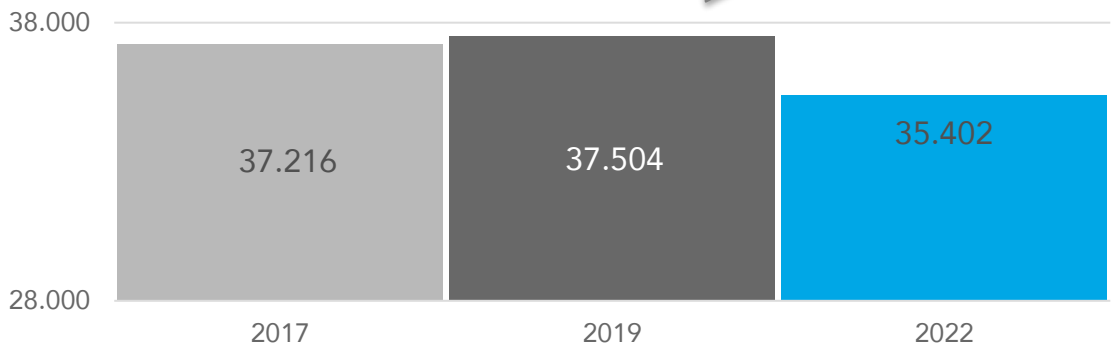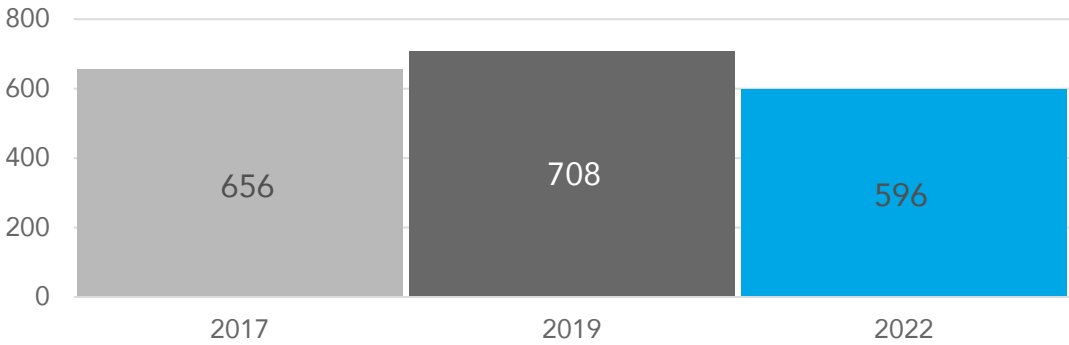Messe Stuttgart

# Show report

# 2022

# Statistics

This year, 596 exhibitors present their products and services on an area of 56.600m² to 35.402 interested visitors.
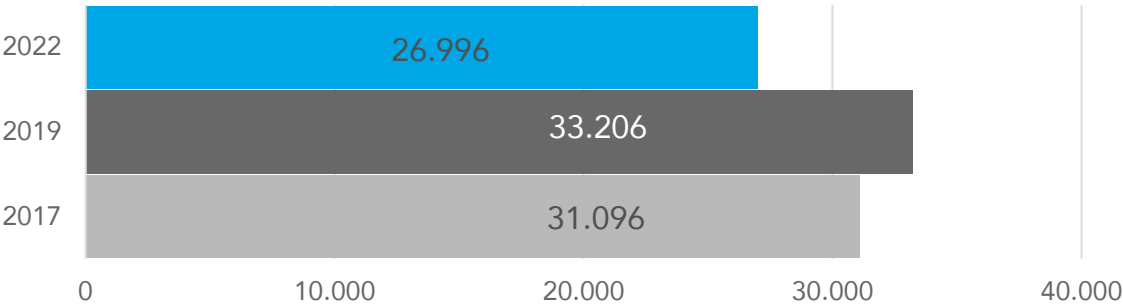
## Visitors

| | |
|---|---|
| 2017 | 37.216 |
| 2019 | 37.504 |
| 2022 | 35.402 |

Scale: 28.000 – 38.000

## Exhibitors

| | |
|---|---|
| 2017 | 656 |
| 2019 | 708 |
| 2022 | 596 |

Scale: 0 – 800

## Net exhibition area in m²

| | |
|---|---|
| 2022 | 26.996 |
| 2019 | 33.206 |
| 2017 | 31.096 |

Scale: 0 – 40.000

## Gross exhibition area in m²

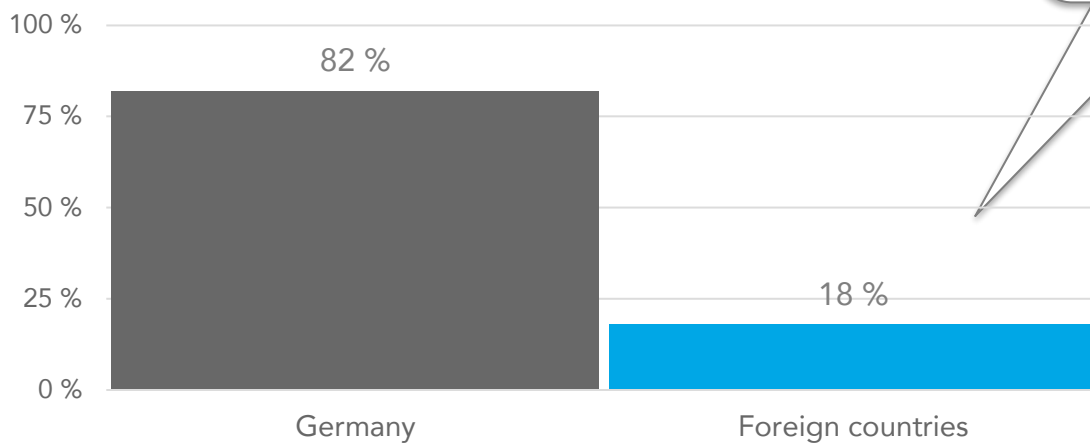| | |
|---|---|
| 2022 | 56.600 |
| 2019 | 67.200 |
| 2017 | 54.100 |

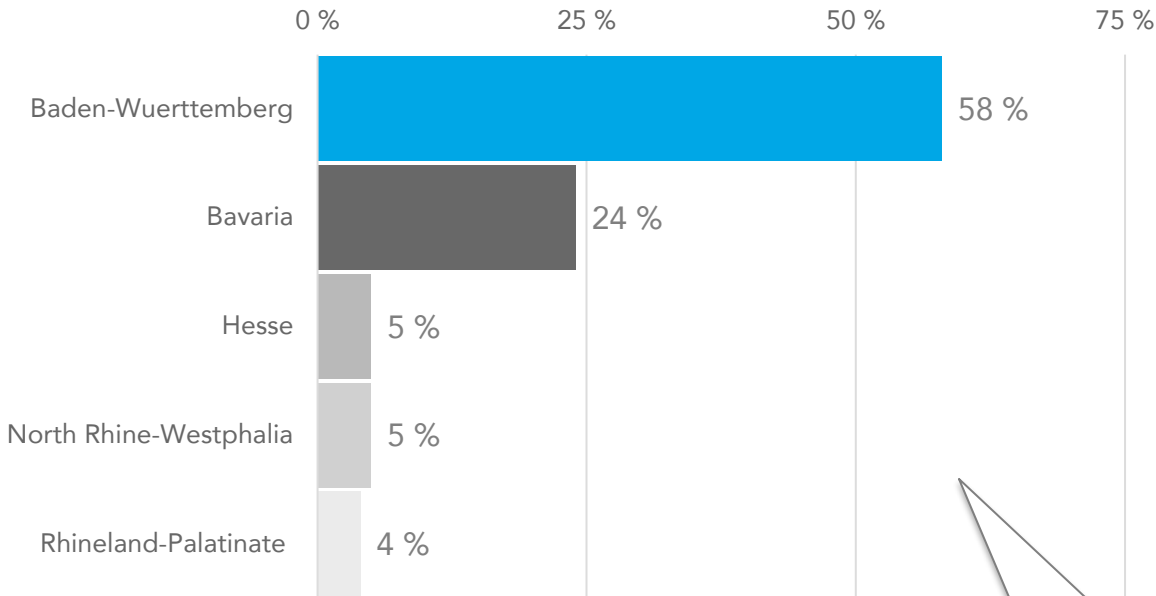Scale: 0 – 60.000
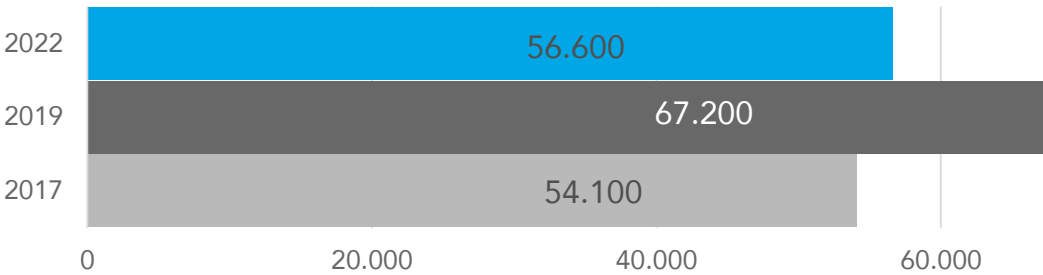
# Visitor survey

## Visitor survey – Catchment area

### International Share

The foreign share of südback is 18 %. Most visitors come frome Austria, Swizerland, Poland, the Czech and Italy.

| | | |
|---|---|---|
| 100 % | | |
| 75 % | 82 % | |
| 50 % | | |
| 25 % | | 18 % |
| 0 % | Germany | Foreign countries |

The representative survey covers a sample of 1.041 respondents

**Messe Stuttgart**

## Visitor survey – TOP 5 Federal states

| State | % |
|---|---|
| Baden-Wuerttemberg | 58 % |
| Bavaria | 24 % |
| Hesse | 5 % |
| North Rhine-Westphalia | 5 % |
| Rhineland-Palatinate | 4 % |

The domestic viristors come mainly from Baden-Wurttemberg and Bavaria.

## Visitor survey – Economic sector TOP 4*
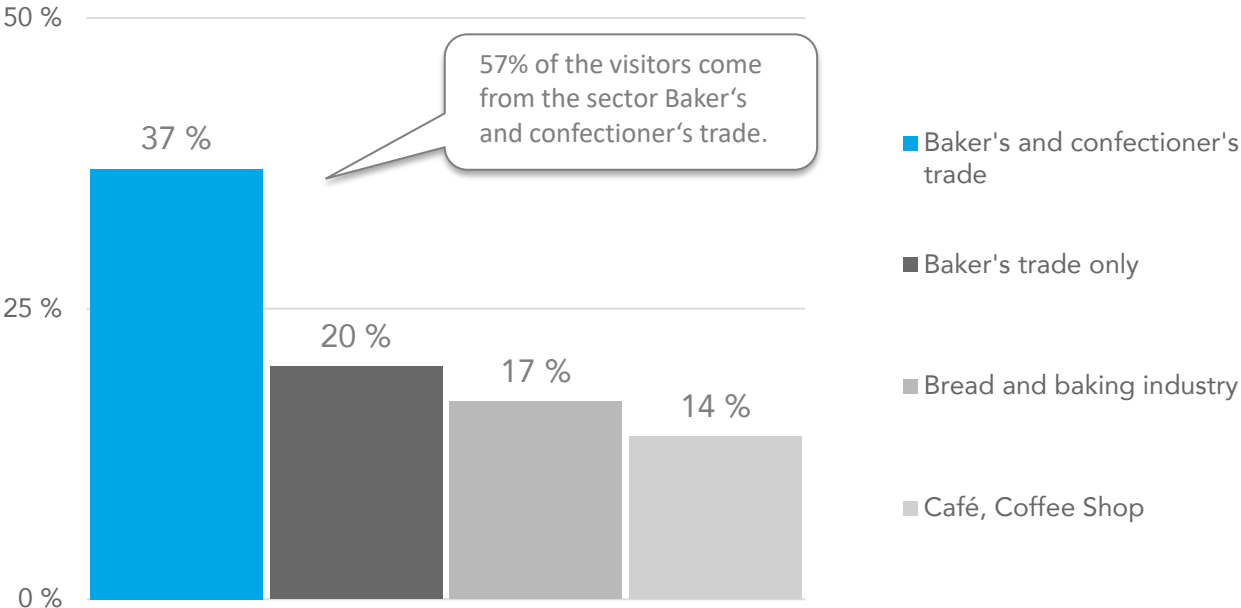
57% of the visitors come from the sector Baker's and confectioner's trade.

- 37 % ■ Baker's and confectioner's trade
- 20 % ■ Baker's trade only
- 17 % ■ Bread and baking industry
- 14 % ■ Café, Coffee Shop

*Multiple choice

The representative survey covers a sample of 1.041 respondents

# Visitor survey – Position in company*

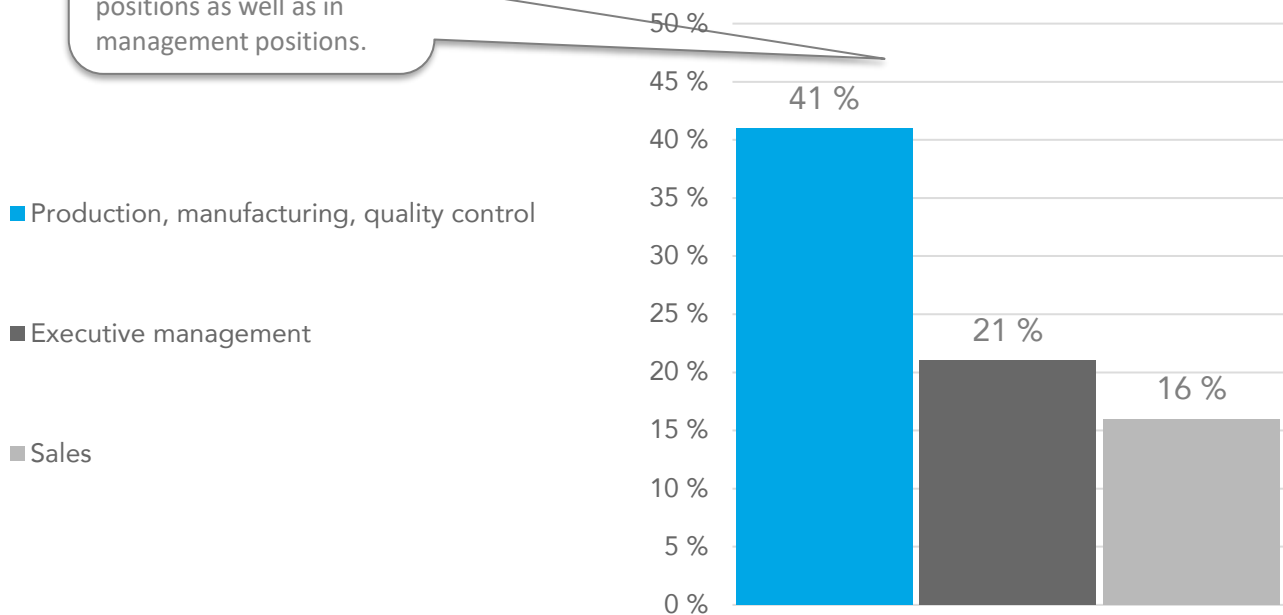| Position | Percentage |
|---|---|
| Entrepreneur / co-owner / freelancer | 21% |
| Managing director / board member / head of authority | 9% |
| Director / works manager / plant manager / branch manager/ head of public office | 8% |
| Department head / group head / team leader | 10% |
| Master craftsman | 8% |
| Other salaried staff / civil servant / skilled worker | 18% |
| Trainee | 14% |
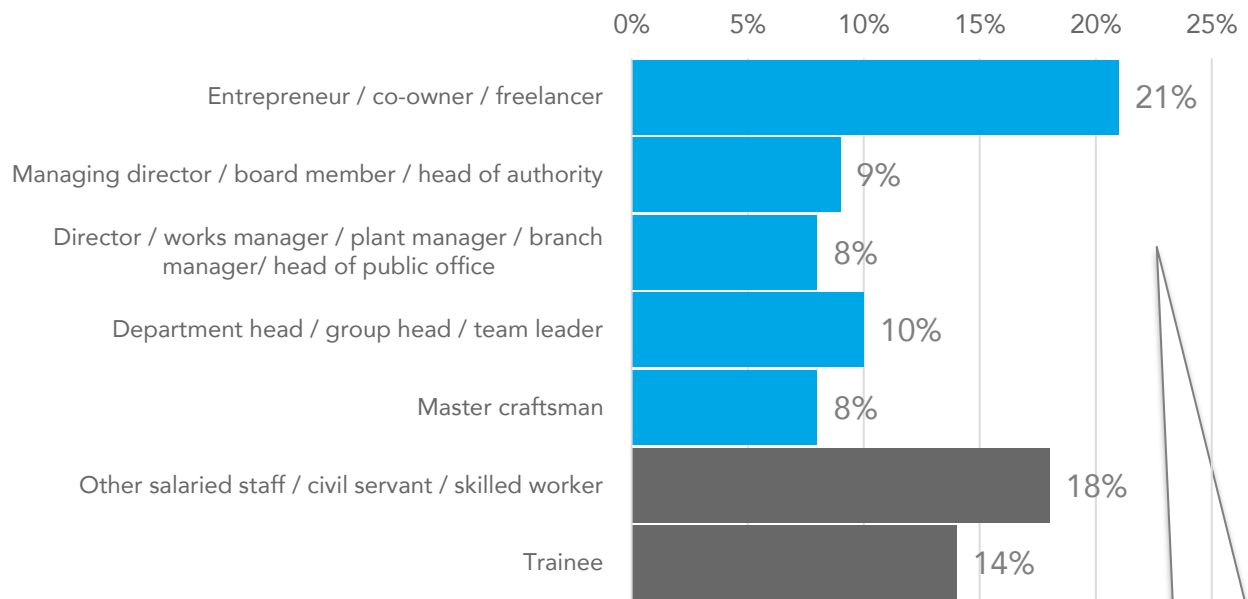
*Only figures from 5%

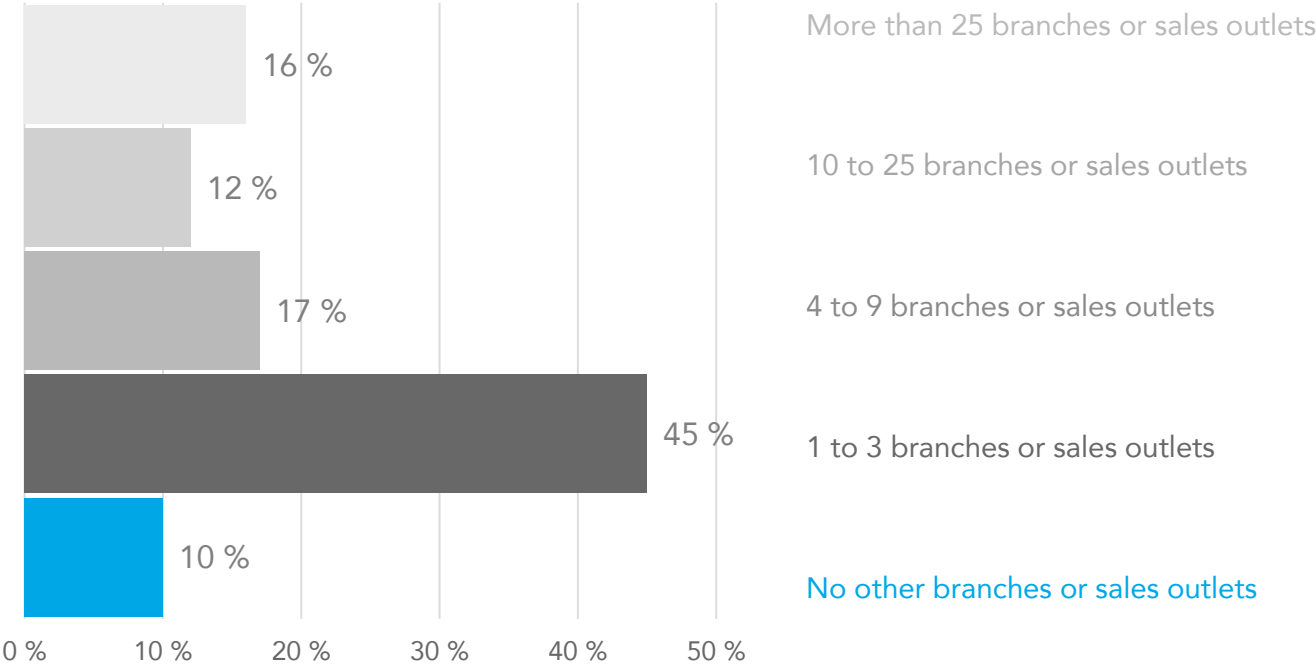More than half of the visitors work in management positions.

# Visitor survey – Area of responsibility TOP 3

The visitors work mainly in production, manufacturing and quality controll positions as well as in management positions.

- Production, manufacturing, quality control
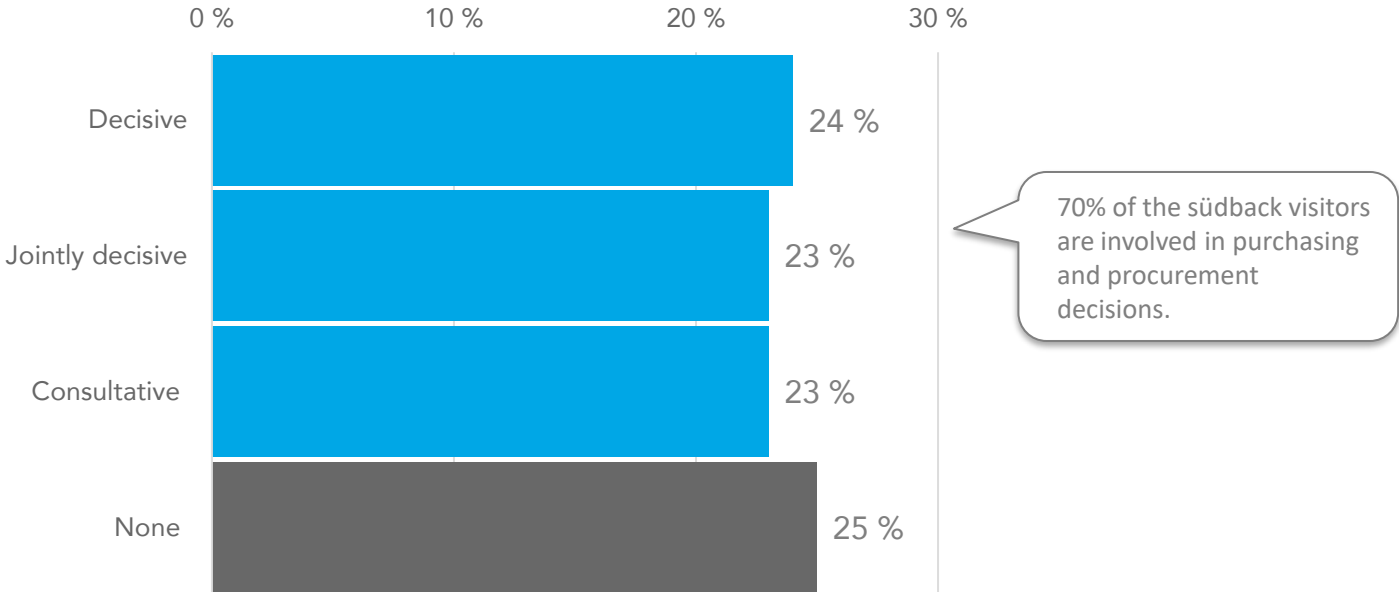- Executive management
- Sales

| Area | Percentage |
|---|---|
| Production, manufacturing, quality control | 41 % |
| Executive management | 21 % |
| Sales | 16 % |

The representative survey covers a sample of 1.041 respondents

# Visitor survey – Branches or sales outlets

| | |
|---|---|
| 16 % | More than 25 branches or sales outlets |
| 12 % | 10 to 25 branches or sales outlets |
| 17 % | 4 to 9 branches or sales outlets |
| 45 % | 1 to 3 branches or sales outlets |
| 10 % | No other branches or sales outlets |

0 %   10 %   20 %   30 %   40 %   50 %

# Visitor survey – Decisiton-making competency*

0 %   10 %   20 %   30 %

| | |
|---|---|
| Decisive | 24 % |
| Jointly decisive | 23 % |
| Consultative | 23 % |
| None | 25 % |

70% of the südback visitors are involved in purchasing and procurement decisions.

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

The representative survey covers a sample of 1.041 respondents

## Visitor survey – Intention to invest / purchase



- Yes
- Maybe
- No

30 %

24 %

46 %

Nearly a third of the visitors definitely want to invest, 46% maybe.
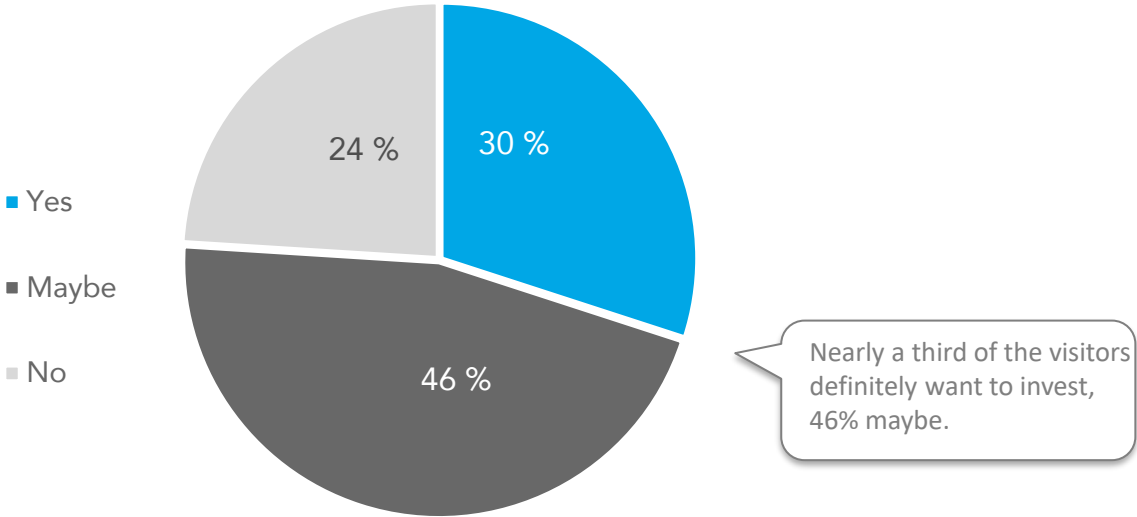
## Visitor survey – Investment volume

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



| 42 % | 17 % | 11 % | 10 % | 19 % |

- 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 €

The representative survey covers a sample of 1.041 respondents
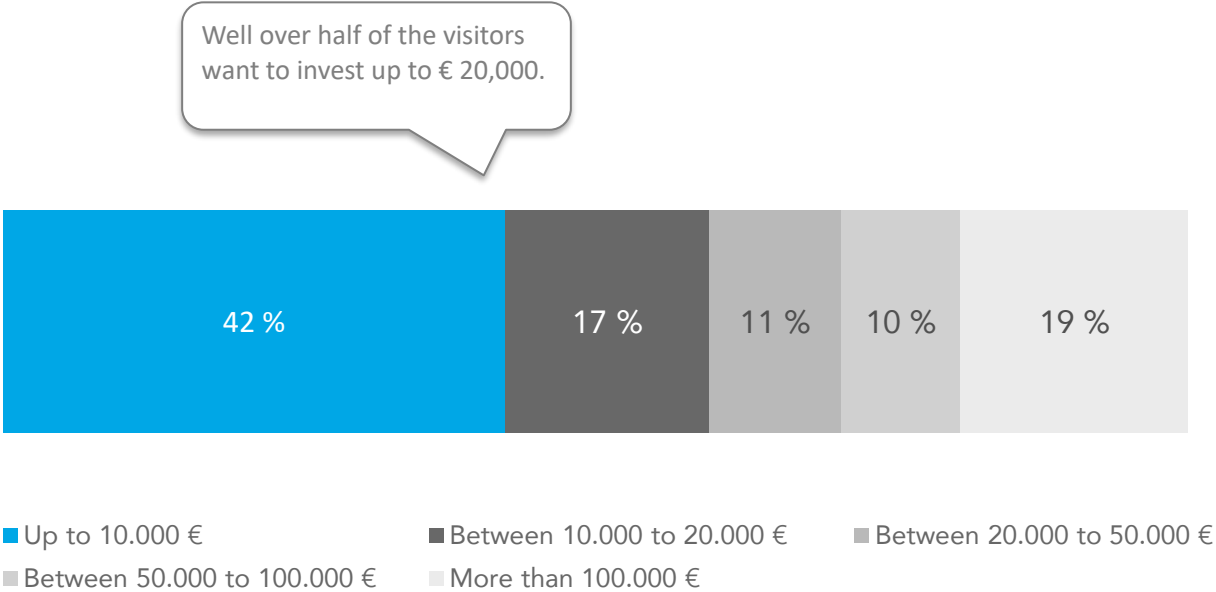
# Visitor survey – Intention to re-visit and recommend

75 % of the visitors would visit the südback again.

88 % of the visitors would recommend the südback again.

| | Yes / rather yes | Perhaps | Rather no / no |
|---|---|---|---|
| | 75 % | 19 % | 5 % |

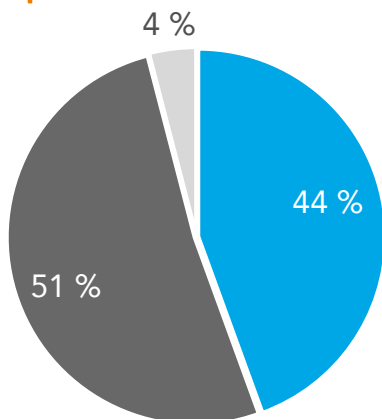| | Yes / rather yes | Perhaps | Rather no / no |
|---|---|---|---|
| | 88 % | 10 % | 2 % |
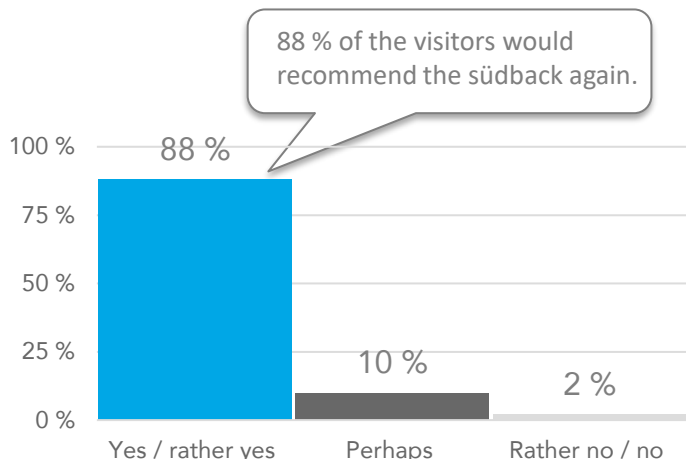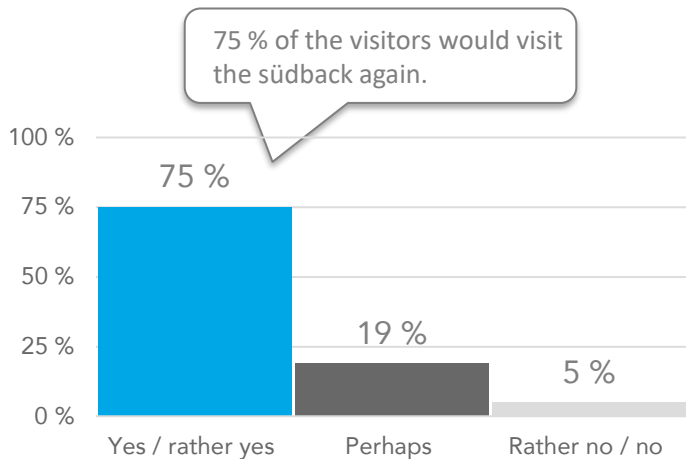
# Visitor survey – General assessment

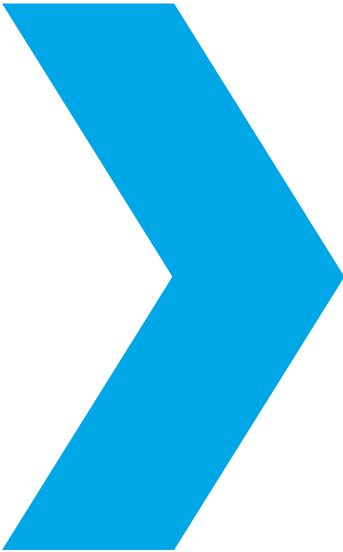The visitors rate the südback with an 1.8.
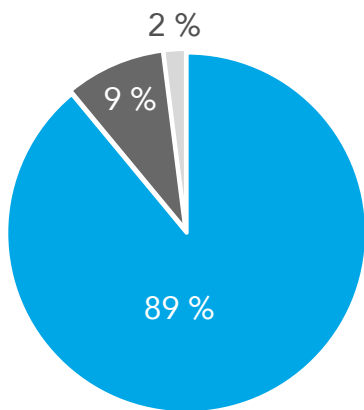
- Very good / good — 89 %
- Moderate — 9 %
- Rather poor / poor — 2 %

# Visitor survey – Importance of südback

- Importance will increase — 44 %
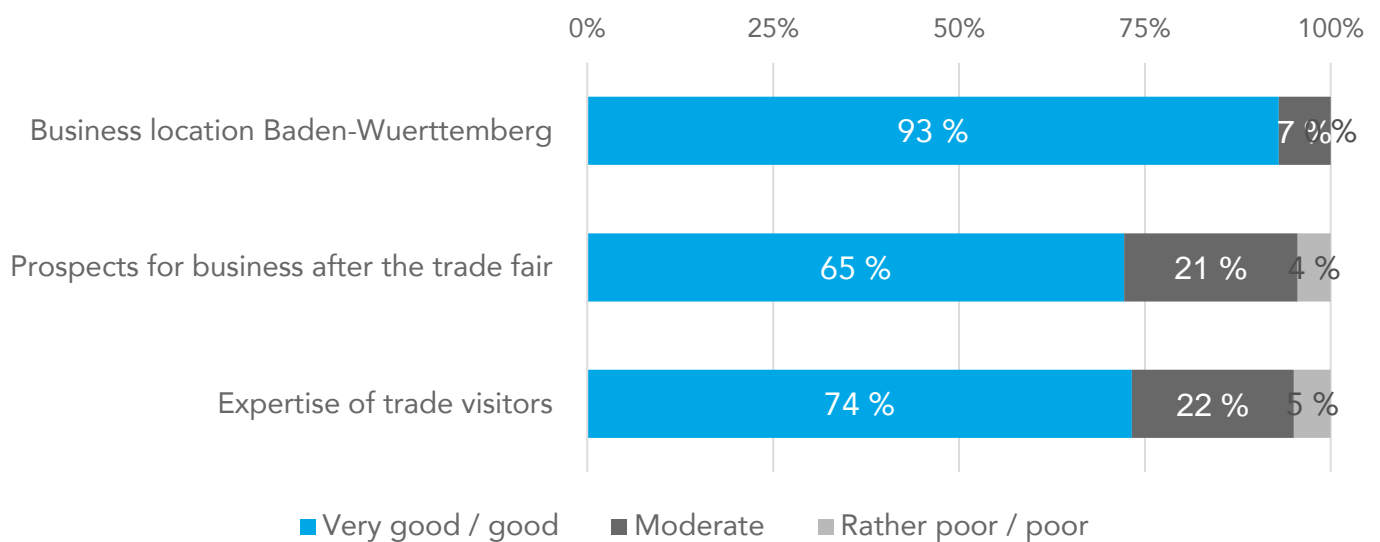- Importance will remain the same — 51 %
- Importance will decrease — 4 %

44% of the visitors see the importance of südback increase also in the future.

The representative survey covers a sample of 1.041 respondents

# Exhibitor survey

## Exhibitor survey – Assessment of business success

|  | 0% | 25% | 50% | 75% | 100% |
|---|---|---|---|---|---|

Business location Baden-Wuerttemberg: **93 %** | 7 % | %

Prospects for business after the trade fair: **65 %** | 21 % | 4 %

Expertise of trade visitors: **74 %** | 22 % | 5 %

■ Very good / good   ■ Moderate   ■ Rather poor / poor

The verdict of südback is consistently positive.

The representative survey covers a sample of 238 respondents

# Exhibitor survey – General assessment



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

2 %

13 %

85 %

The exhibitors rate the südback with an 1.9.
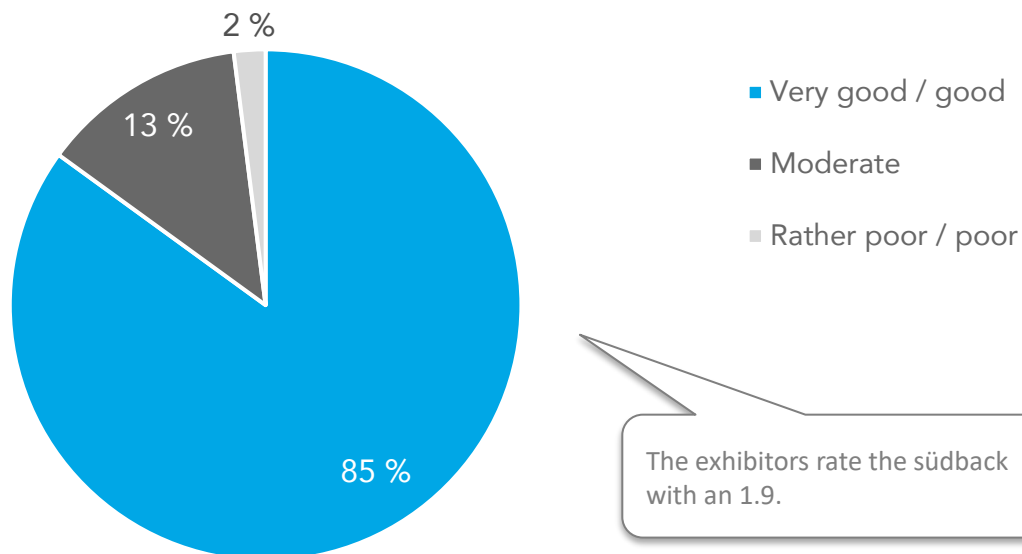
# Exhibitor survey – Intention of recommendation



- Yes / probably
- Would like to
- Probably not / no

4 %

15 %

82 %

82% of the exhibitors would recommend the südback to others.

The representative survey covers a sample of 238 respondents