

Analysis Foodexpo 2024

FOODEXPO

Background

Analysis design

The analysis was carried out as a questionnaire survey among visitors and exhibitors at Foodexpo 2024.

In questions regarding the assessment of Foodexpo, assessments are made on a scale from 1-5, where 5 is the highest assessment.

Data about the visitors, such as industry and job titles, are drawn from MCH's own ticket registration system.

Number of respondents

The analysis' calculations are based on responses from 2,572 visitors and 221 exhibitors. There were a total of 21,553 visitors and 460 exhibitors at the fair.

The course of the analysis

The data collection has taken place in continuation of Foodexpo, which was held on 17-19 March 2024. MCH Messecenter Herning has handled the analytical work, which was completed on 10 April 2024.

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Quick facts

	2024	2022
Number of visitors	21,553	22,815
Unique visitors	19,815	20,463
Unique companies	6,646	6,793
Pre-registered	27,737	30,338
Press	47	47
Number of exhibitors	460	561
Assessment – visitors*	4,3	4,2
Assessment - exhibitors*	4,1	4,0

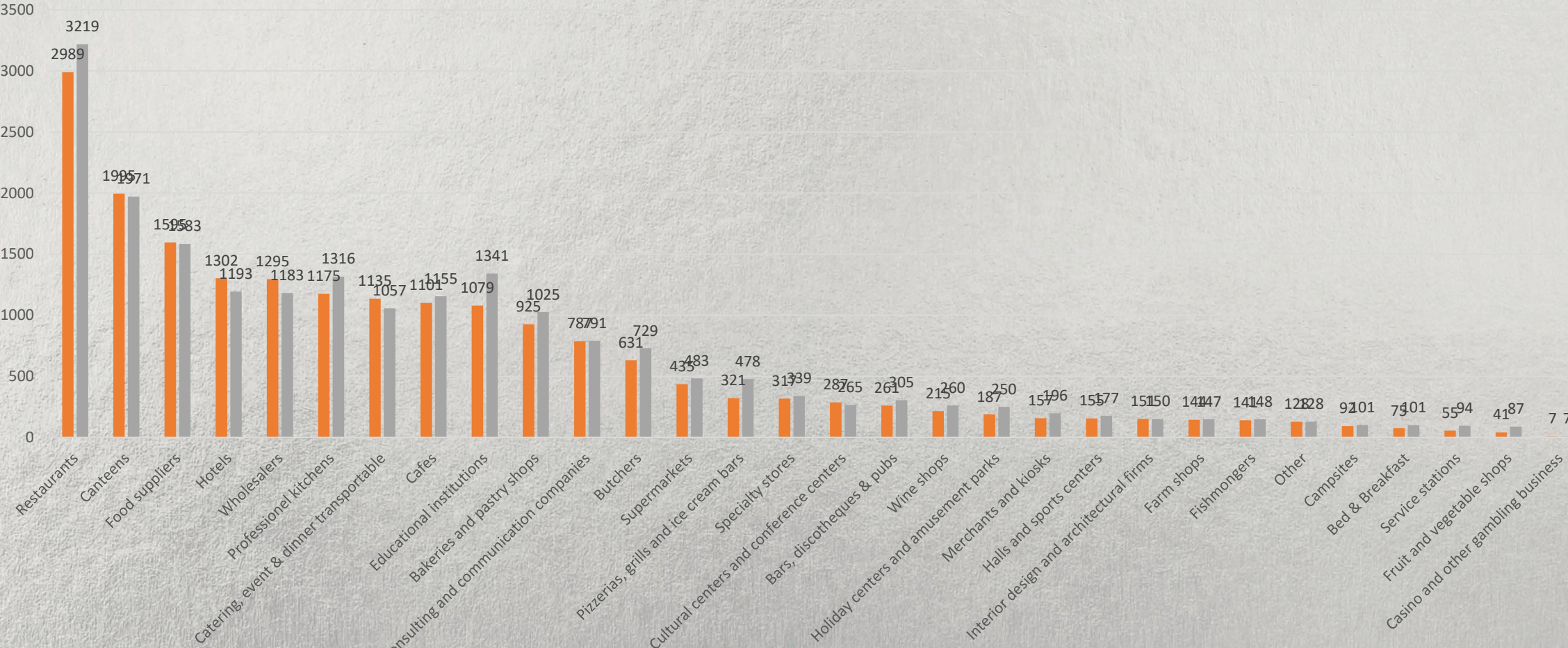
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*On a scale from 1-5

Visitor analysis

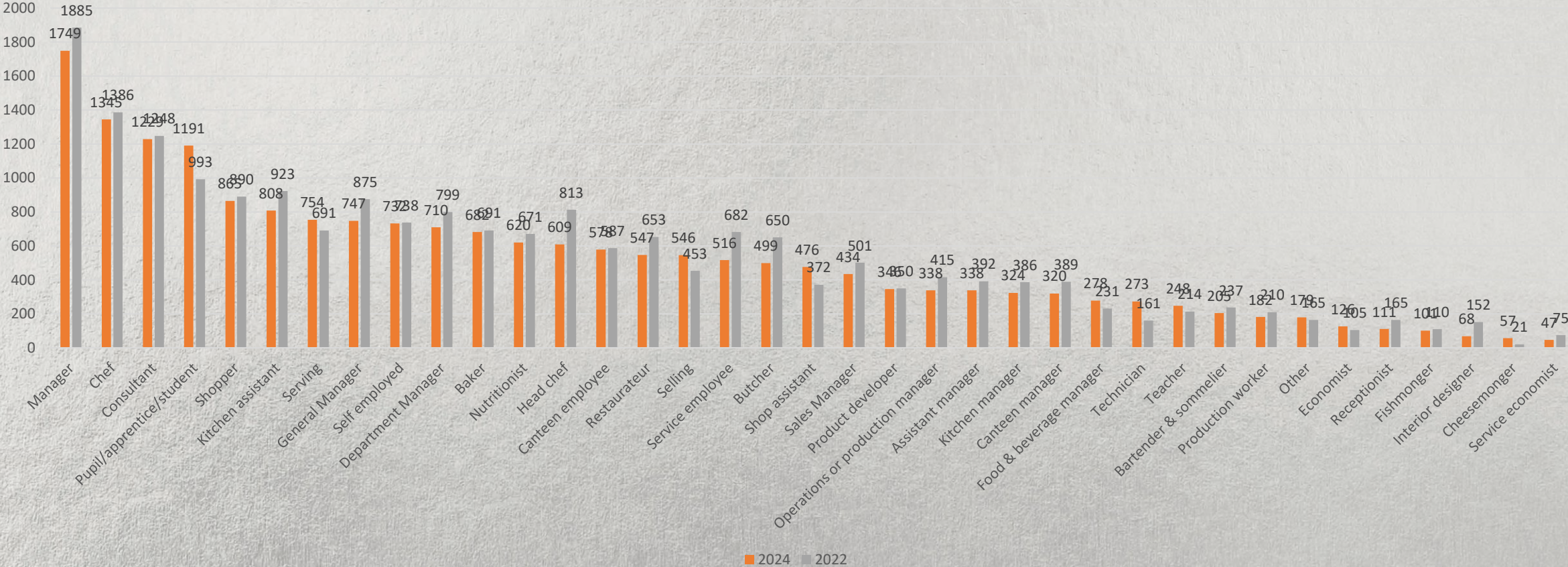
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Visitor statistics – top 25 industries

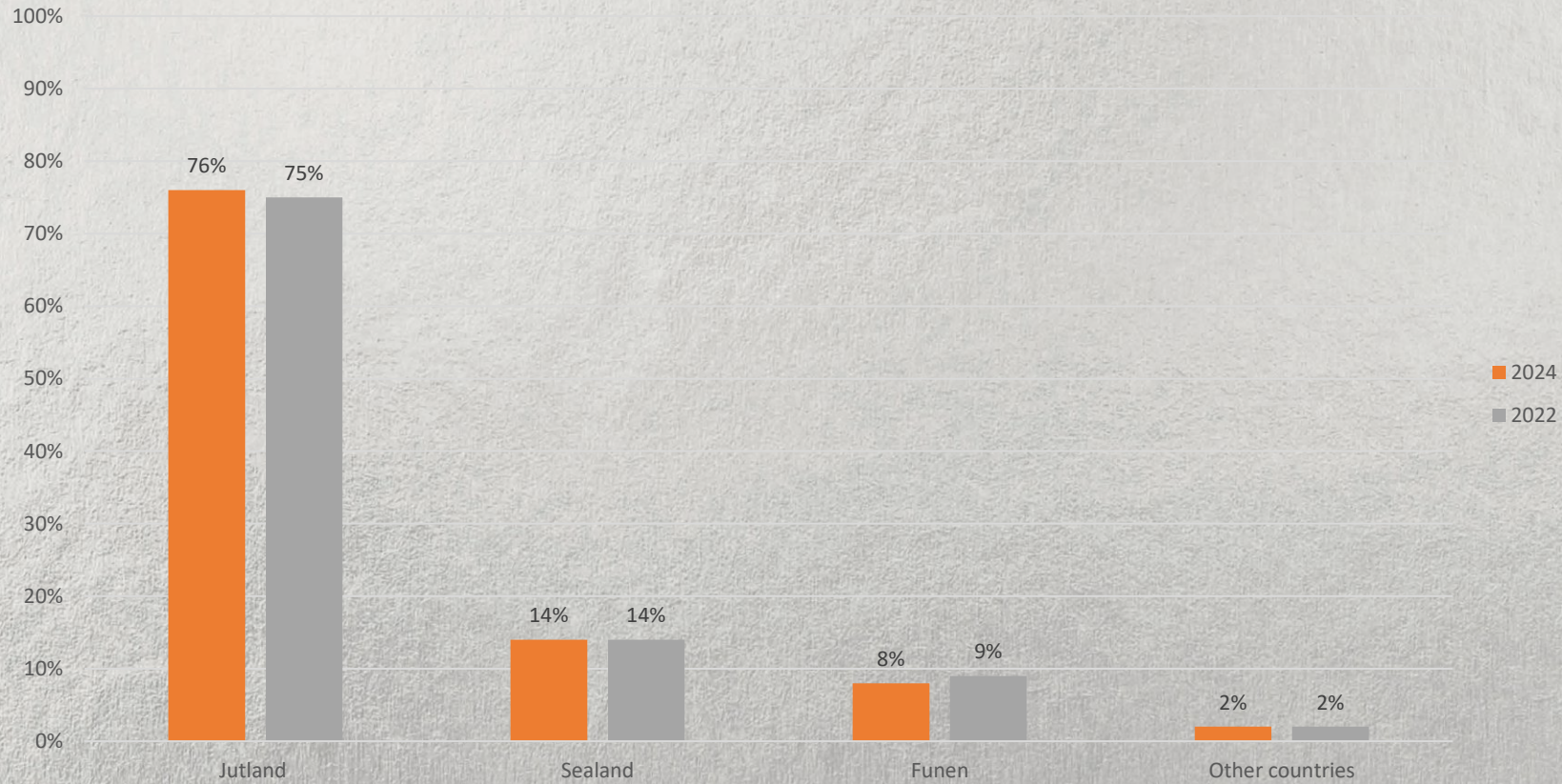


Visitor statistics – top 25 job titles

Diagramtitel



Visitor Statistics - Geography



	2024	2022
Jutland	76%	75%
Sealand	14%	14%
Funen	8%	9%
Other countries	2%	2%
Total	100%	100%

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Visitor statistics – other countries



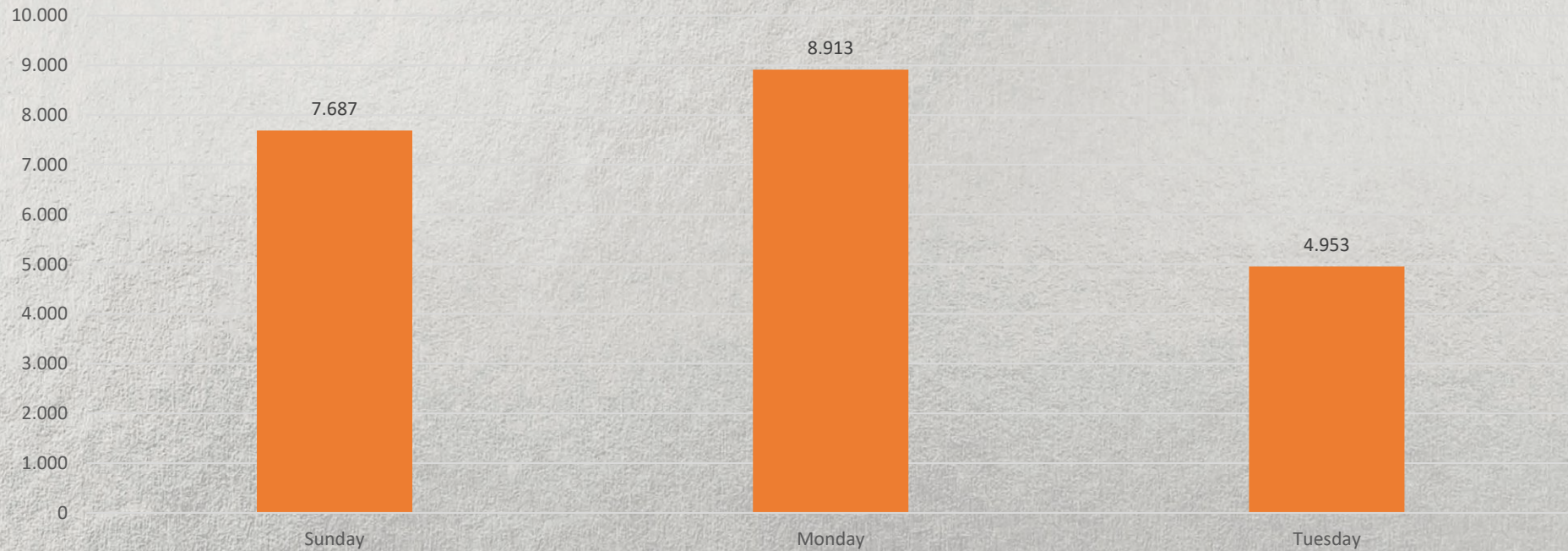
Number of visitors from other countries

2024: 312
2022: 469

Foodexpo 2024 was visited by 24 countries

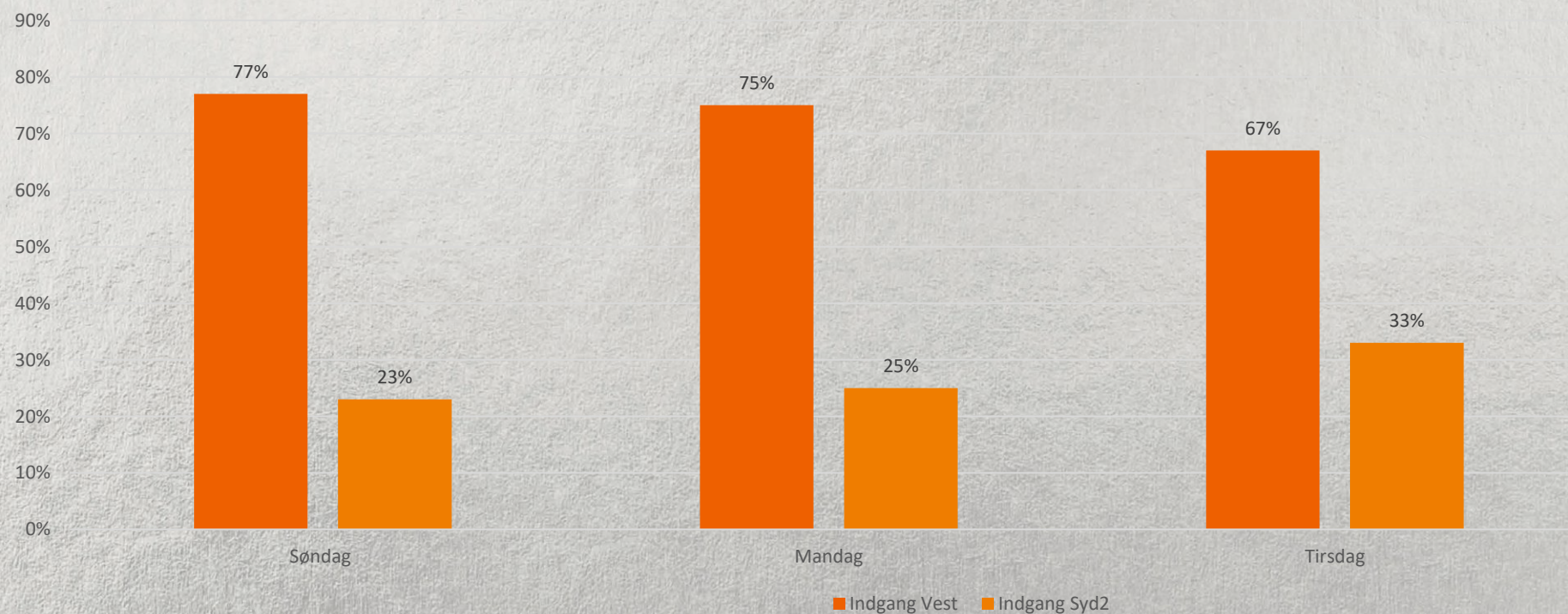


Visitor statistics – number of visitors per day



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Visitors statistics – visitors per entrance



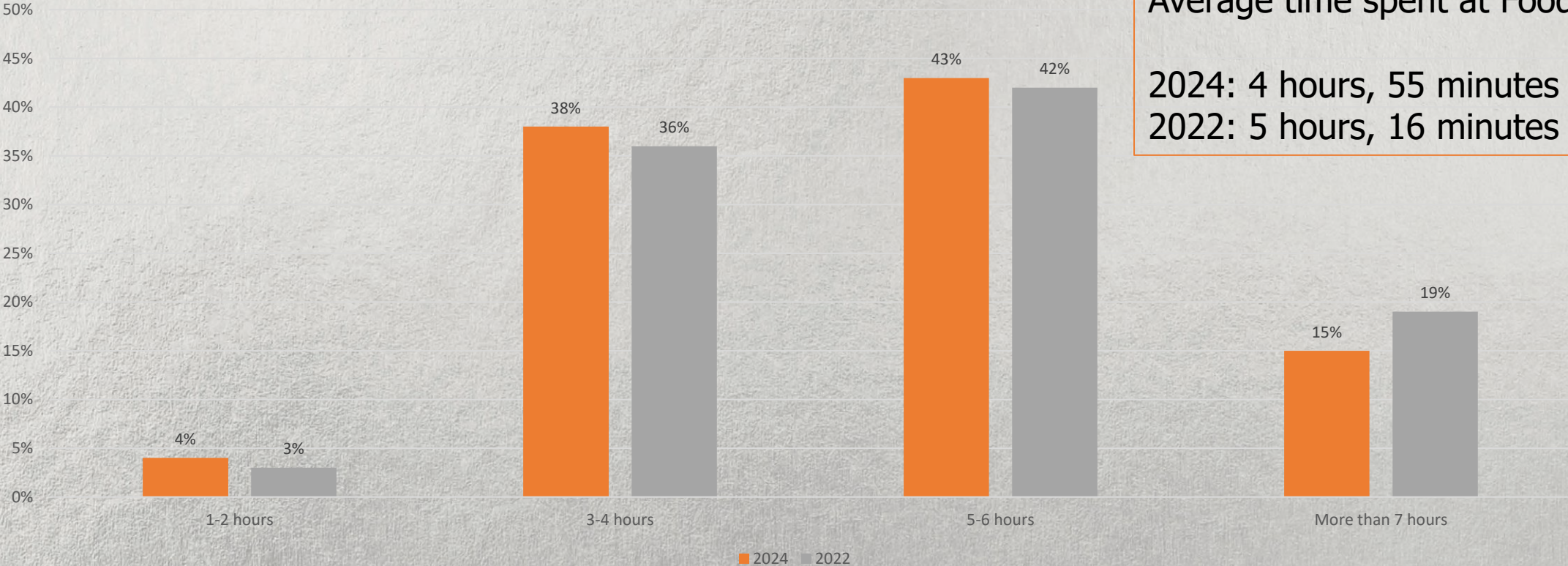
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Visitors statistics – visitor profile



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Visitor statistics – time spend at Foodexpo

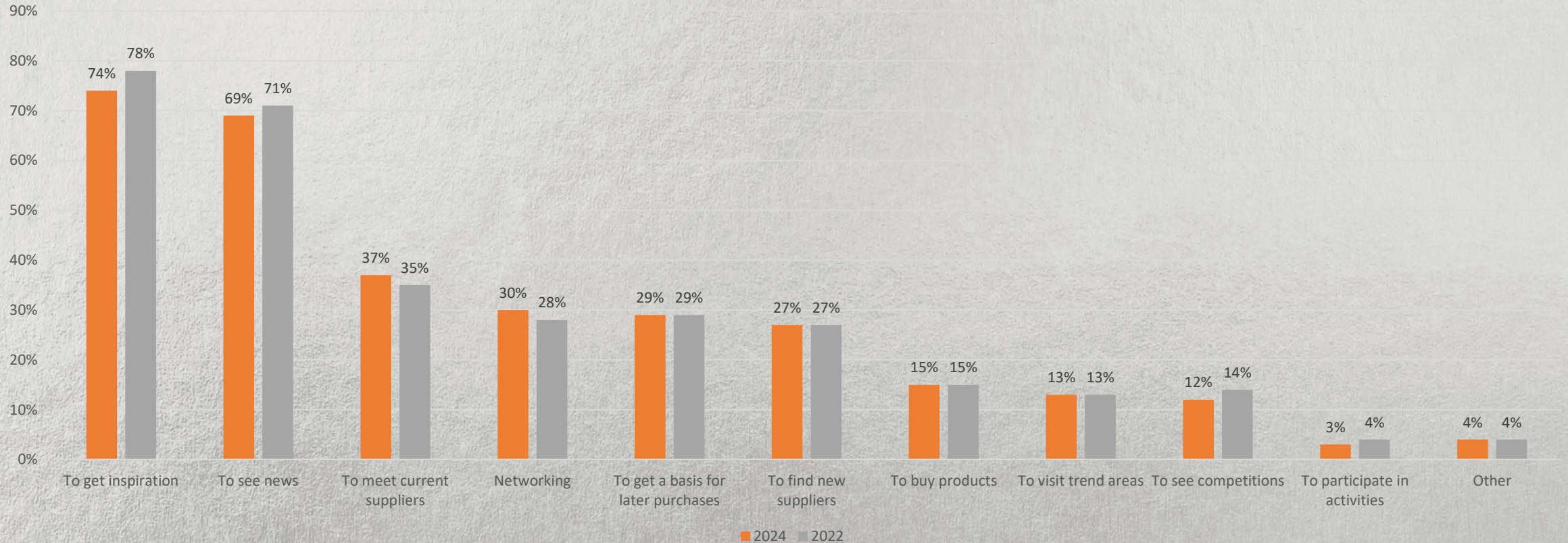


Average time spent at Foodexpo:

2024: 4 hours, 55 minutes
2022: 5 hours, 16 minutes



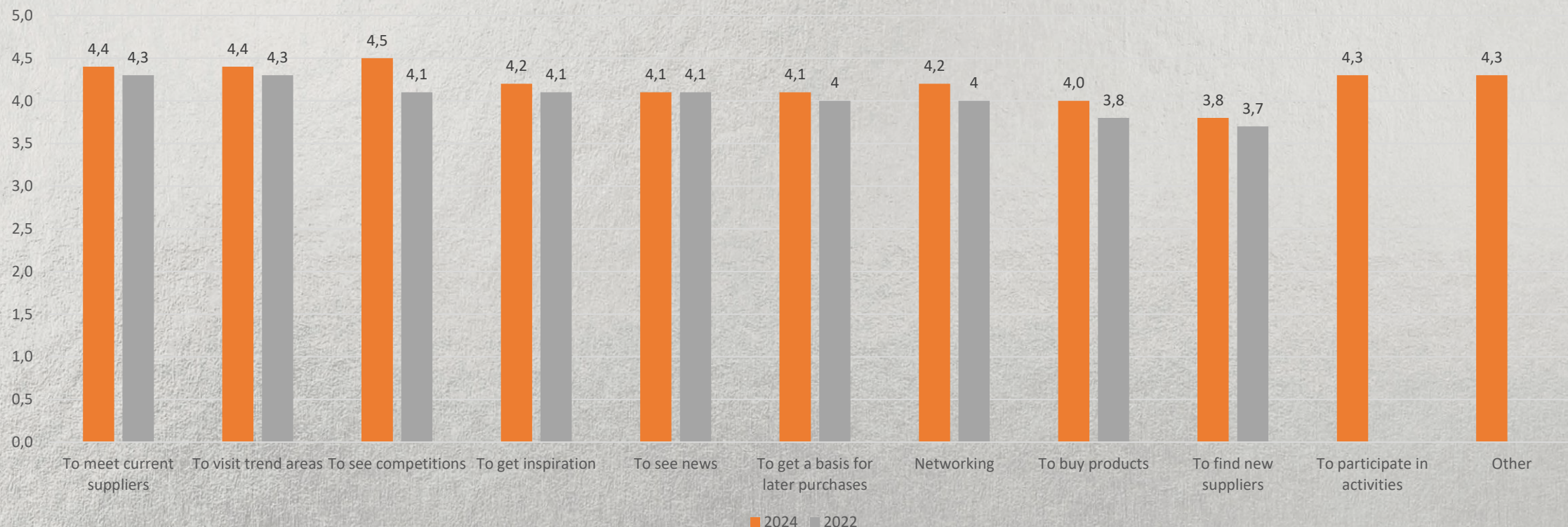
Visitor statistics – purpose of visiting Foodexpo



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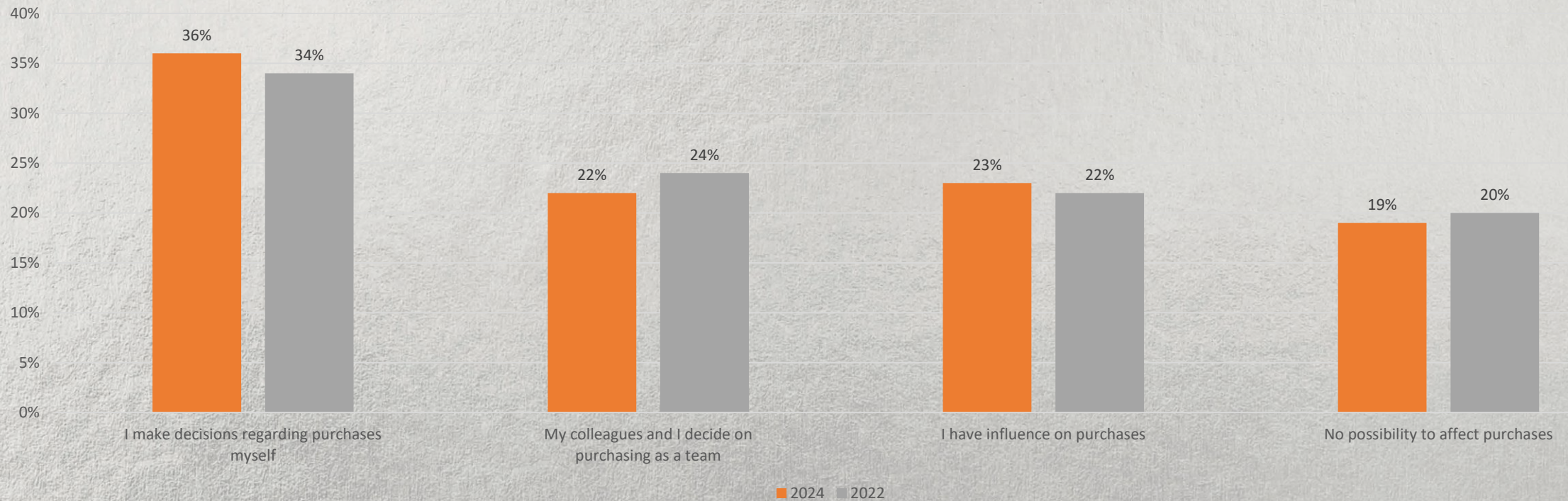
How well did the visitors fulfill the purpose of visiting Foodexpo?

Assessment on a scale from 1-5



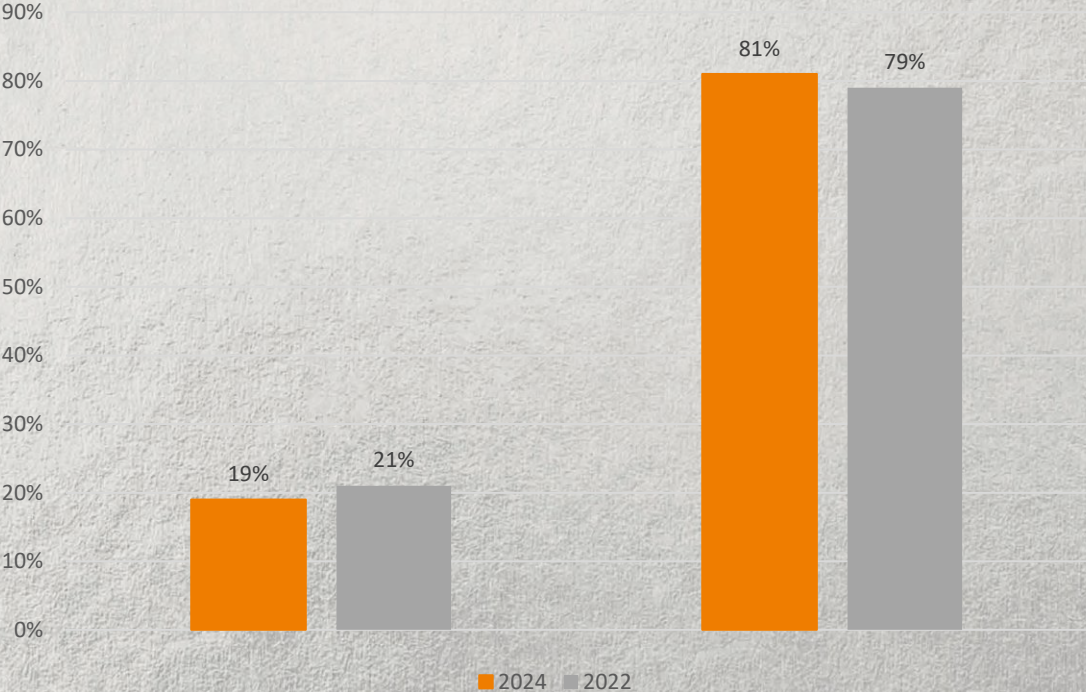
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Visitors influence on purchases in their company

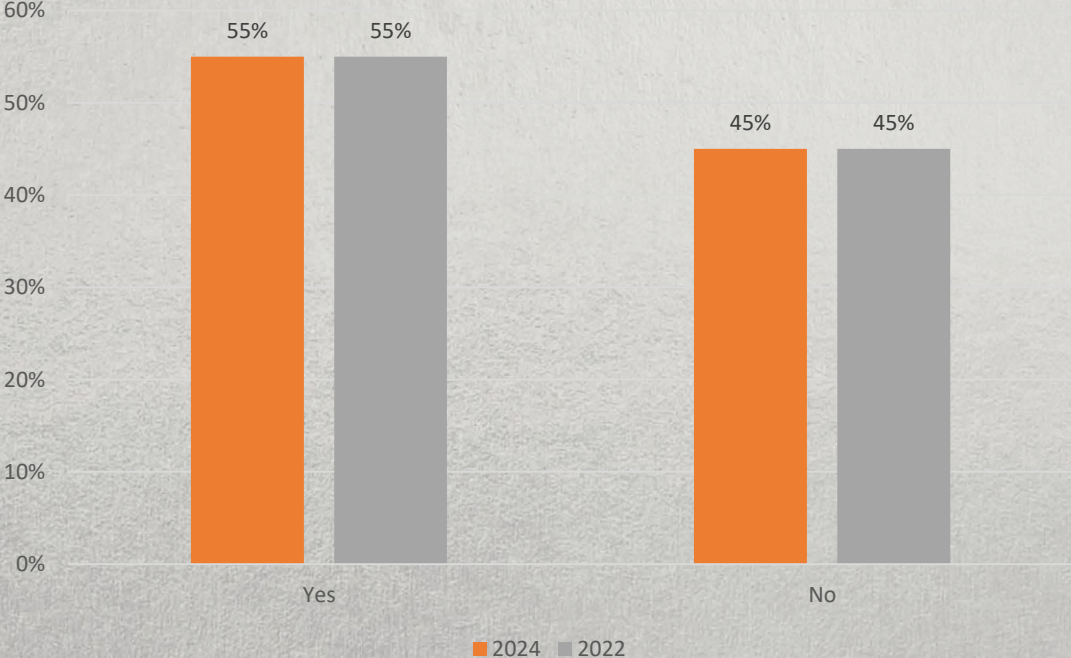


Orders at Foodexpo

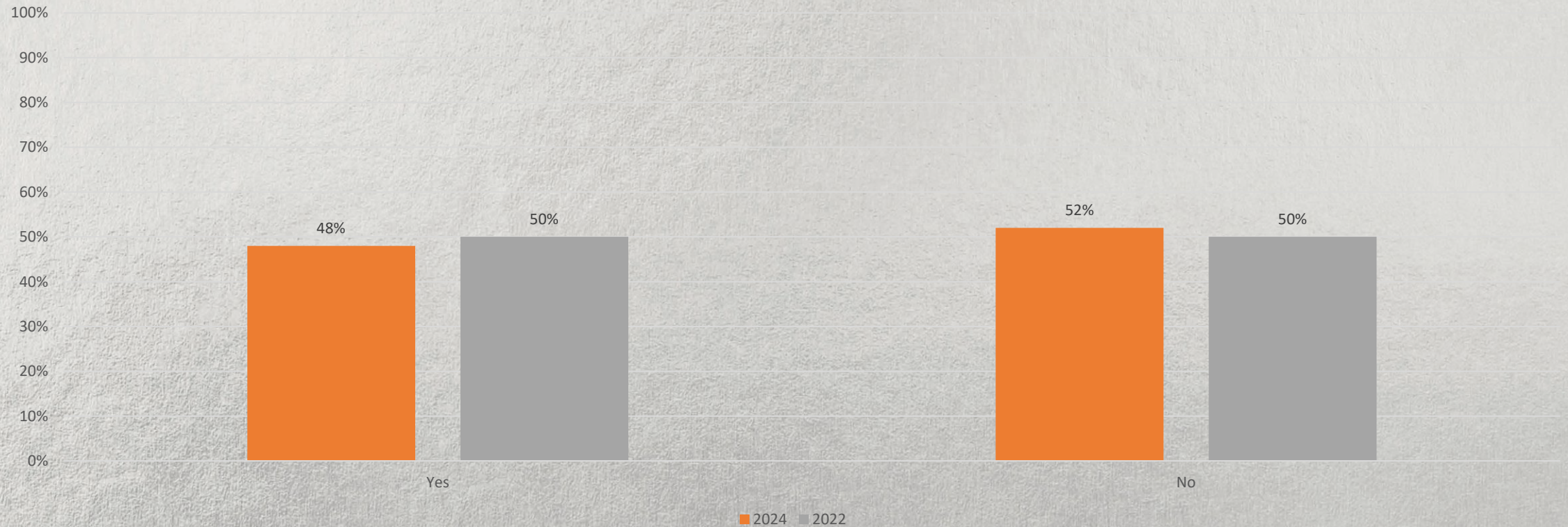
Did you place any orders at Foodexpo?



Do you expect to make an order after the exhibition as a result of your visit at Foodexpo?

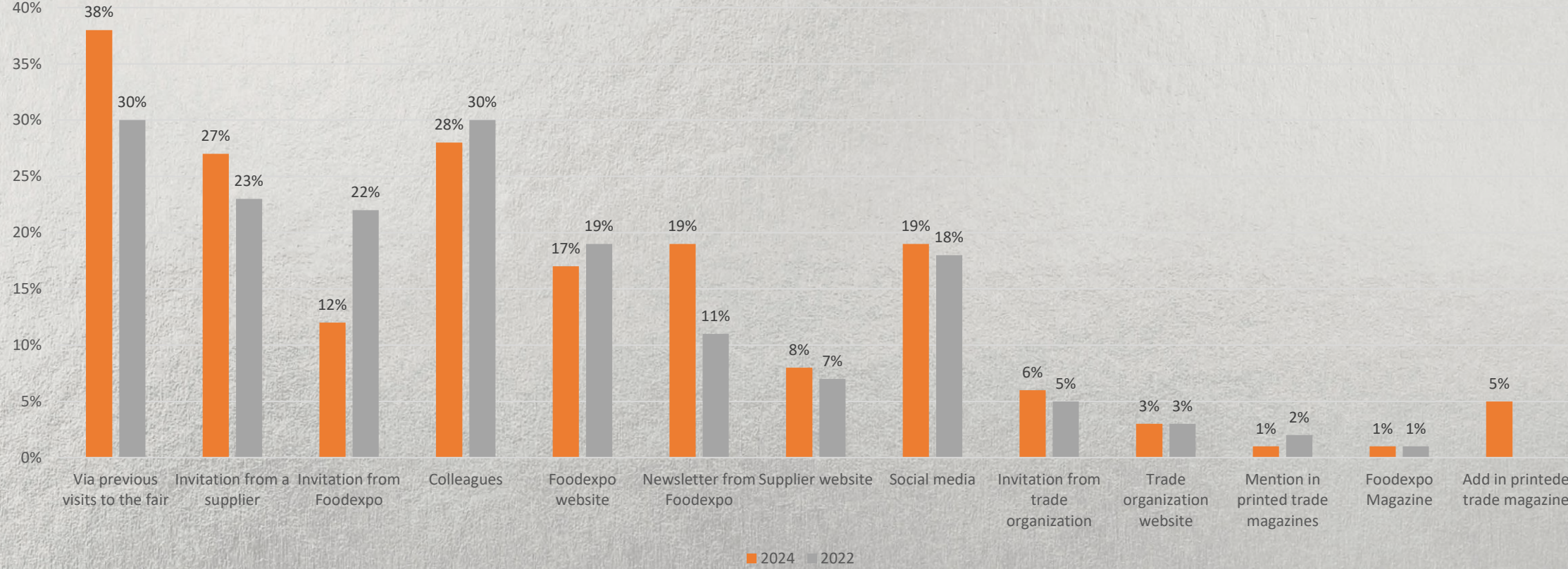


Did the visitors find new suppliers at Foodexpo?

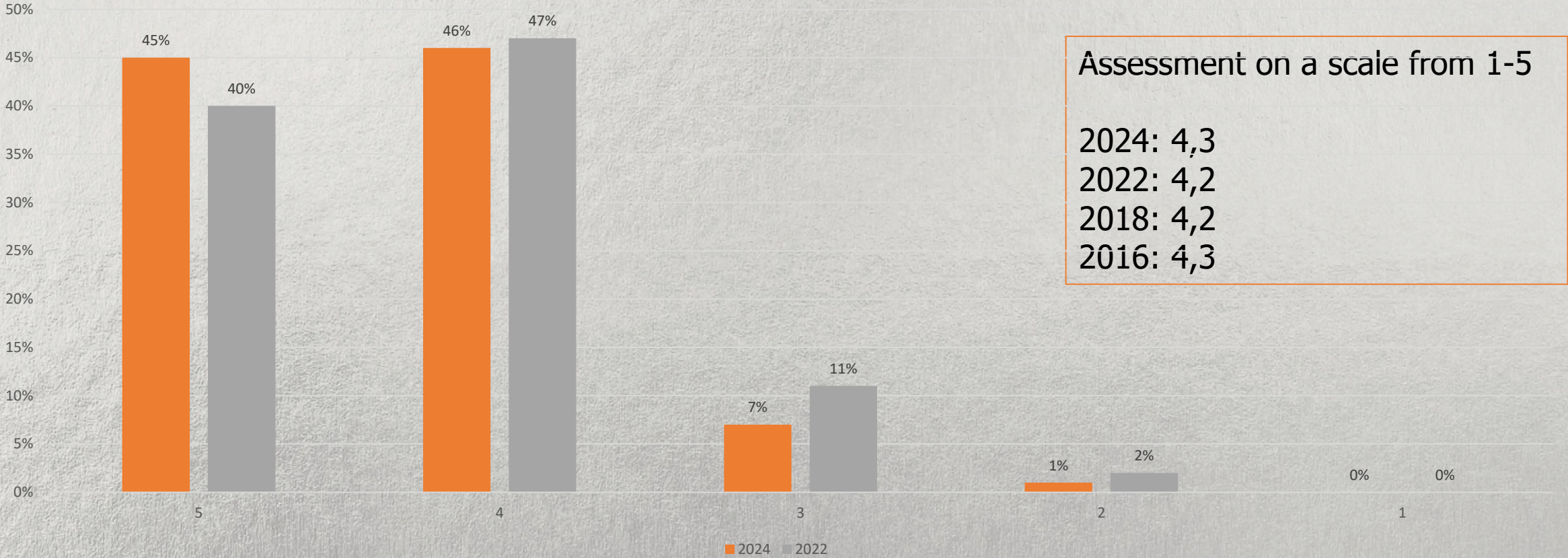


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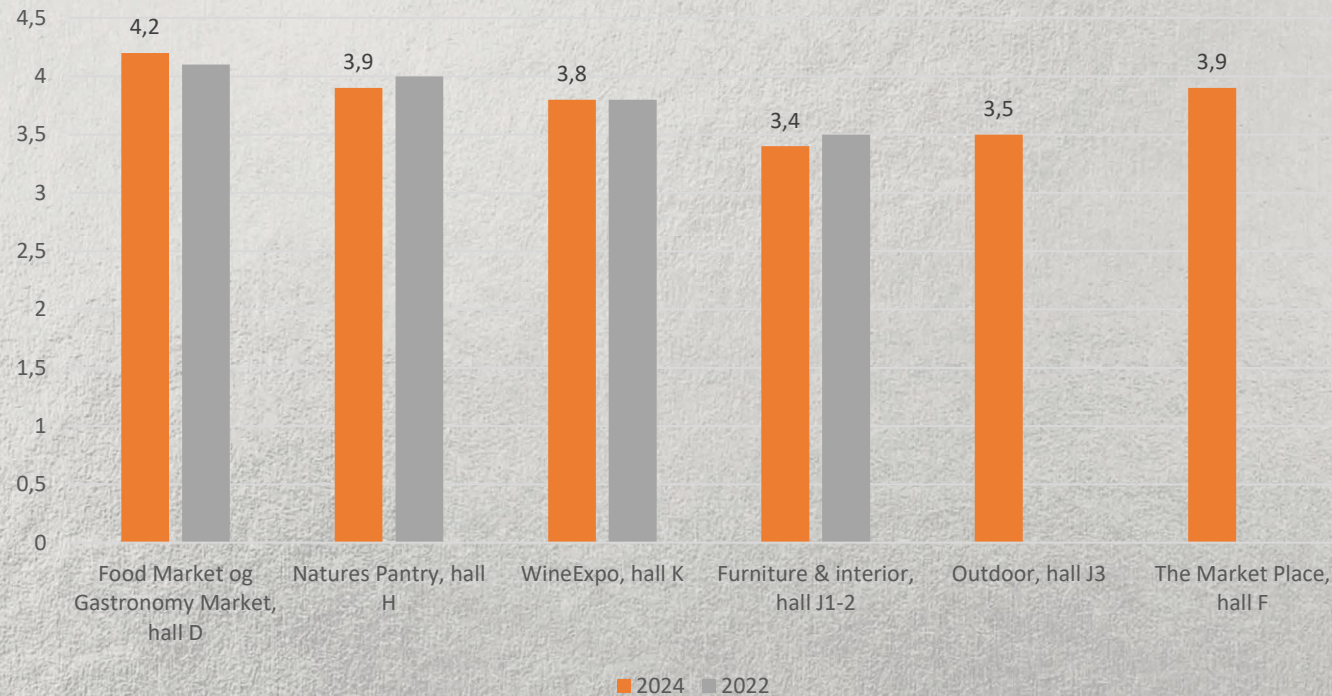
How did the visitors find out about Foodexpo?



The visitors assessment of Foodexpo



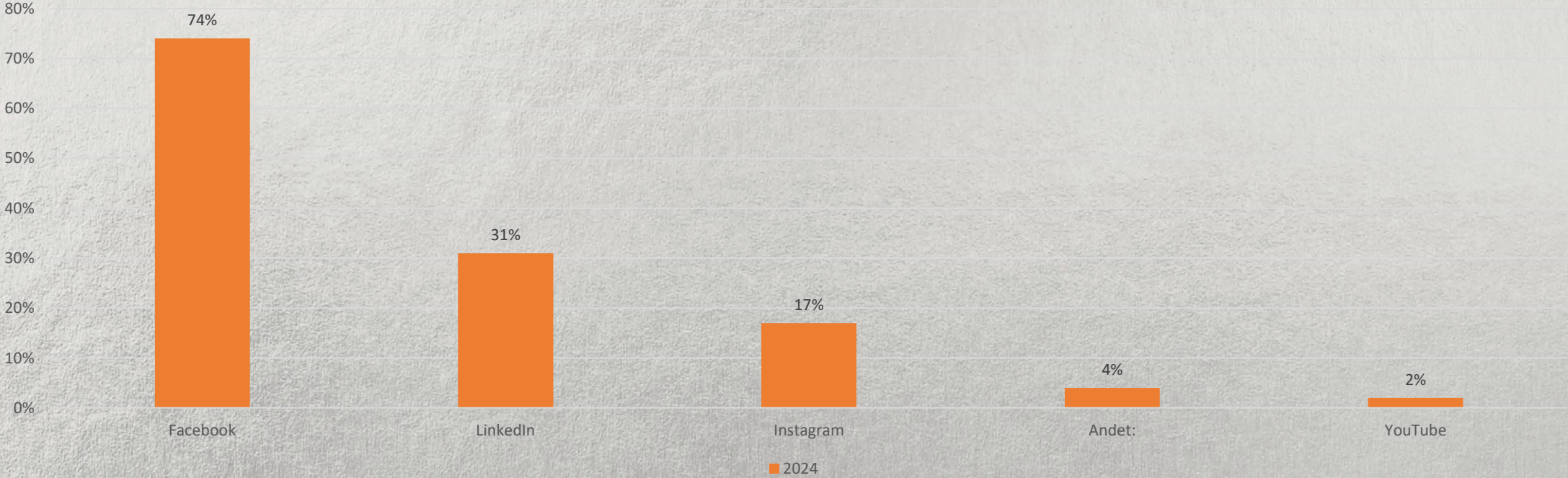
The visitors assessment of areas at Foodexpo



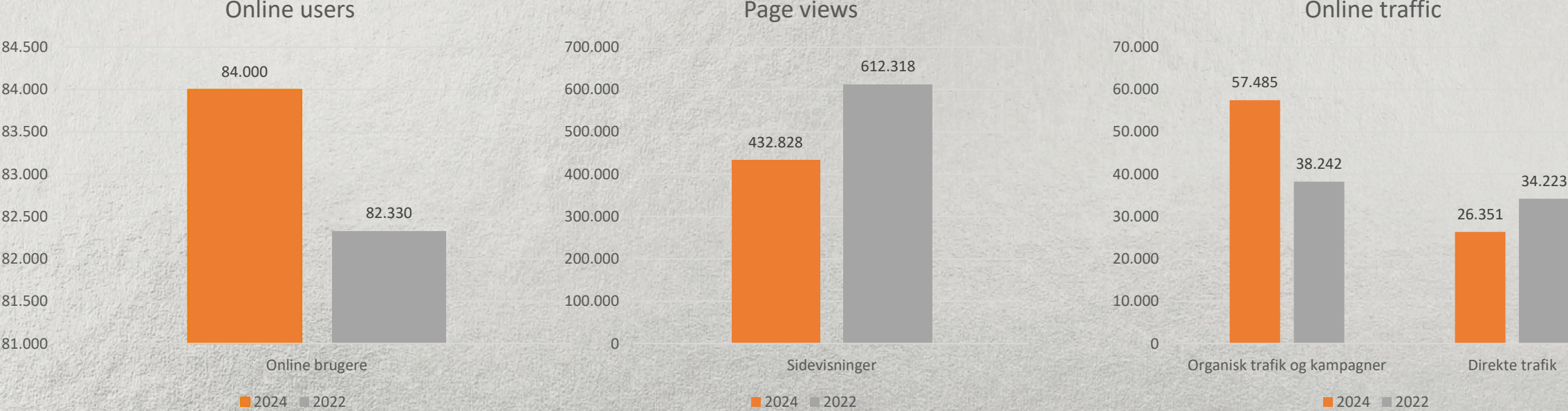
Assessment on a scale from 1-5

	2024	2022
Food Market og Gastronomy Market, hall D	4,2	4,1
Natures Pantry, hall H	3,9	4,0
WineExpo, hall K	3,8	3,8
Furniture & interior, hall J1-2	3,4	3,5
Outdoor, hall J3	3,5	
The Market Place, hall F	3,9	

On which social media did the visitors find information about Foodexpo?



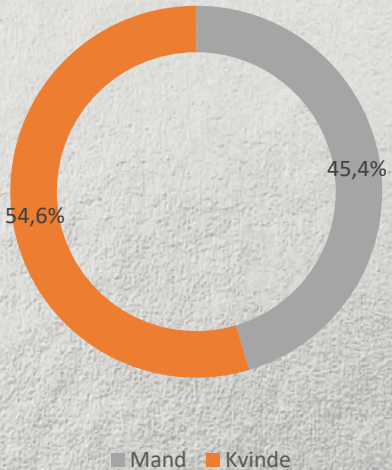
Online statistics - website



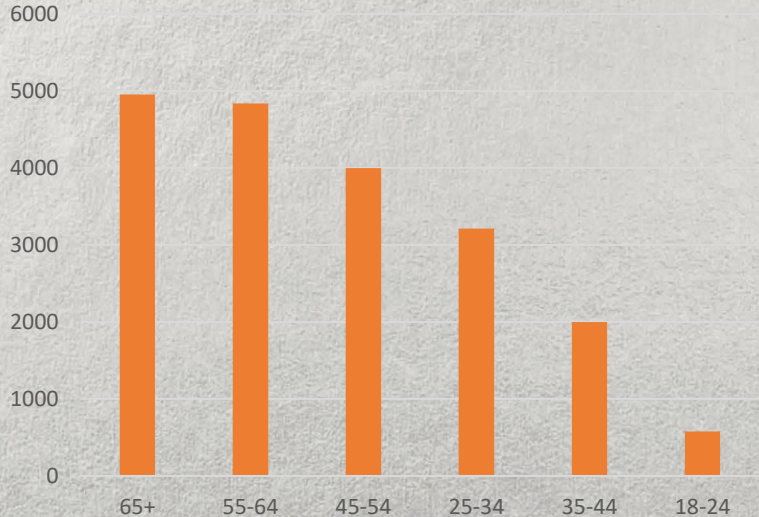
*Measured at foodexpo.dk in the period 01.12.23 – 31.03.24 / 01.12.21 – 31.03.22

Online statistics - website

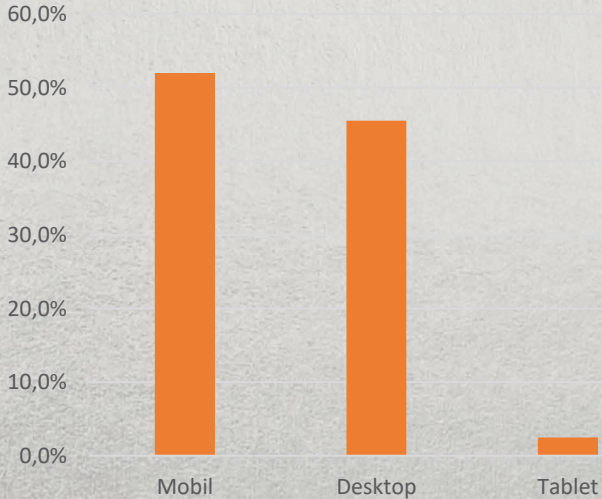
Online user - gender



Online user - age



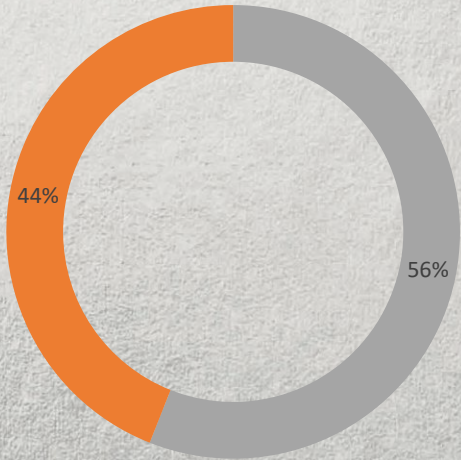
Online user – unit



*Measured at foodexpo.dk in the period 01.12.23 – 31.03.24 / 01.12.21 – 31.03.22

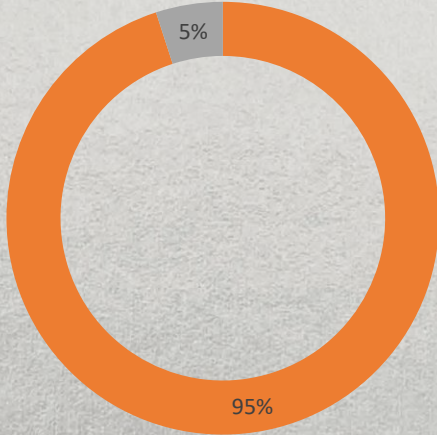
Online statistics - website

Did the visitors use the website to find information before the fair?



■ Ja ■ Nej

Did the visitors find what they were searching for at the website?



■ Ja ■ Nej

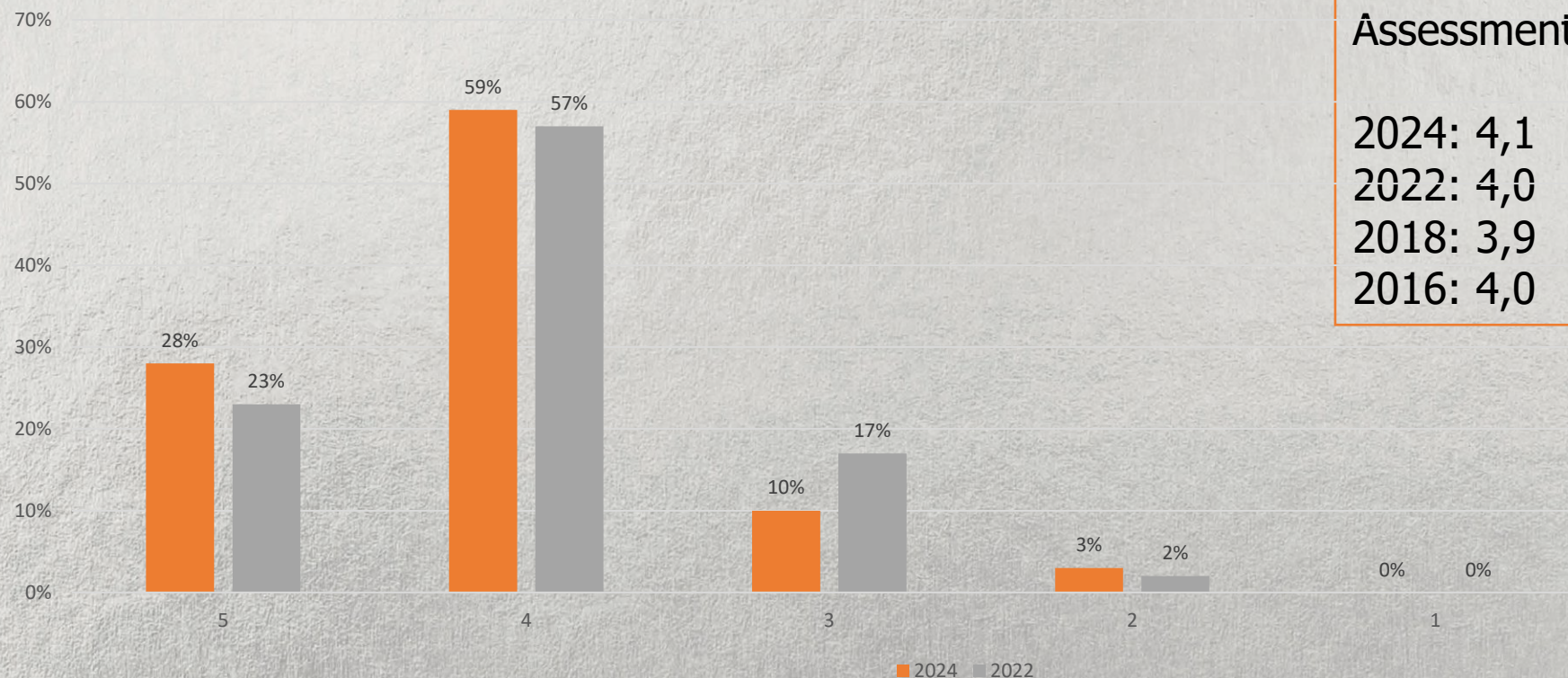


*Measured at foodexpo.dk in the period 01.12.23 – 31.03.24 / 01.12.21 – 31.03.22

Exhibitor analysis

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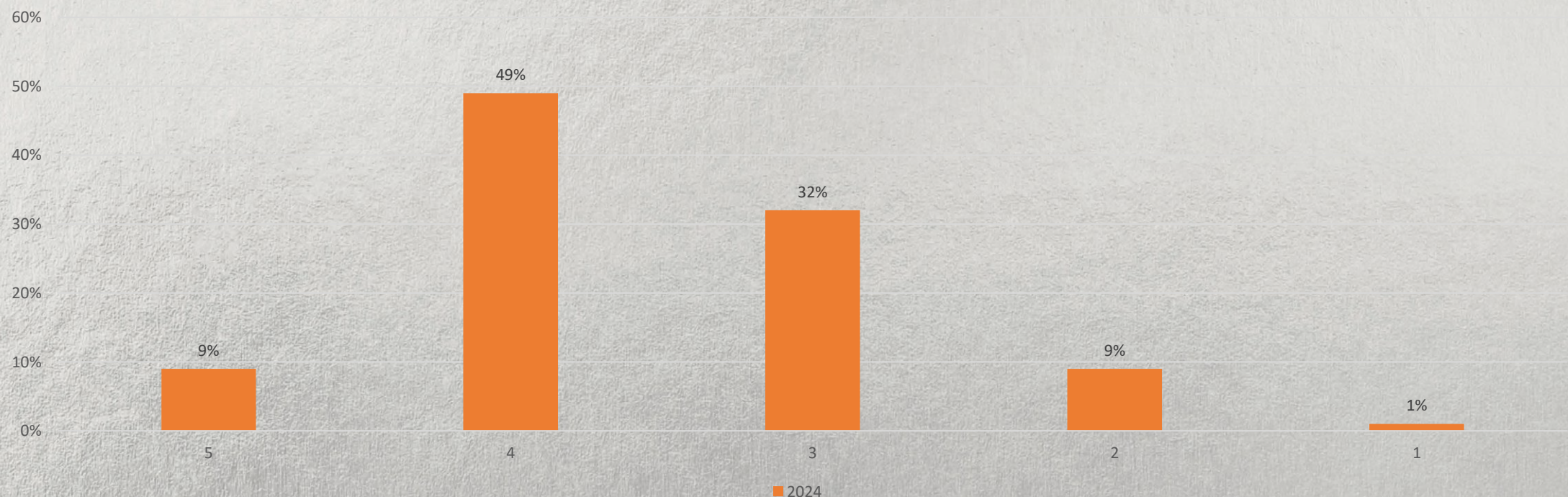
The exhibitors assessment of Foodexpo



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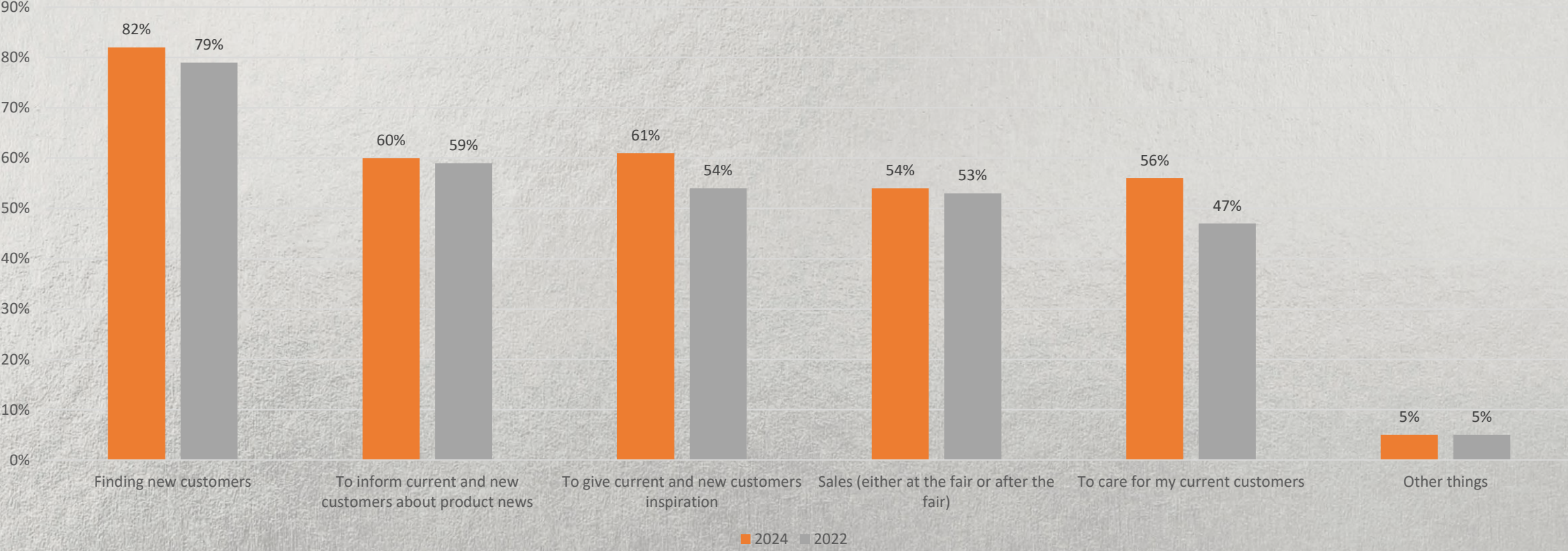
The exhibitors assessment of the quality of the visitors

Assessment on a scale from 1-5



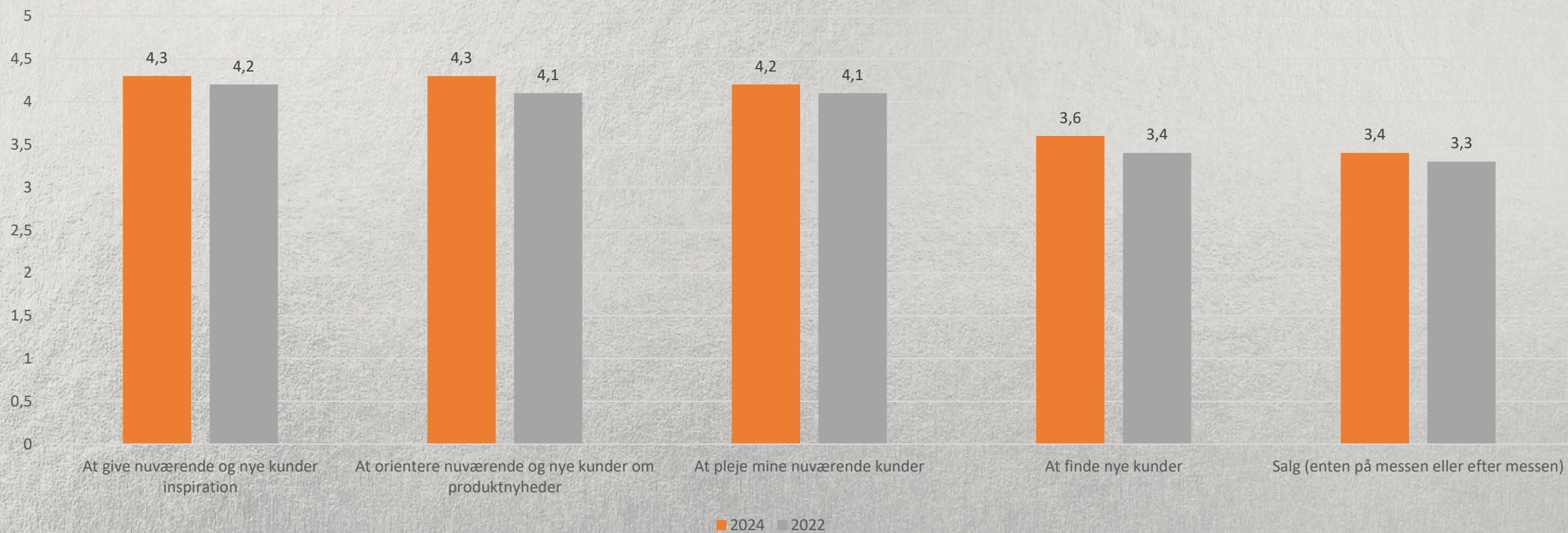
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Purpose of exhibiting at Foodexpo



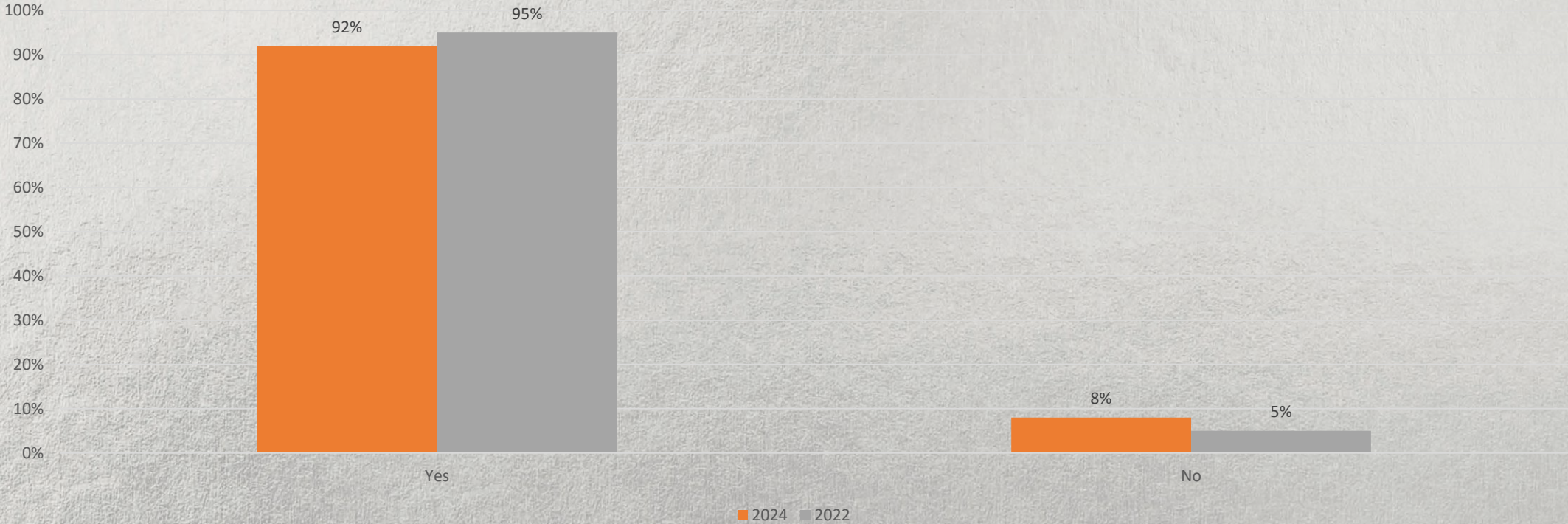
Satisfaction – purpose of exhibiting

Vurdering på en skala fra 1-5



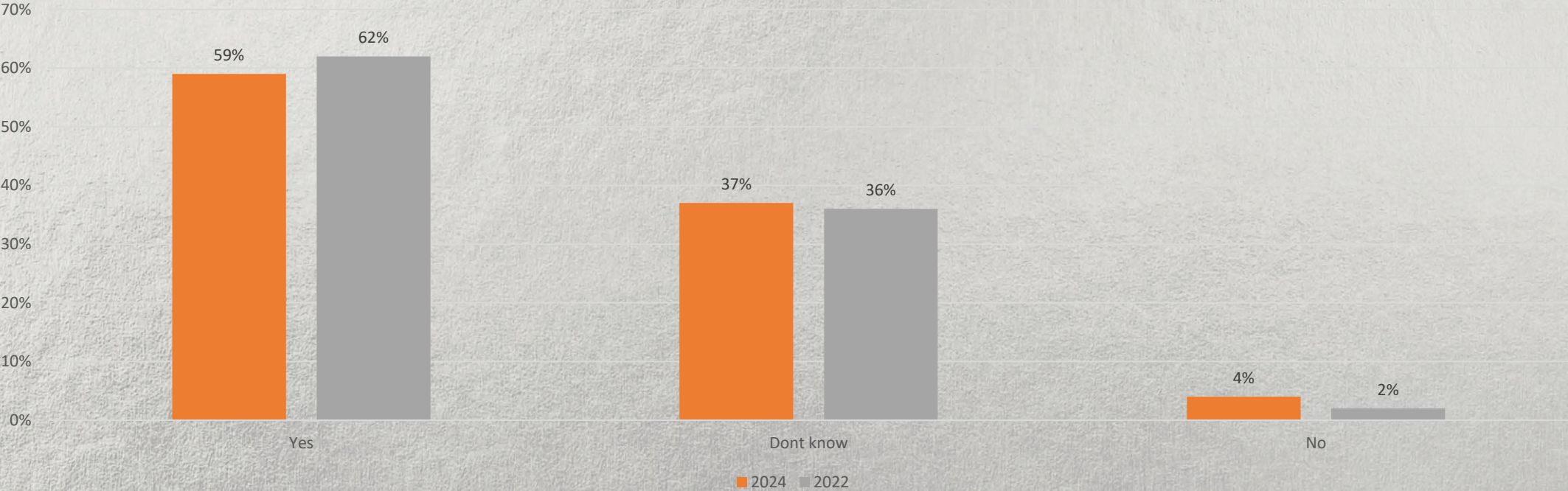
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Did the exhibitors get new leads?



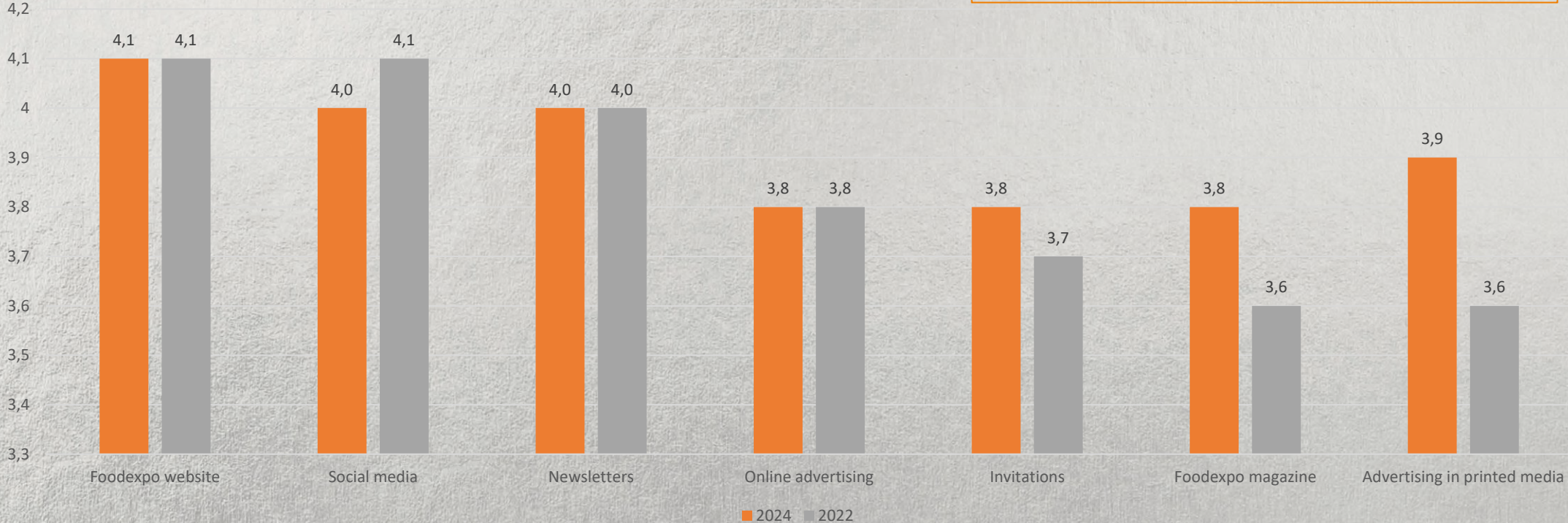
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Do the exhibitors wish to participate at Foodexpo 2026?



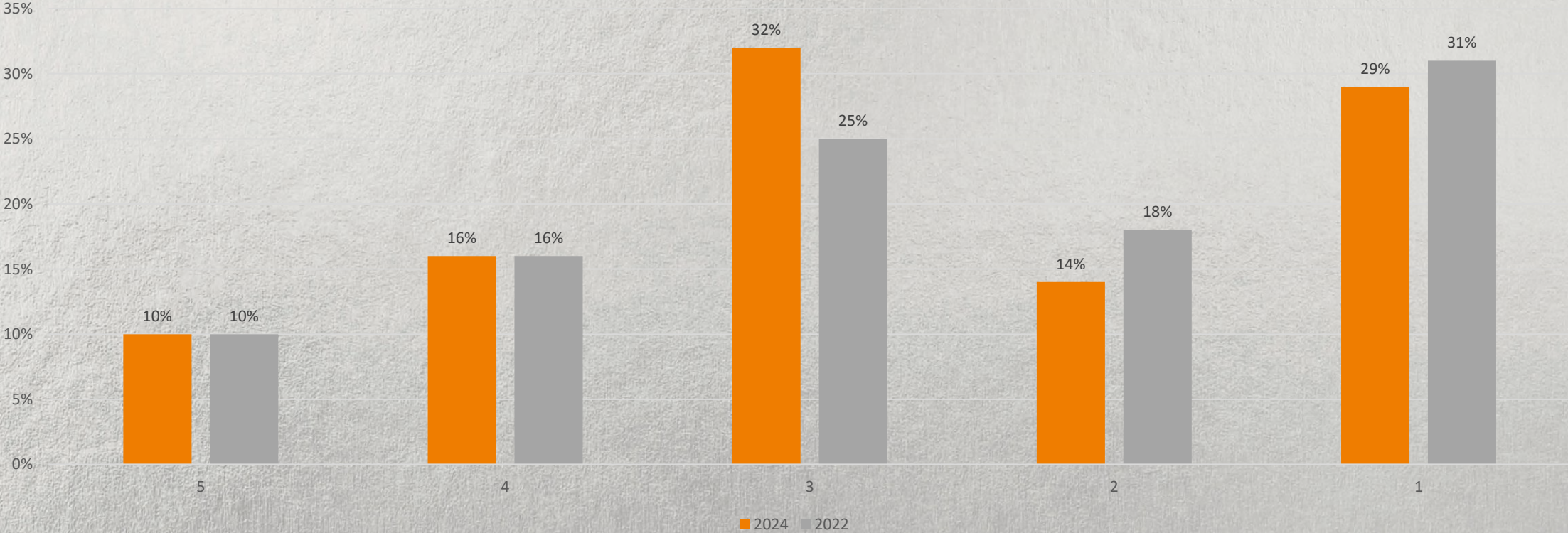
The exhibitors satisfaction with the marketing of Foodexpo

Assesement on a scale from 1-5

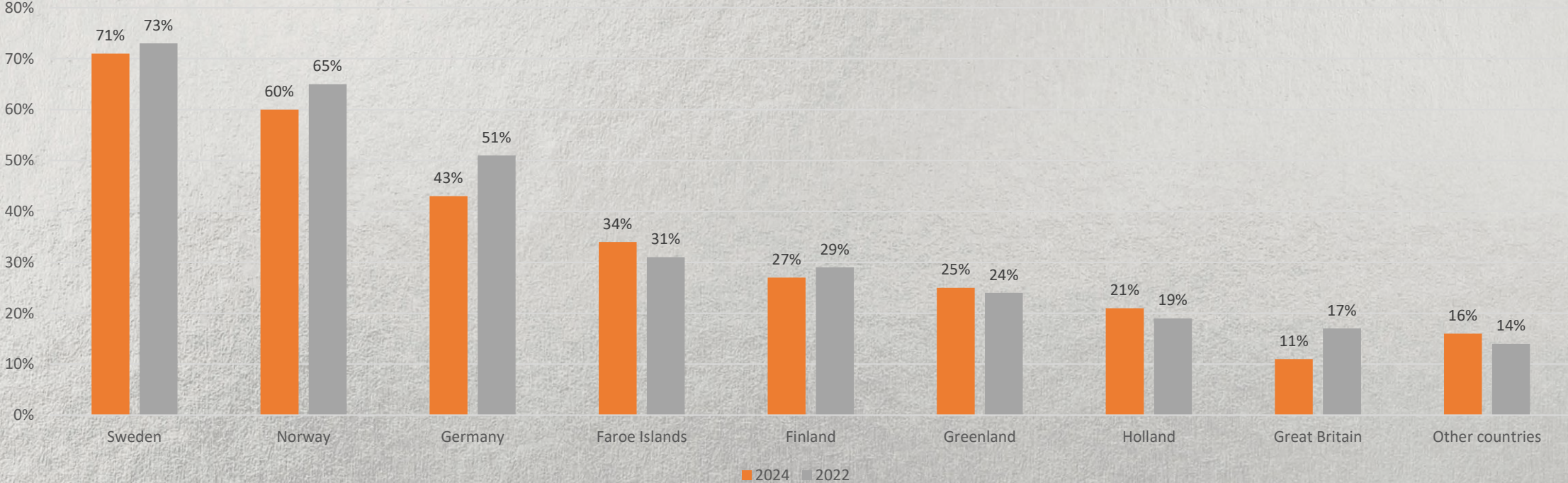


How important are foreign visitors to the exhibitors?

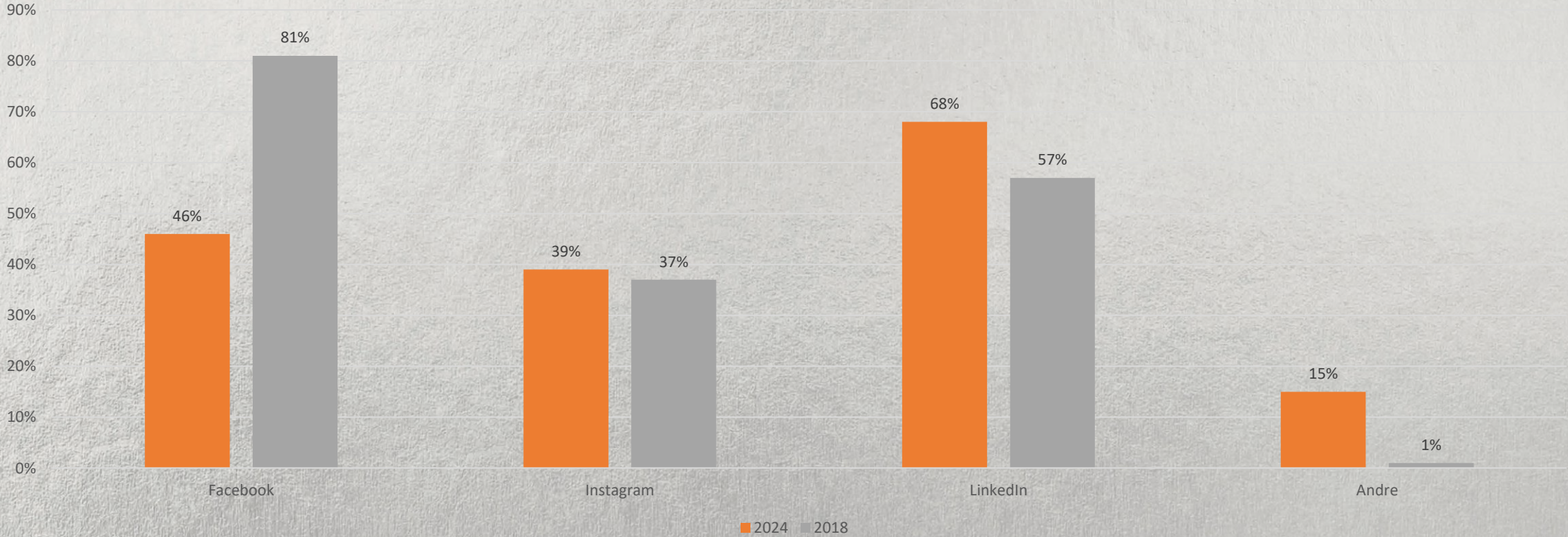
Assessement on a scale from 1-5



From which countries do the exhibitors wish more visitors?

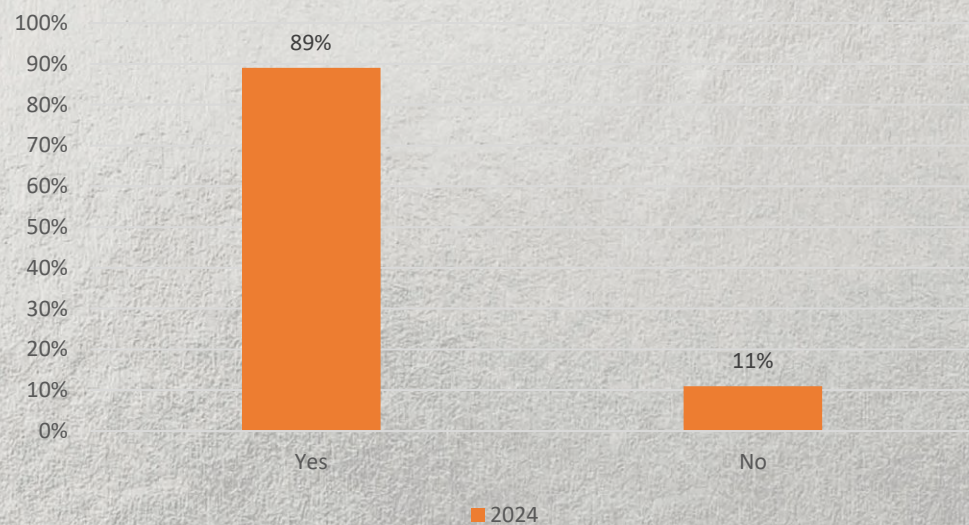


Which social media did the exhibitors use to promote their participation at Foodexpo?

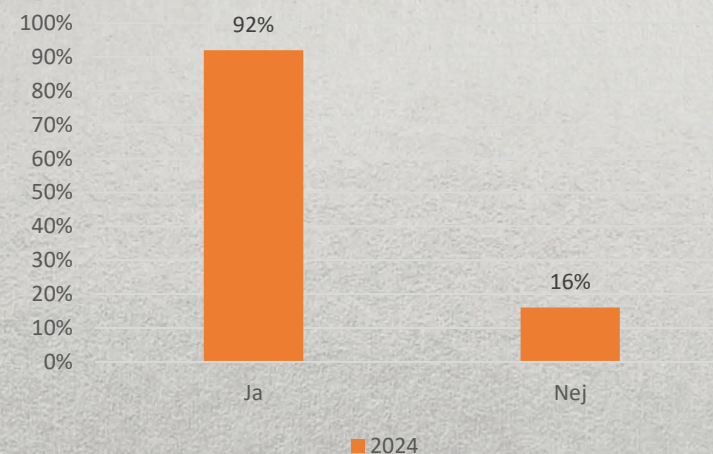


Assessment of MCH365

Did the exhibitors create a company profile on MCH365?

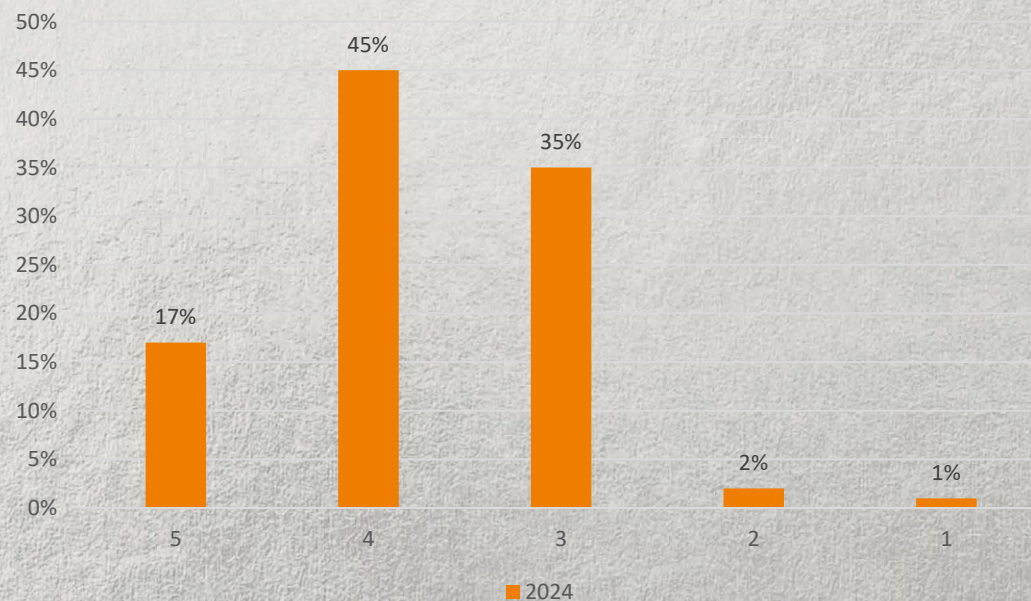


Is it intuitive and easy for exhibitors to fill out their MCH365 profile?



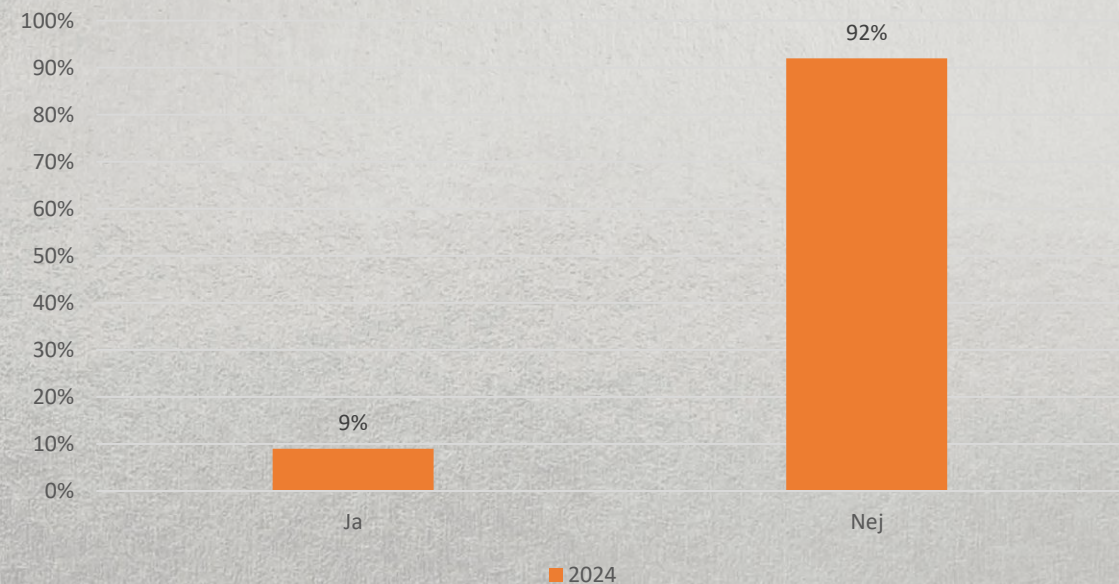
Assessment of MCH365

How satisfied are the exhibitors with MCH365?



Assessment on a scale from 1-5

Are the exhibitors missing information or features on MCH365?



See you at Foodexpo 2026

22-24 March 2026 in Herning, Denmark

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