes	94%
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