



Fachmesse für das Bäcker-
und Konditorenhandwerk

Show report 2019



Statistics

This year 217 exhibitors presented their products and services in an area of 6.514 sqm for 8.200 interested visitors.

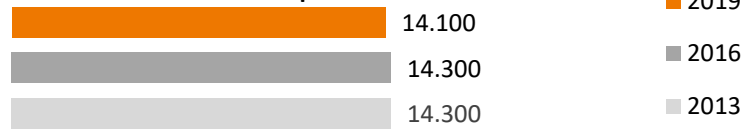
Visitor



Exhibitor



Gross exhibition area in sqm



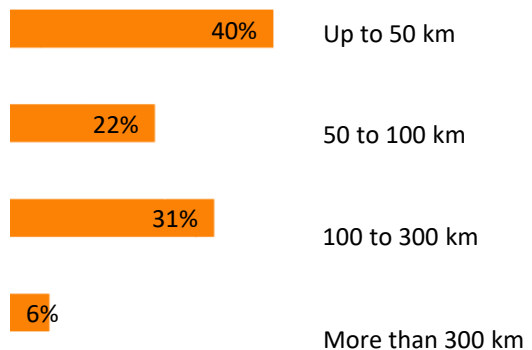
Net exhibition area in sqm



Visitor survey – Catchment area

62% of the visitors come from up to 100 km away

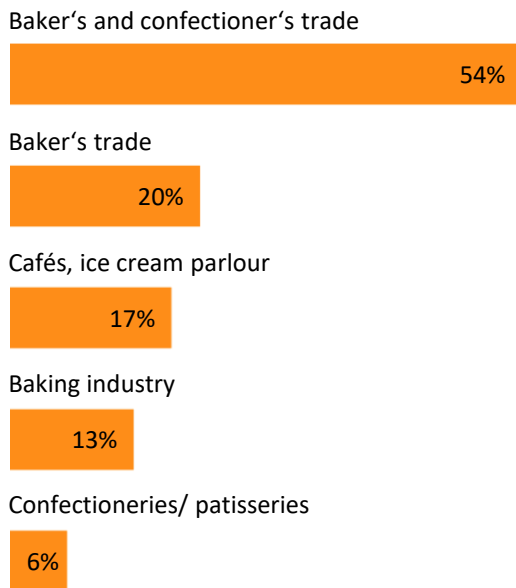
Catchment area





Visitor survey - Economic sector TOP 5* and area of responsibility

Economic sector*



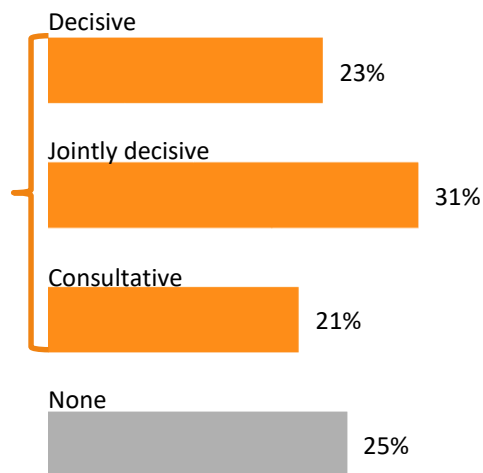
Area of responsibility



*Multiple choice

Visitor survey – Decision-making competency*

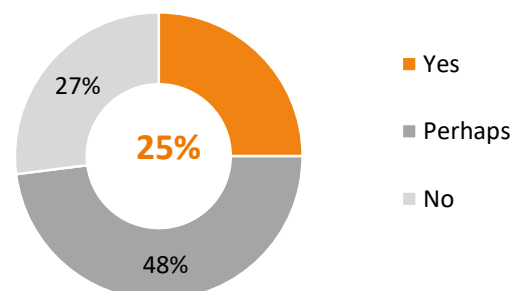
75% of SACHSENBACK visitors are directly involved in investment decisions.



*without: pupil / student / not working

Visitor survey – Investment / purchase intention

One quarter of the SACHSENBACK trade visitors definitely want to invest.

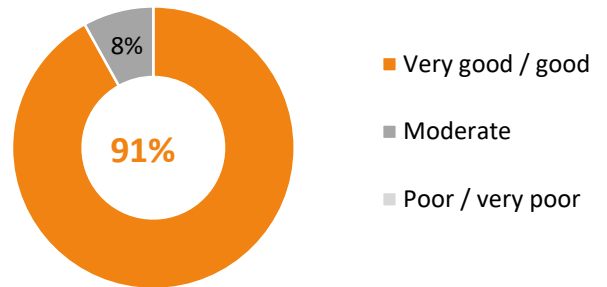


The representative survey covers a sample of 464 asked persons.



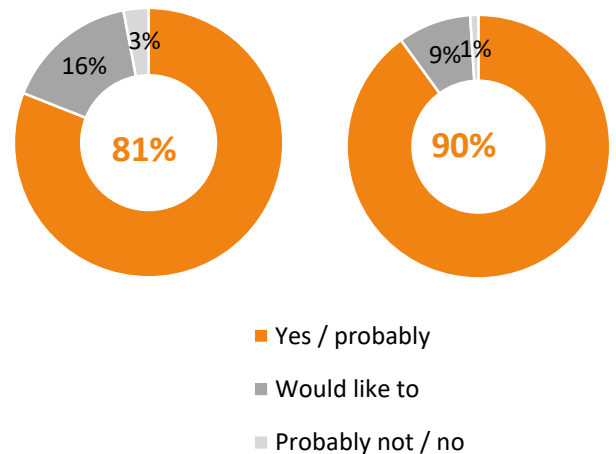
Visitor survey – General assessment

A very good overall rating for SACHSENBACK: The visitors give the mark 1,8 in average.



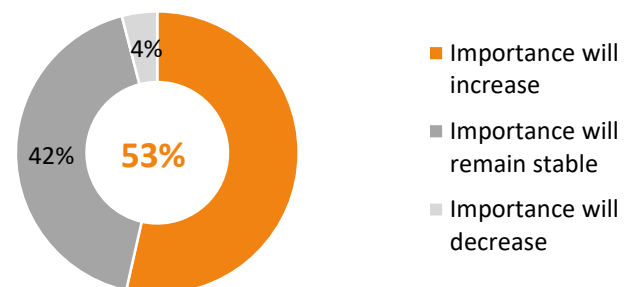
Visitor survey – Intention of revisitation & Intention of recommendation

81% of the visitors want to visit SACHSENBACK again and 90% want to recommend it to others.



Visitor survey – Importance of the SACHSENBACK fair

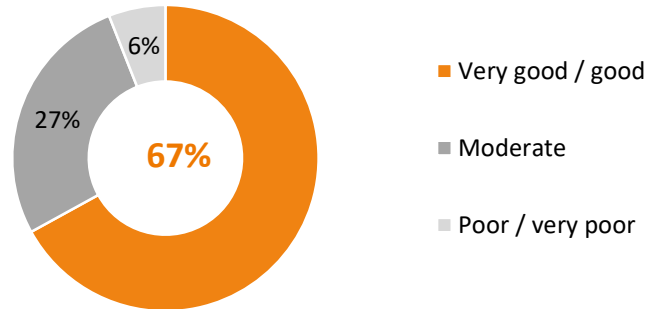
53% of the visitors assess the importance of SACHSENBACK as increasing.





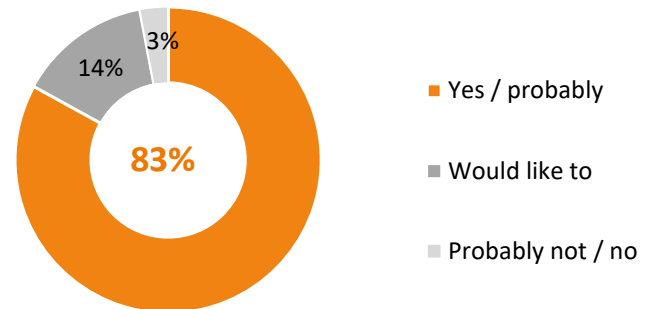
Exhibitor survey – General assessment

The exhibitors evaluate SACHSENBACK 2019 with 2,3 on average.



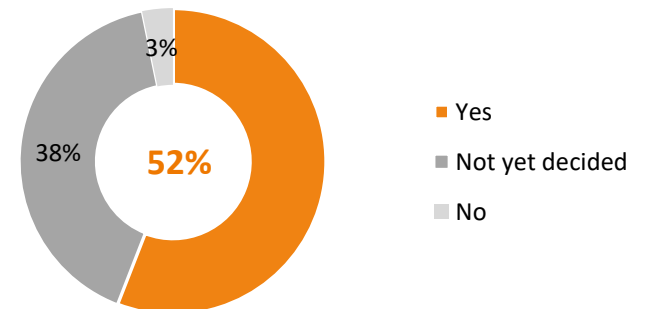
Exhibitor survey – Intention of recommendation

83% of the exhibitors will recommend SACHSENBACK to others.



Exhibitor survey – Intention to participate again

More than half of the visitors intend to participate at next SACHSENBACK 2022.



* difference to 100% = someone else decides

Exhibitor survey – Quality of the trade visitors

Almost two thirds of the exhibitors rate the quality of the trade visitors as good or very good .

