



**Visitors** 5800

**The visitor's professional areas**

Retail Operations & E-Commerce.....	21 %
Executive Leadership & Management.....	16 %
Product Management & Ownership.....	12 %
IT, Technology & Development.....	10 %
Marketing & Communications.....	9 %
Supply Chain, Operations & Service Management.....	9 %
Procurement, Category Management & Merchandising.....	8 %
Customer Experience, UX & Data Analytics .....	6 %
Other.....	9 %

**The visitor's industries**

Retail Trade.....	21 %
E-commerce / Online Trade.....	17 %
Consulting / Agency.....	12 %
Start-up / Scale-up.....	12 %
Logistics / Supply Chain.....	9 %
Grocery Trade.....	7 %
Brand / Manufacturer.....	6 %
Wholesale / Distribution.....	5 %
Real Estate / Shopping Centers.....	4 %
Other .....	7 %

84% of the visitors are  
leaders or management

The results of the surveys sent out after the fair show that **81%** of visitors decide or influence purchases.

**75%** answered yes to the question of whether their company/organisation during the next 18 months will purchase or enter into discussions regarding products or services displayed at the exhibition.

**The visitors who answered yes to the question of whether they will buy products or services displayed at the exhibition stated that they will buy within these volumes:**

More than 1 000 000 SEK	<b>25%</b>
Between 500 000 - 1 000 000 SEK	<b>30%</b>
Up to 500,000 SEK	<b>29%</b>
Unknown amount	<b>16%</b>

**The visitors stated the following purposes for the trade fair visit (multiple answer options possible):**

See the latest news	<b>83%</b>
Attend seminars and panel debates	<b>78%</b>
Get an overview of the industry	<b>84%</b>
Create new contacts	<b>78%</b>
Decision basis for purchasing	<b>67%</b>

**The visitors stated the following when asked how much time they spent at the show:**

Two days	<b>22%</b>
One day	<b>31%</b>
More than four hours	<b>18%</b>
More than two hours	<b>15%</b>
One to two hours	<b>12%</b>

**83%** of visitors stated that they are interested in visiting the show when it is held next time.

**86%** of visitors stated that they were satisfied or very satisfied with their overall exhibition experience.