

interpack 2023



Exhibitors total	2,728	Net space total (sqm)	176,598
Exhibitors Germany	532	Net space Germany	5,529
Exhibitors other countries	2,196	Net space other countries	119,069
Number of countries	61		

Visitor data from registry:

Visitors total	142,060
From Europe	70%
- Germany	26%
- Other Europe	44%
From Non-European countries	30%
- Asia	16%
- America	9%
- Africa	4%
- Australia/Oceania	1%
Number of countries	156

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Italy	8%
Netherlands	8%
Turkey	5%
Spain	4%
India	4%
Belgium	4%
Japan	3%
United Kingdom	3%
Poland	3%
USA	3%

PROCESS AND PACKAGING

Dusseldorf, Germany

4. - 10. May 2023

www.interpack.com

658 accredited journalists from 44 countries

VG-GE-MAFO/June 2023

Quality and structure of trade visitors

Based on the results of 3,194 interviews with trade visitors during interpack 2017 conducted by means of the Computer-Interview-System

Area of responsibility*

General management
 Research and development, design
 Manufacture, production, quality control
 Sales, distribution
 Buying, procurement, purchasing
 Maintenance, repairs
 Marketing, advertising, PR
 Logistics: material management, storage/warehouse, transport
 Other

Economic sector*

Food industry
 Pharmaceutical Industry
 Industrial goods
 Plastic goods production
 Confectionery/Bakery Industry
 Paper-, paperboard-, cardboard-processing, printing
 Consumer goods industry (non-food)
 Cosmetics Industry
 Beverage Industry
 Other industries
 Technical/specialist retail trade
 Retail trade (Food/Non Food)
 Other trade
 Services
 Skilled trade
 Other

Reasons for visit

(Several answers possible)
 New developments/trends
 Identifying new suppliers/business partners
 Contact to existing suppliers/business partners
 Initiating purchase decisions
 Purchase/Order

Occupational position

Top-Management
 Middle-Management
 Low-Management

Interest in product ranges

(Several answers possible)
 Processes and machines for the packaging of: food, drink, confectionery/bakery industry, pharmaceuticals/cosmetics, consumer goods (non-food), industrial goods
 Packaging materials, packaging means
 Processes and machines for the production of packaging
 Packaging Printing
 Services for the packaging industry/ the confectionery goods industry

Decision-making powers

Decisively
 Contributory
 In an advisory capacity
 No influence

New suppliers were found

Yes

Overall assessment

Satisfied

Recommendation

Yes

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

Visitor data refer to interpack + components



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