

BEAUTY DÜSSELDORF • make-up artist design show 2018 – FAIR PROFILE



DÜSSELDORF, GERMANY
9 – 11 MARCH 2018

www.beauty-duesseldorf.com
www.make-up-artist-show.com

Exhibitors total	631
Exhibitors Germany	479
Exhibitors other countries	152
Number of countries	29

Net space total (sqm)	23,486
Net space Germany	19,946
Net space other countries	3.540

Visitors total**	67,788
Visitor data from registry:	
Germany	89%
Other Europe	10%
From Non-European countries	1%
Number of countries	79

TOP 10 visitor countries	
Visitor data from registry:	
Netherlands	24%
Belgium	14%
Austria	8%
Switzerland	7%
Turkey	3%
China	3%
France	3%
Luxembourg	3%
Denmark	2%
Greece	2%

(Basis: all foreign visitors)

583 accredited journalists from 16 countries

Preliminary data; subject to change
(G1-MF/March 2018)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 772 interviews with trade visitors during BEAUTY + mads 2018 conducted by means of the Computer-Interview-System

Occupational position	
Top-Management	73%
Middle-Management	4%
Low-Management	23%

Decision-making powers	
Decisively	38%
Contributory	19%
In an advisory capacity	22%
No influence	21%

Economic sector*	
Cosmetic institute	42%
Nail Studio	16%
Chiropractic institute/practice	12%
Beauty farm, wellness institute,spa	3%
Hairdressing salon	3%
Import/export, wholesale	3%
Health professional	2%
Cosmetic-/pharmaceutical-/ chemical industry	2%
Beauty college	2%
Other	12%

Interest in product ranges	
(Several answers possible)	
Skincare	55%
Nail	47%
Decorative cosmetics	45%
Foot/chiropractic	41%
Bodycare	30%
Equipment	28%
Skin treatment apparatus, technical devices, cubicle fittings	25%
Medical cosmetics	21%
Spa	20%
Permanent Make-Up	18%
Organic/natural cosmetics	18%
Salon Accessories – Sales articles for institutes	16%
Perfumes	8%
Colour and style analysis	8%
Sun (artificial tanning devices, solarium cosmetics, solarium equipment)	3%
cos made. Pre-processing (packaging, manufacturing, raw materials, services)	3%
Other	14%

Reasons for visit	
(Several answers possible)	
New developments/trends	42%
Identifying new suppliers/ business partners	17%
Contact to existing suppliers/ business partners	15%
Initiating purchase decisions	12%
Purchase/Order	23%

Overall assessment	
Satisfied	95%

Recommendation	
Yes	96%

*Difference to 100% = Pupil, student, not employed (3%)

**Including synergies from TOP HAIR - DIE MESSE Düsseldorf

