



Show report

2019

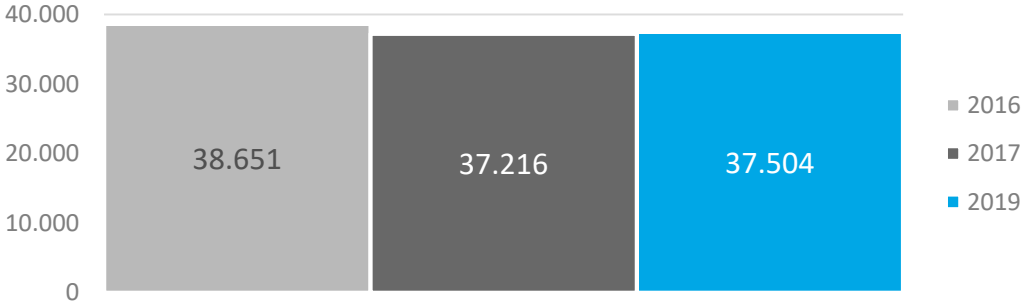




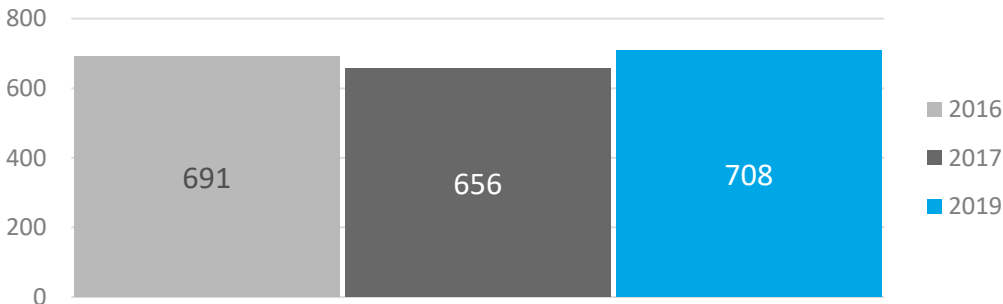
Statistics

This year, 708 exhibitors present their products and services on an area of 67.200m² to 37.504 interested visitors.

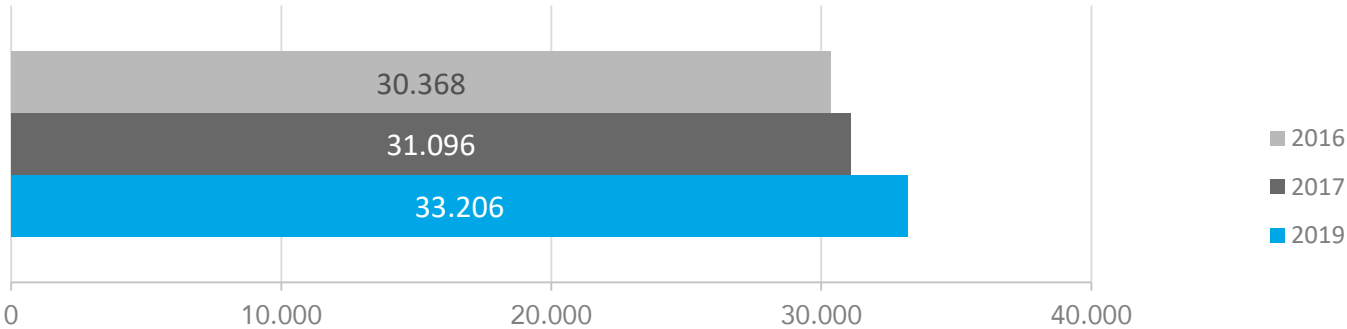
Visitors



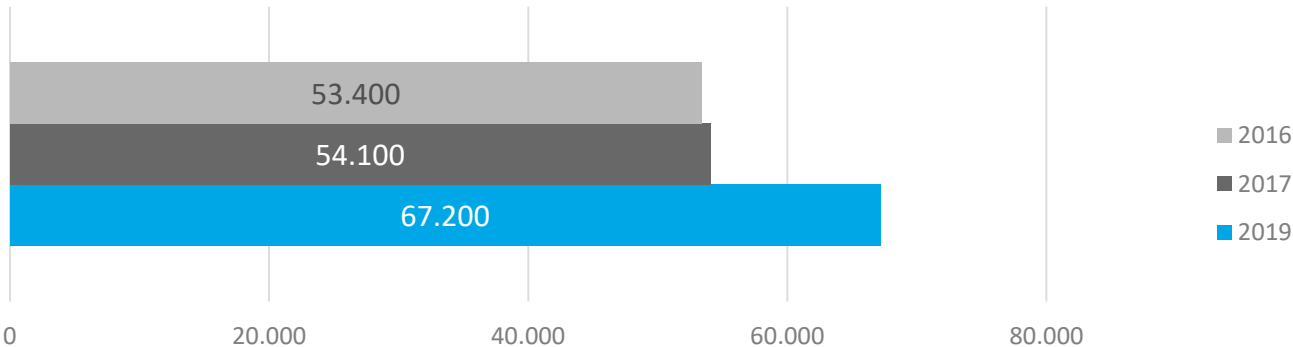
Exhibitors



Net exhibition area in m²



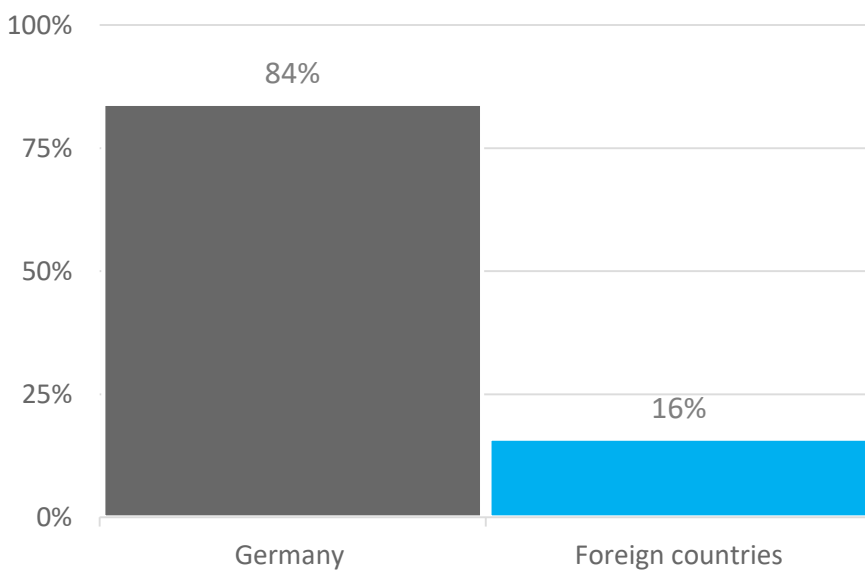
Gross exhibition area in m²





Visitor survey

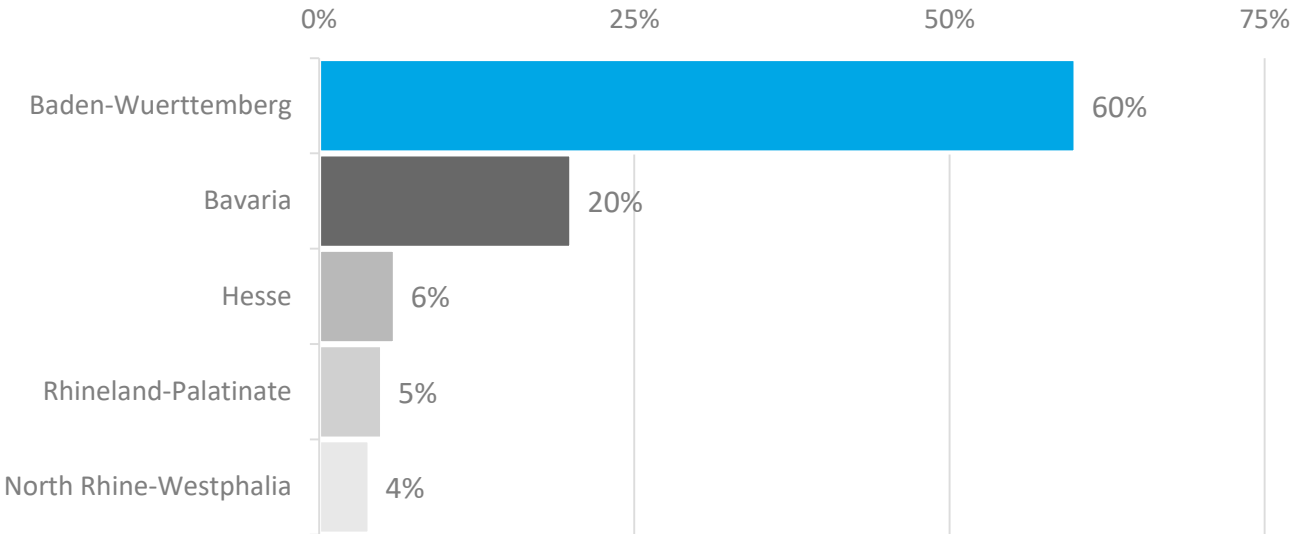
Visitor survey – Catchment area



The foreign share of südback is 16%. Most visitors come from Austria, Switzerland, Italy, Russia, Poland, the Czech Republic and France.

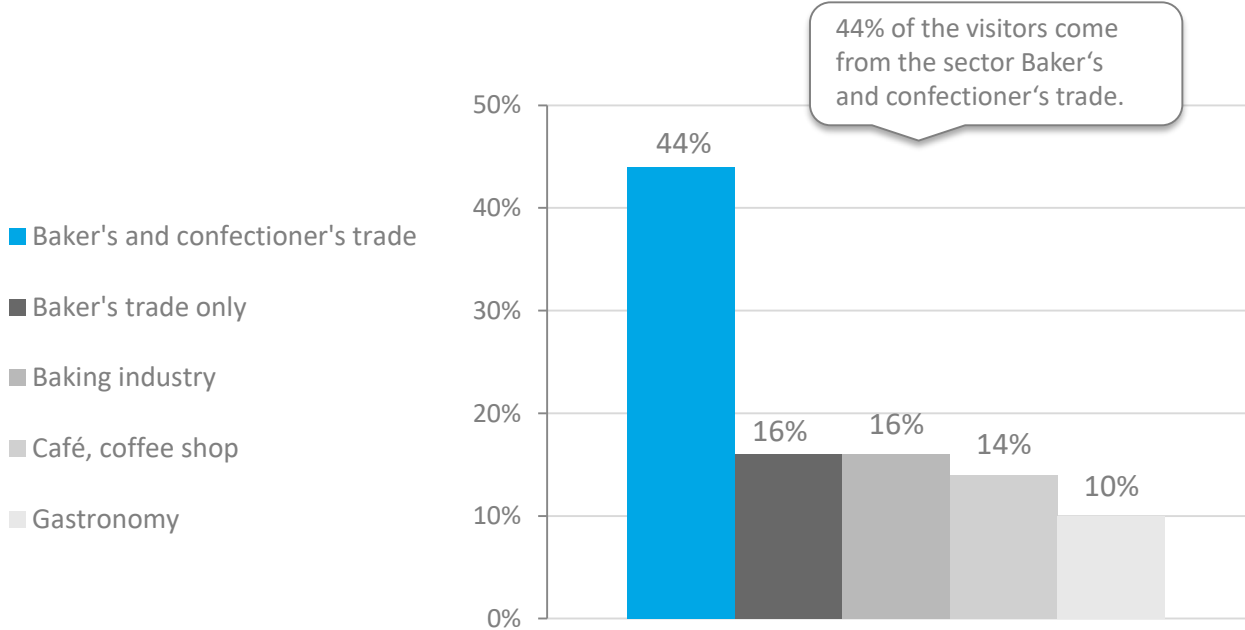


Visitor survey – TOP 5 Federal states



The visitors come mainly from Baden-Wuerttemberg and Bavaria to südback.

Visitor survey – Economic sector TOP 5*



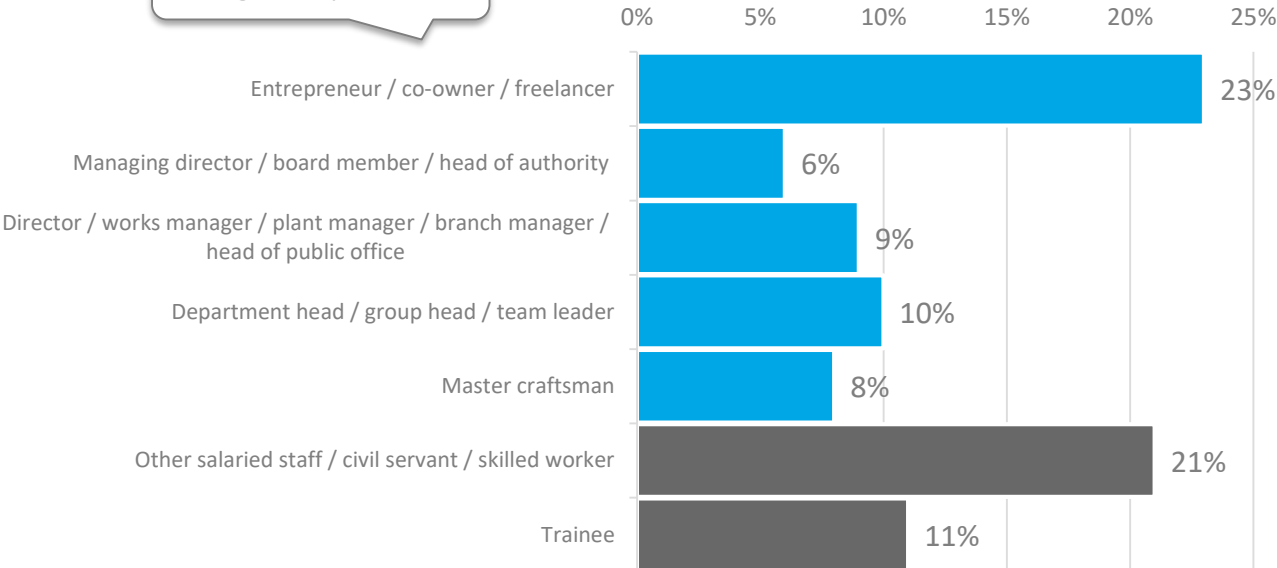
44% of the visitors come from the sector Baker's and confectioner's trade.

*Multiple choice



Visitor survey – Position in company*

56% of the visitors work in management positions.

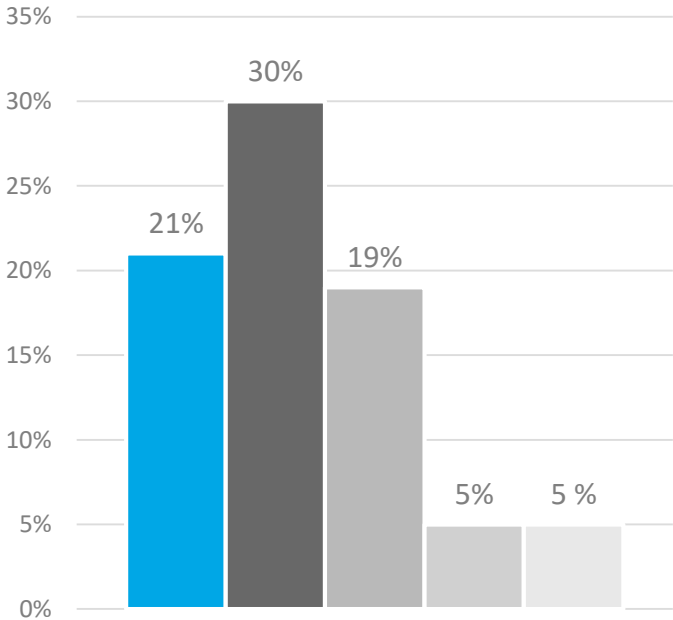


*Only figures from 5%

Visitor survey – Area of responsibility TOP 5

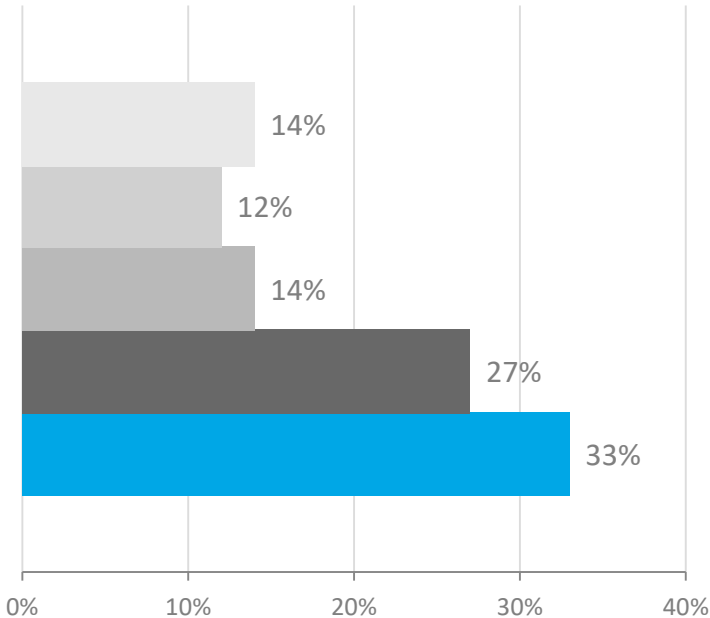
The visitors work mainly in management positions as well as in production / manufacturing and quality control.

- Executive management
- Production / manufacturing / quality control
- Sales
- Purchasing, procurement
- Research and development, construction





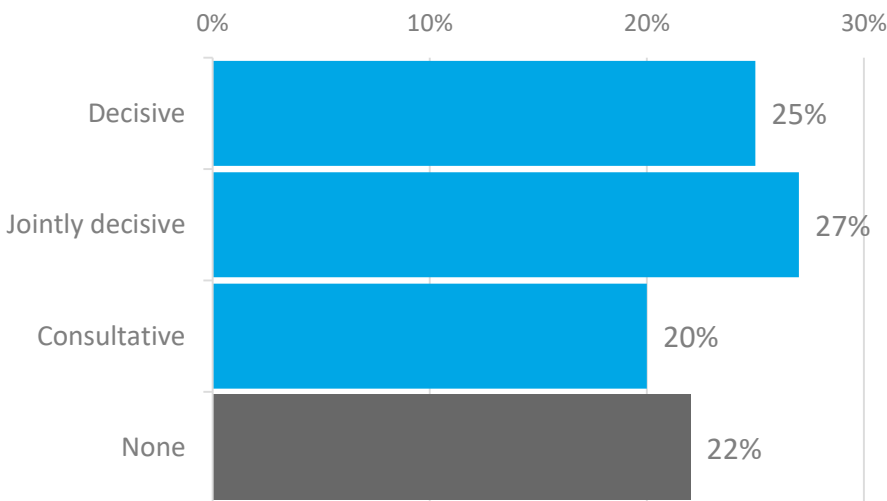
Visitor survey – Branches or sales outlets



68% visitors of the baker's and confectioner's trade own further branches or sales outlets.

- More than 25 branches or sales outlets
- 10 to 25 branches or sales outlets
- 4 to 9 branches or sales outlets
- 1 to 3 branches or sales outlets
- No other branches or sales outlets

Visitor survey – Decision-making competency*



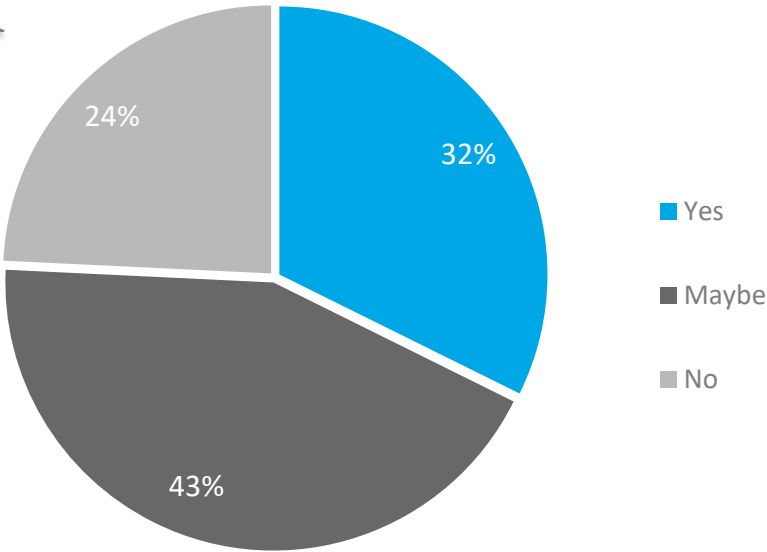
72% of the südback visitors are involved in purchasing and procurement decisions.

*Difference to 100% = Pupil / student / not working



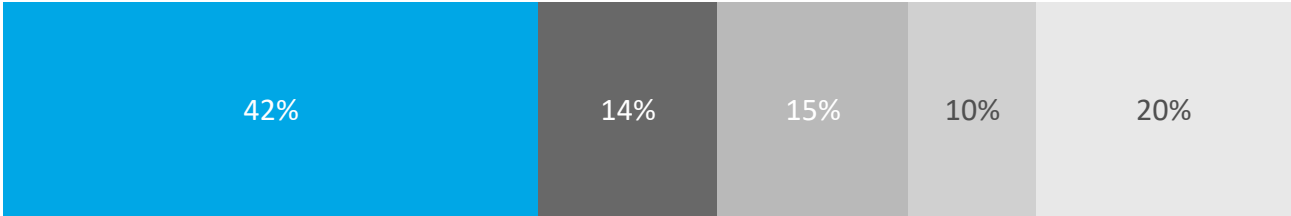
Visitor survey – Intention to invest / purchase

Nearly a third of the visitors definitely want to invest, 43% maybe.



Visitor survey – Investment volume

Well over half of the visitors want to invest up to € 20,000.

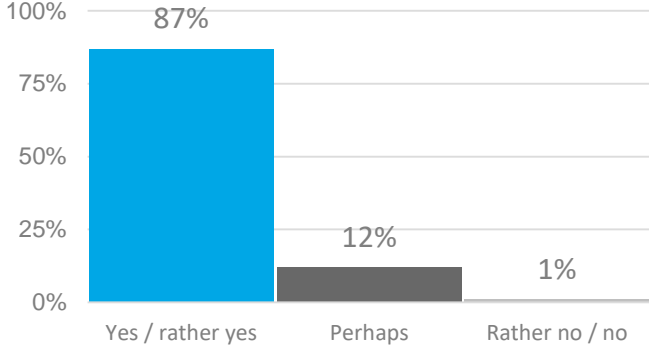
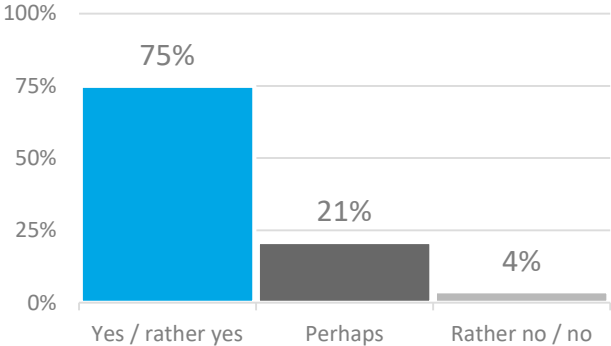


- Up to € 10,000
- Between € 10,000 to € 20,000
- Between € 20,000 to € 50,000
- Between € 50,000 to 100,000
- More than € 100,000



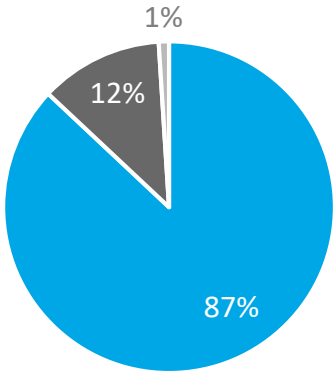
Visitor survey – Intention to re-visit and recommend

75% of the visitors would visit the südback again and 87% would recommend it.



Visitor survey – General assessment

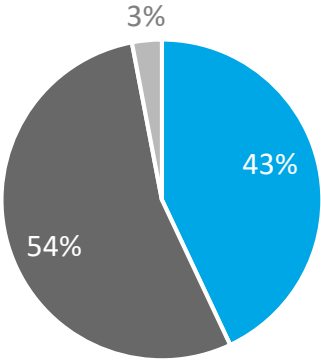
The visitors rate the südback with an 1.8.



- Very good / good
- Moderate
- Rather poor / poor

Visitor survey – Importance of südback

- Importance will increase
- Importance will remain stable
- Importance will decrease

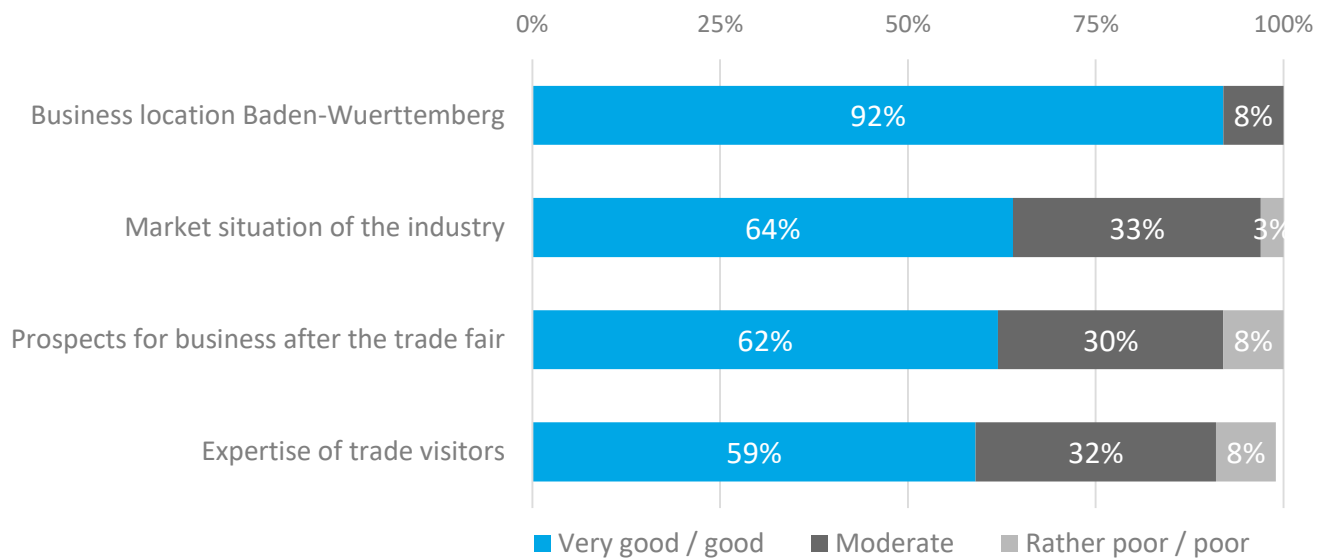


43% of the visitors see the importance of südback increase also in the future.



Exhibitor survey

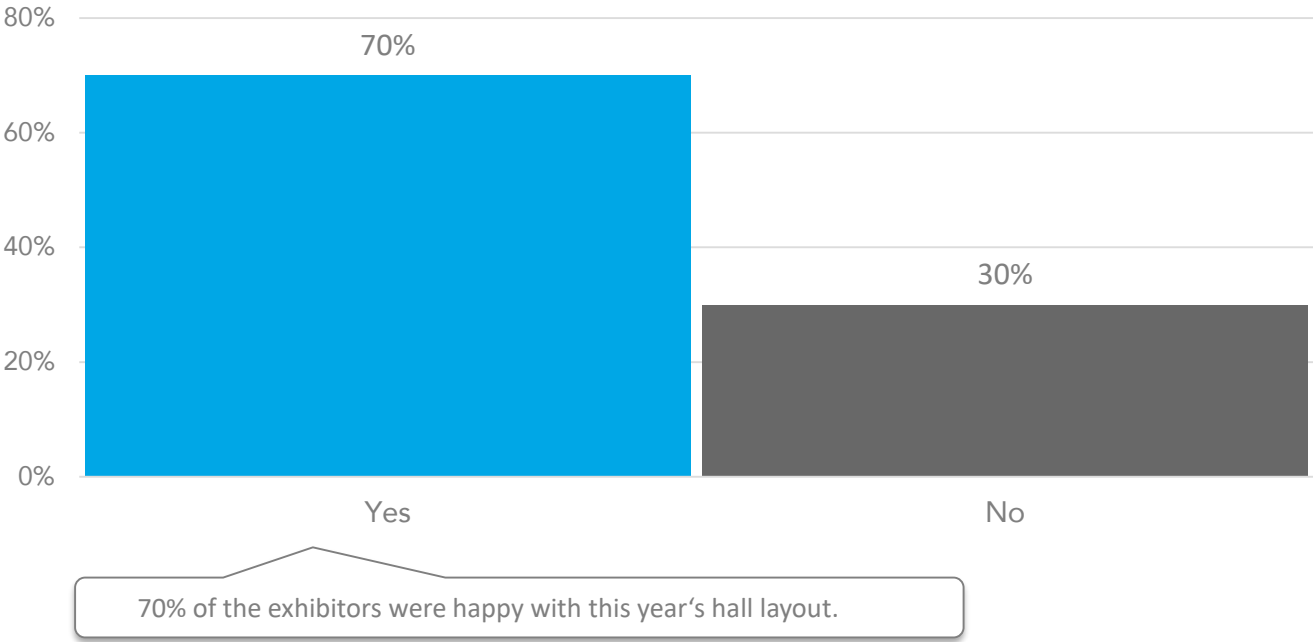
Exhibitor survey – Assessment of business success



The verdict of südback is consistently positive.



Exhibitor survey – Satisfaction hall layout



Exhibitor survey – Intention of recommendation

