

# BEAUTY DÜSSELDORF • mads 2018

<b>Exhibitors total</b>	<b>631</b>
Exhibitors Germany	479
Exhibitors other countries	152
Number of countries	29

<b>Net space total (sqm)</b>	<b>23,486</b>
Net space Germany	19,946
Net space other countries	3,540

<b>Visitors total</b>	<b>67,788</b>
Visitor data from registry	
Germany	89%
Other Europe	10%
From Non-European countries	1%
Number of countries	79

<b>TOP 10 visitor countries</b>	
Visitor data from registry	
Netherlands	24%
Belgium	14%
Austria	8%
Switzerland	7%
Turkey	3%
China	3%
France	3%
Luxembourg	3%
Denmark	2%
Greece	2%
Basis: all foreign visitors	



Leading Inter. Trade Fair Cosmetics,  
Nail, Foot, Wellness, Spa

Düsseldorf • Germany  
9<sup>th</sup> to 11<sup>th</sup> of March 2018

[www.beauty-duesseldorf.com](http://www.beauty-duesseldorf.com)

583 accredited journalists from 16 countries

(G1-MF/March 2018)

## Quality and structure of trade visitors

Based on the results of 772 interviews with trade visitors during BEAUTY + mads 2018 conducted by means of the Computer-Interview-System

<b>Occupational position</b>	
Top-Management	73%
Middle-Management	4%
Low-Management	23%

<b>Decision-making powers</b>	
Decisively	38%
Contributory	19%
In an advisory capacity	22%
No influence	21%

<b>Economic sector*</b>	
Cosmetic institute	42%
Nail Studio	16%
Chiropractic institute/practice	12%
Beauty farm, wellness institute, spa	3%
Hairdressing salon	3%
Import/export, wholesale	3%
Health professional	2%
Cosmetic-/pharmaceutical-/chemical industry	2%
Beauty college	2%
Other	12%

<b>Interest in product ranges</b>	
<i>Several answers possible</i>	
Skincare	55%
Nail	47%
Decorative cosmetics	45%
Foot/chiropractic	41%
Bodycare	30%
Equipment	28%
Skin treatment apparatus, technical devices, cubicle fittings	25%
Medical cosmetics	21%
Spa	20%
Permanent Make-Up	18%
Organic/natural cosmetics	18%
Salon Accessories - Sales articles for institutes	16%
Perfumes	8%
Colour and style analysis	8%
Sun (artificial tanning devices, solarium cosmetics, solarium equipment)	3%
cos made . Pre-processing (packaging, manufacturing, raw materials, services)	3%
Other	14%

<b>Reasons for visit</b>	
<i>Several answers possible</i>	
New developments/trends	42%
Contact to existing suppliers/business partners	15%
Identifying new suppliers/business partners	17%
Initiating purchase decisions	12%
Purchase/Order	23%

<b>Overall assessment</b>	
Satisfied	95%

<b>Recommendation</b>	
Yes	96%

\*Difference to 100% = Pupil, student, not employed (3%)



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