

Vitafoods Europe 2016 Event Statistics

**Vitafoods™
Europe**



The global nutraceutical event

Total attendees: 17,666

Increase from 2015: 13%

Total exhibitors: 900

PRIMARY BUSINESS ACTIVITY

Manufacturer	34.0%
Distributor	22.8%
Consultant	8.4%
Research / scientific / academic	5.8%
Contract manufacturer	5.5%
Import	4.3%
Retailer	3.9%
Wholesaler	3.3%
Export	2.9%
Private label provider	2.7%

VISITORS WERE BUYERS FROM THE FOLLOWING SECTORS

Dietary / health supplements	37.9%
Pharmaceuticals	15.9%
Food	12.7%
Natural & herbal medicine	7.2%
Health food	6.1%
Functional food	5.5%
Personal care	2.7%
Beverages	2.0%
Animal nutrition	2.0%
Nutricosmetics	1.4%
Functional drinks	1.1%
Other	5.6%

MAIN AREAS OF RESPONSIBILITY

Management	26.2%
Sales	18.3%
Product development / innovation	15.9%
Marketing / brand management	10.7%
Purchasing / procurement / buying	8.7%
Consulting	6.6%
Research / scientific / analytic	6.0%
Legal / regulatory	1.5%
Government	1.3%
Finance	1.1%
Testing / quality assurance	1.0%
Education	0.6%
Other	2.0%

MAIN OBJECTIVES FOR VISITING (BASED ON MULTIPLE RESPONSES)

To meet with existing suppliers	57.2%
To buy new products / services	49.7%
To see the latest research and developments	47.8%
To keep abreast of industry trends	46.1%
To learn (more) about the benefits of specific products / ingredients	37.1%
To network with peers / other visitors	37.0%
To conclude deals / sign orders with suppliers	16.2%
To sell / promote products or services to exhibitors	15.1%
To consider exhibiting in future years	10.9%
To source new suppliers	0.8%
To find a contract manufacturer / private label service	0.1%

83%

OF VISITORS ARE
SENIOR MANAGEMENT
LEVEL OR ABOVE



DECISION-MAKING POWER

Final decision	50.3%
Influence & recommend	35.2%
Specify a need	11.1%
Play no part	3.3%

Contact person: Mr. Sword Li sword.li@informa.com

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AREAS OF INTEREST (BASED ON MULTIPLE RESPONSES)

Sports performance	45.5%
Immune system	42.5%
Anti-ageing	42.2%
Gut health	38.8%
Bone & joint health	38.5%
Weight management & satiety	38.4%
Woman's health	34.8%
Energy & endurance	33.7%
Heart health	33.2%
Nutricosmetics	32.2%
Mental & cognitive health	31.5%
Diabetes	30.9%
Men's health	30.9%
Allergy & intolerance	28.2%
Eye health	26.9%
Children's health	26.8%
Maternal & infant health	23.3%
Cancer prevention	20.9%
Sexual health	20.6%
Reproductive health	17.2%
Animal nutrition	16.8%



TOP 10 VISITING COUNTRIES

Switzerland	13.0%	Spain	5.6%
France	11.8%	Netherlands	4.2%
Germany	9.7%	Poland	2.7%
Italy	9.7%	Belgium	2.6%
UK	6.6%	USA	2.5%

VISITORS ATTENDED FROM 115 COUNTRIES



DISTRIBUTION REGIONS (BASED ON MULTIPLE RESPONSES)

50% OF VISITORS WERE LOOKING FOR
NEW DISTRIBUTION OPPORTUNITIES
AND DISTRIBUTE TO THE FOLLOWING:

Europe EU	80.8%
Europe non EU	30.8%
Asia	22.6%
Middle East & North Africa	19.9%
North America	15.3%
South East Asia	13.4%
South / Central America	12.2%
Australasia & Pacific	8.8%
South / Central Africa	8.3%

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