

Analysis Foodexpo 2026

Background

Analysis design

The analysis was carried out as a questionnaire survey among visitors and exhibitors at Foodexpo 2026.

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 1,955 visitors and 195 exhibitors.

The course of the analysis

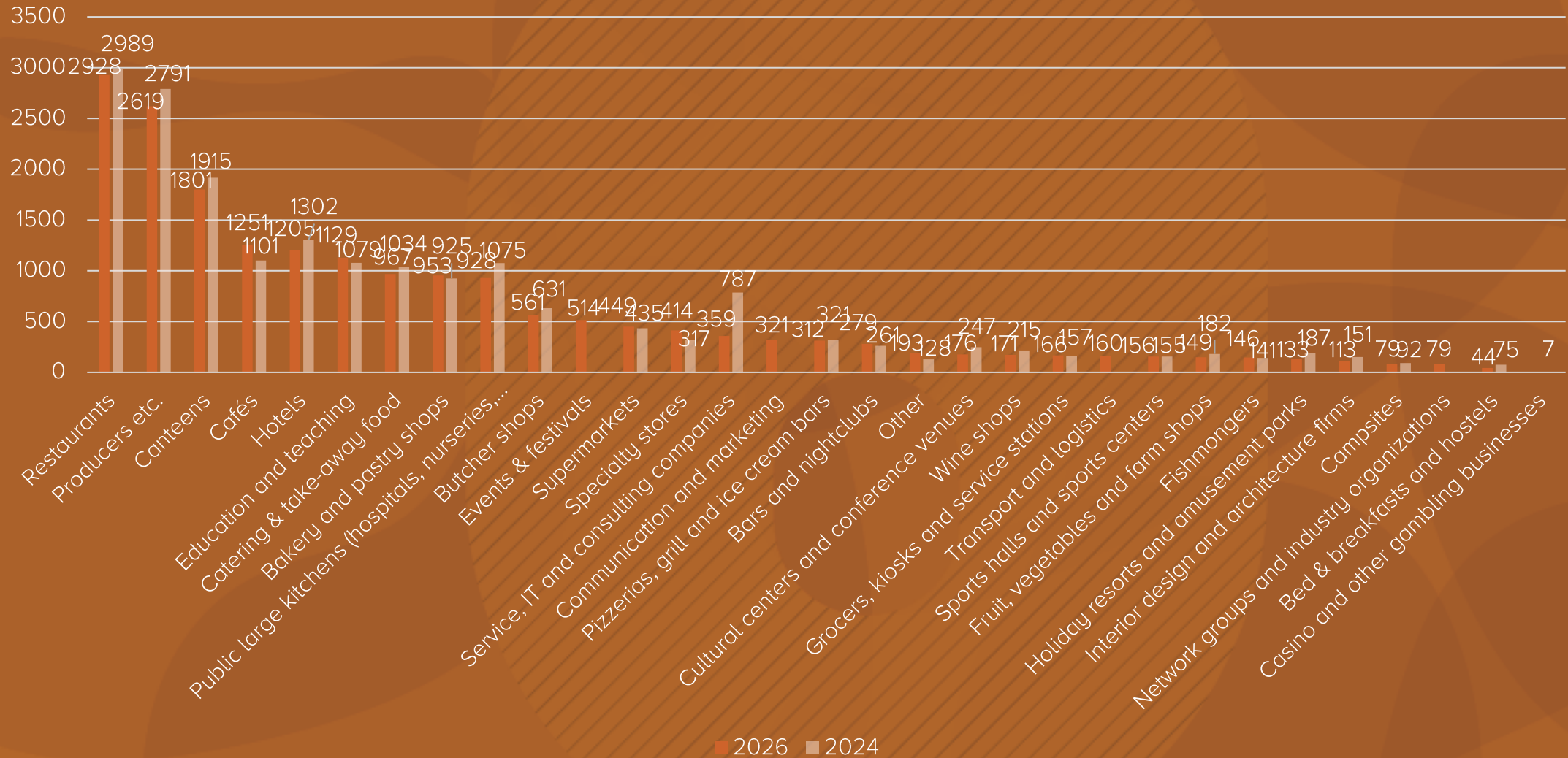
The data collection has taken place in continuation of Foodexpo, which was held on 22-24 March 2026. MCH Messecenter Herning has handled the analytical work, which was completed on 14.04.26

Quick facts

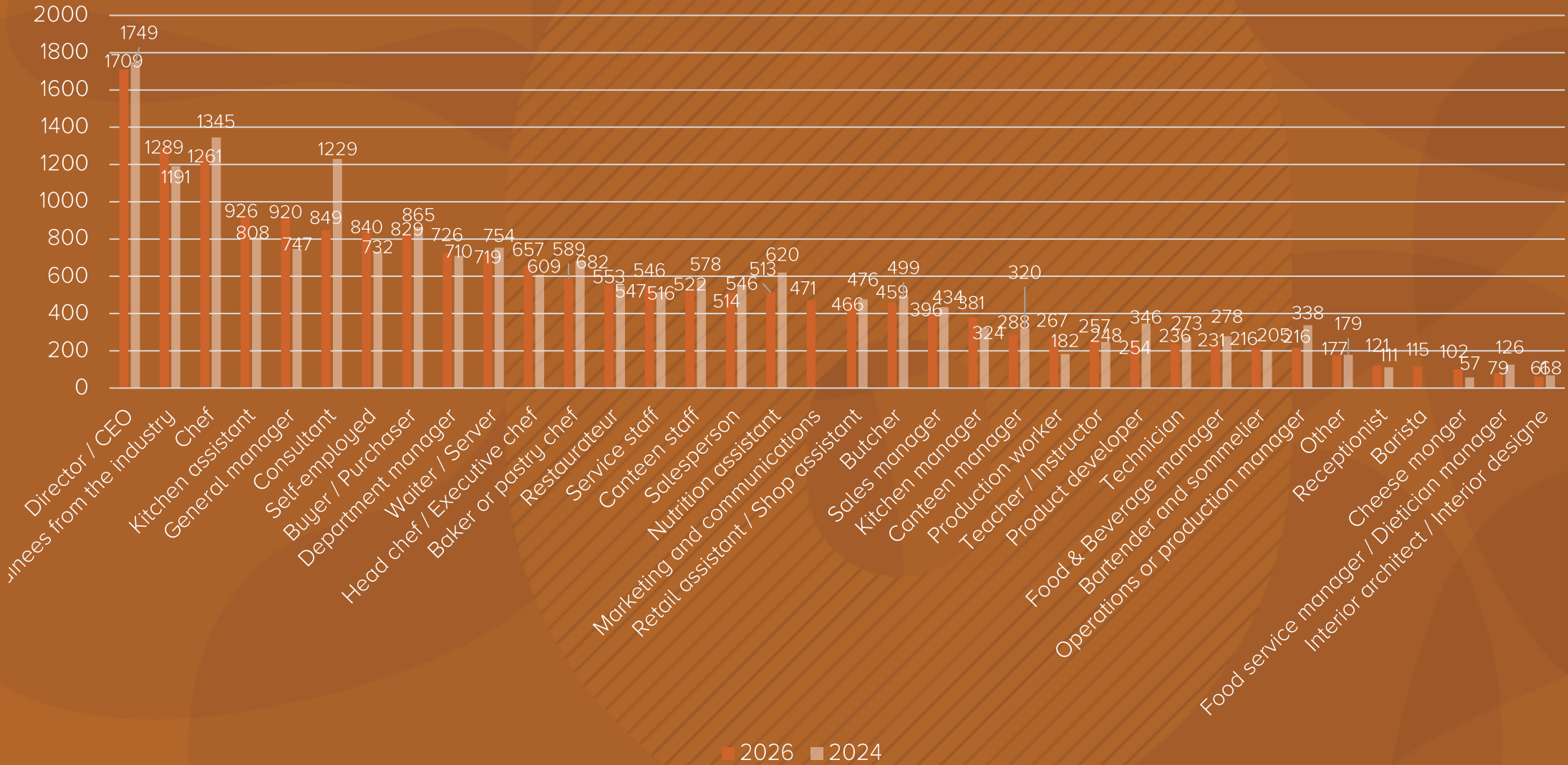
	2026	2024
Number of visitors	20.547	21.553
Unique companies	6.580	6.646
Press	46	47
Number of exhibitors	463	460
Assessment – visitors	4,3	4,3
Assessment - exhibitors	3,9	4,1

Visitor analysis

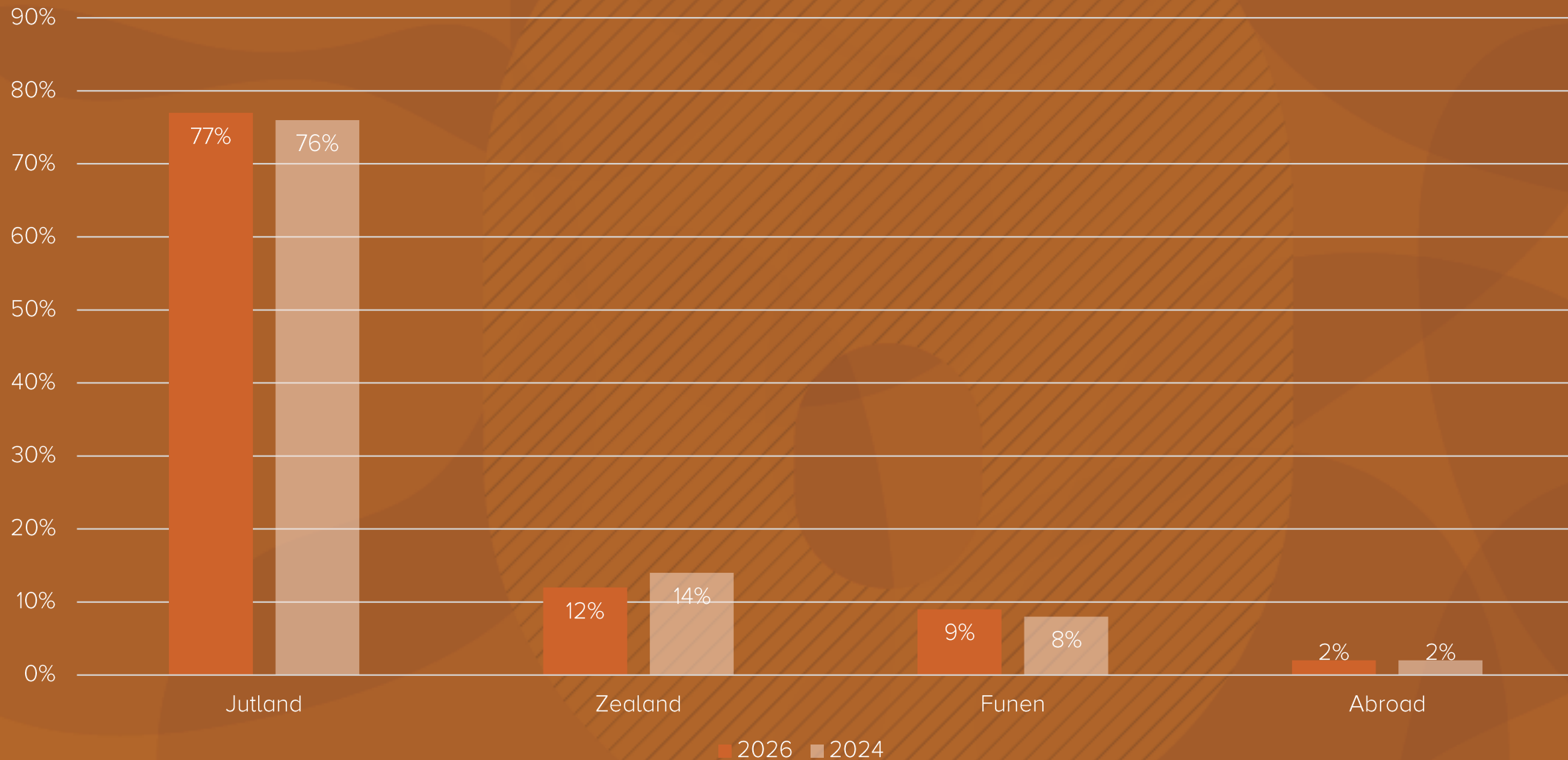
Visitor statistics – top 25 industries



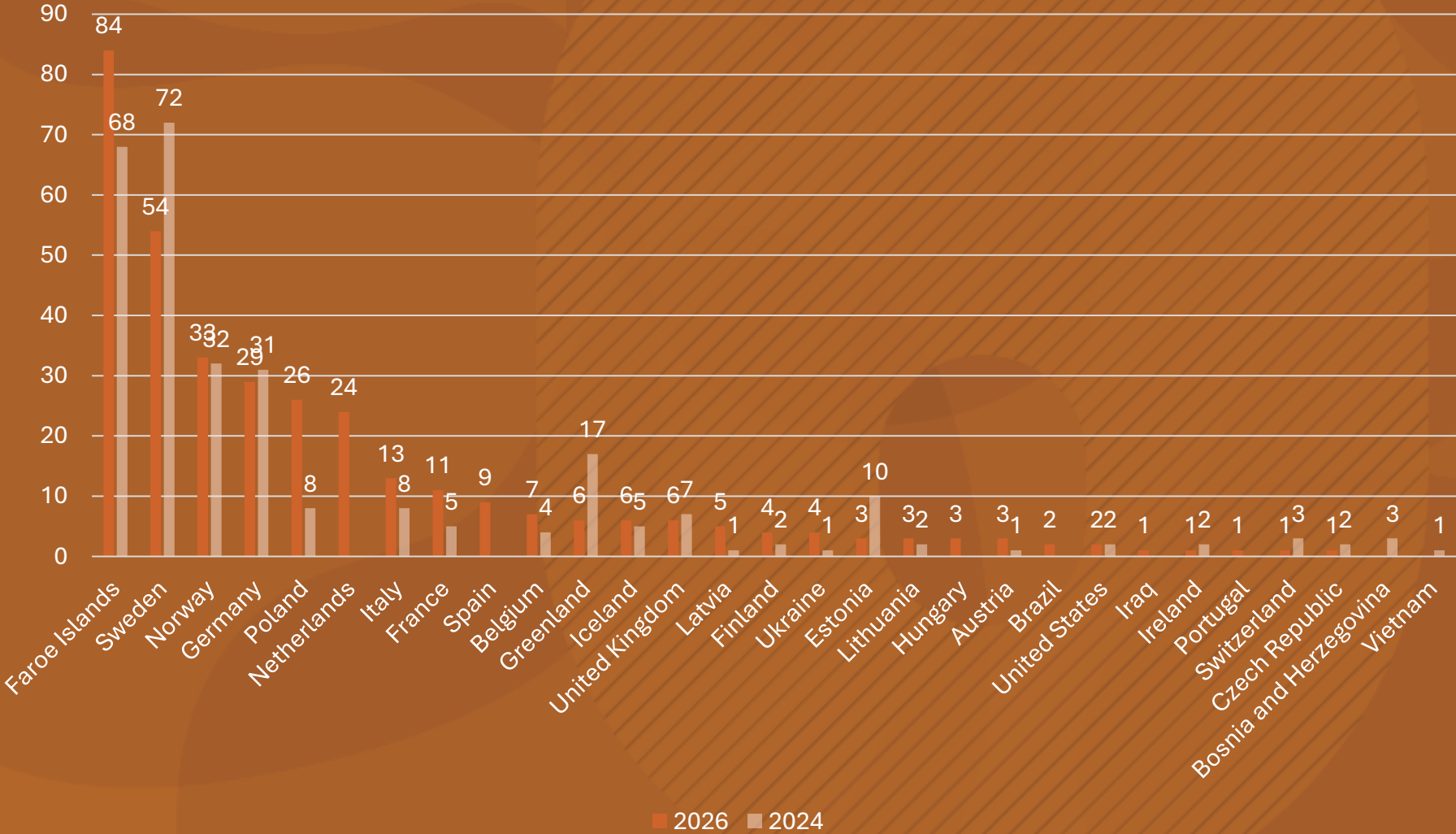
Visitor statistics – job titles



Visit statistics – geography



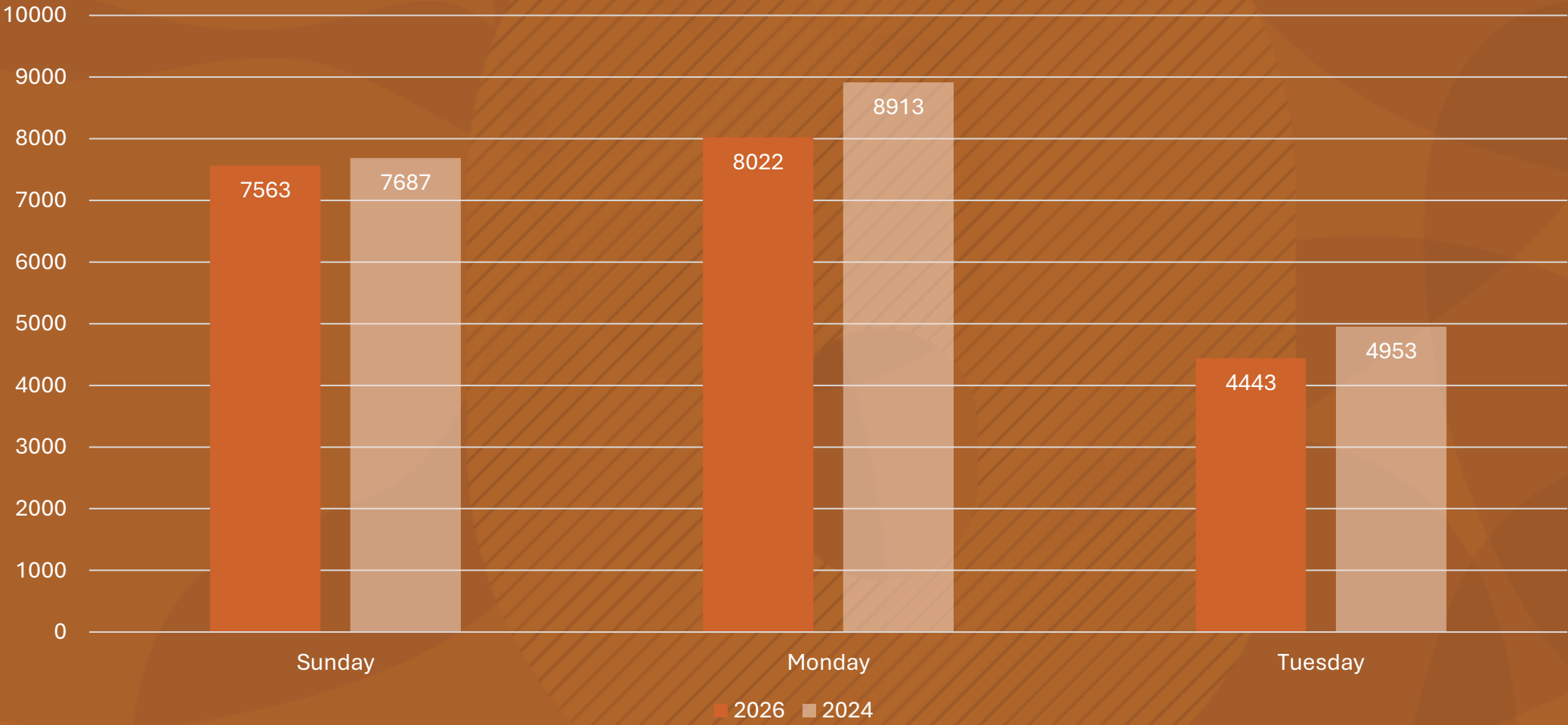
Visit statistics – abroad



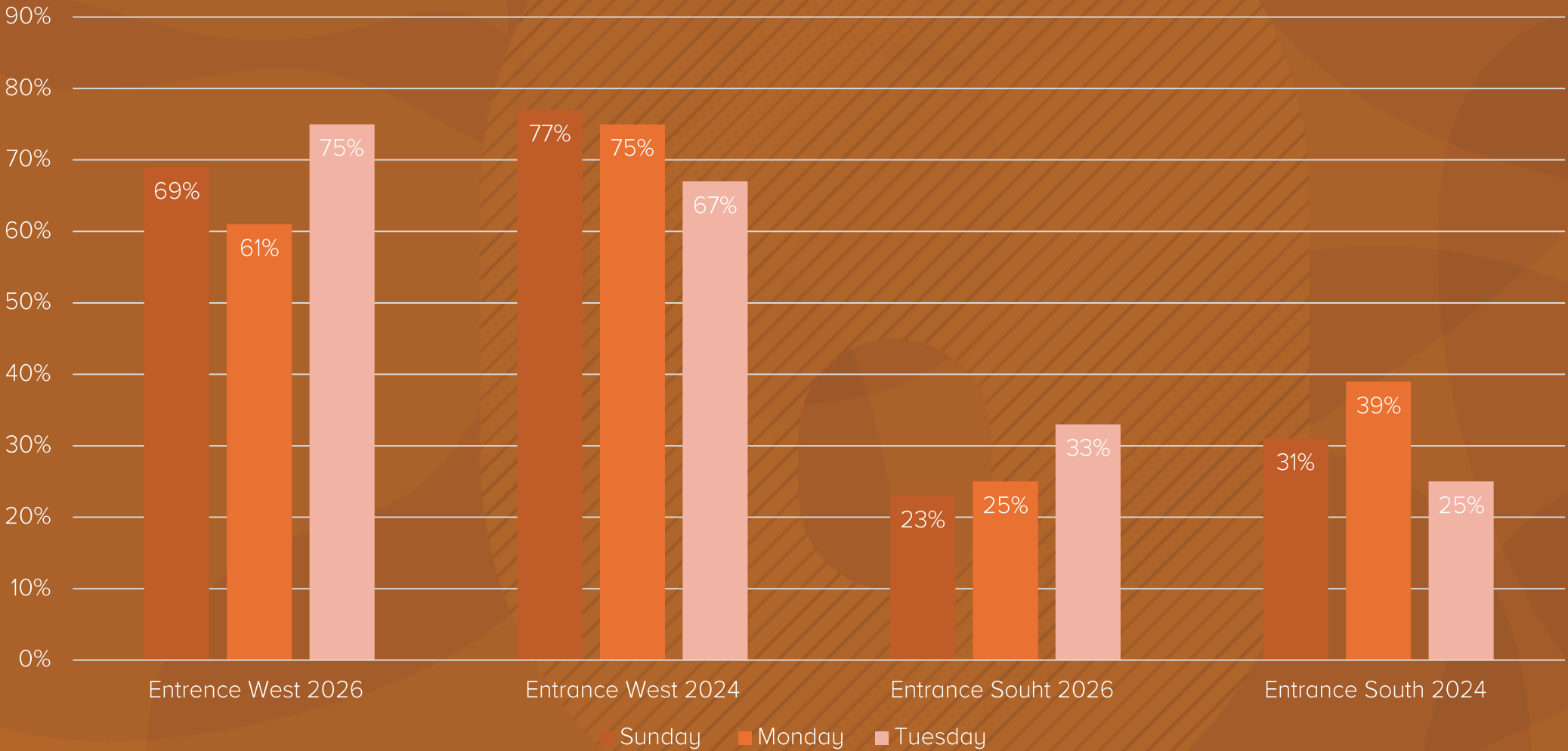
Number of international visitors:
 2026: 342
 2024: 312

Foodexpo 2026 was visited by attendees from 27 countries.

Visit statistics – number of visitors per day

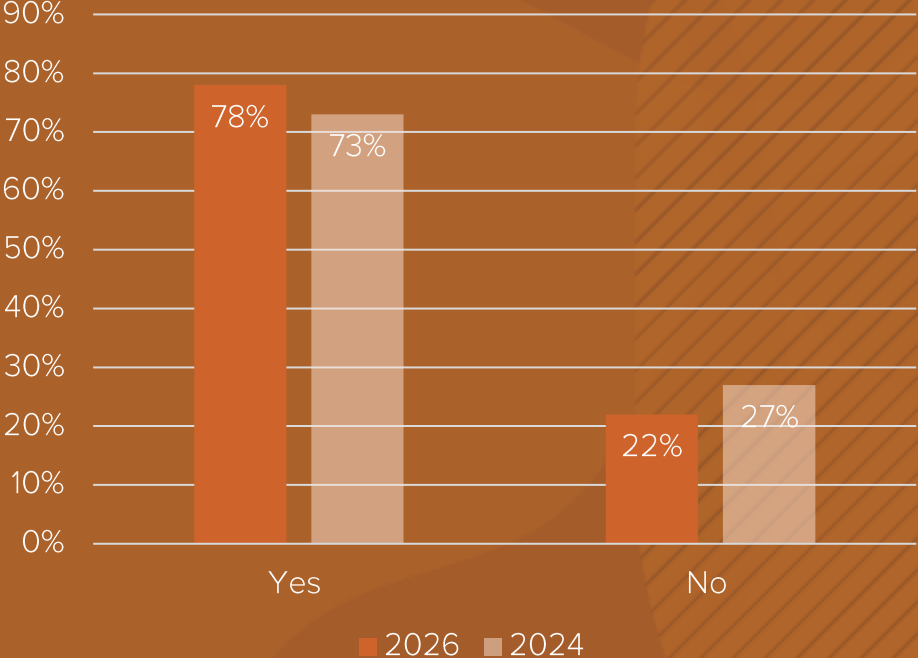


Visit statistics – visitors per entrance

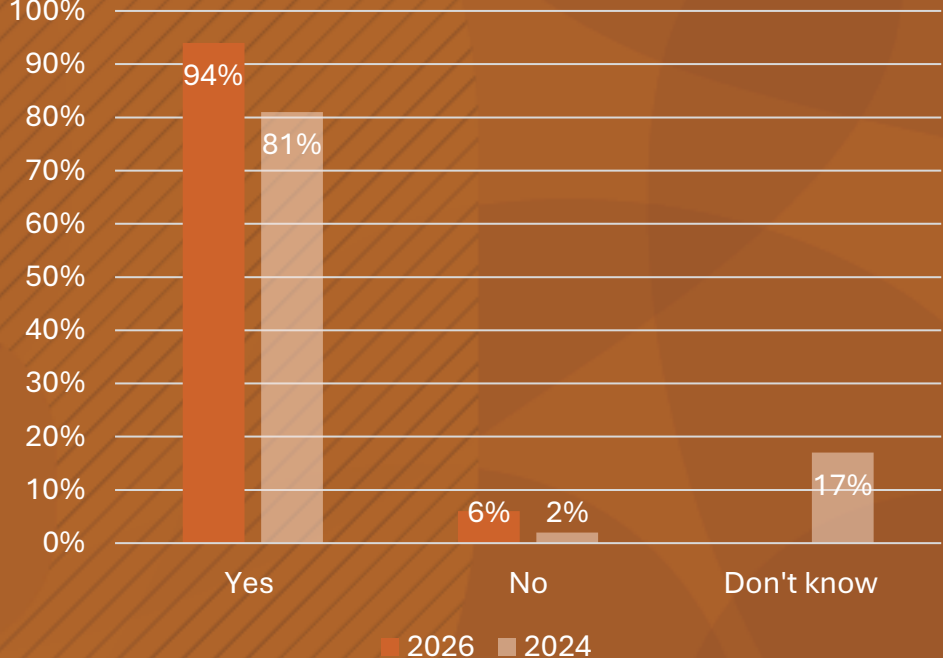


Visit statistics – visitor profile

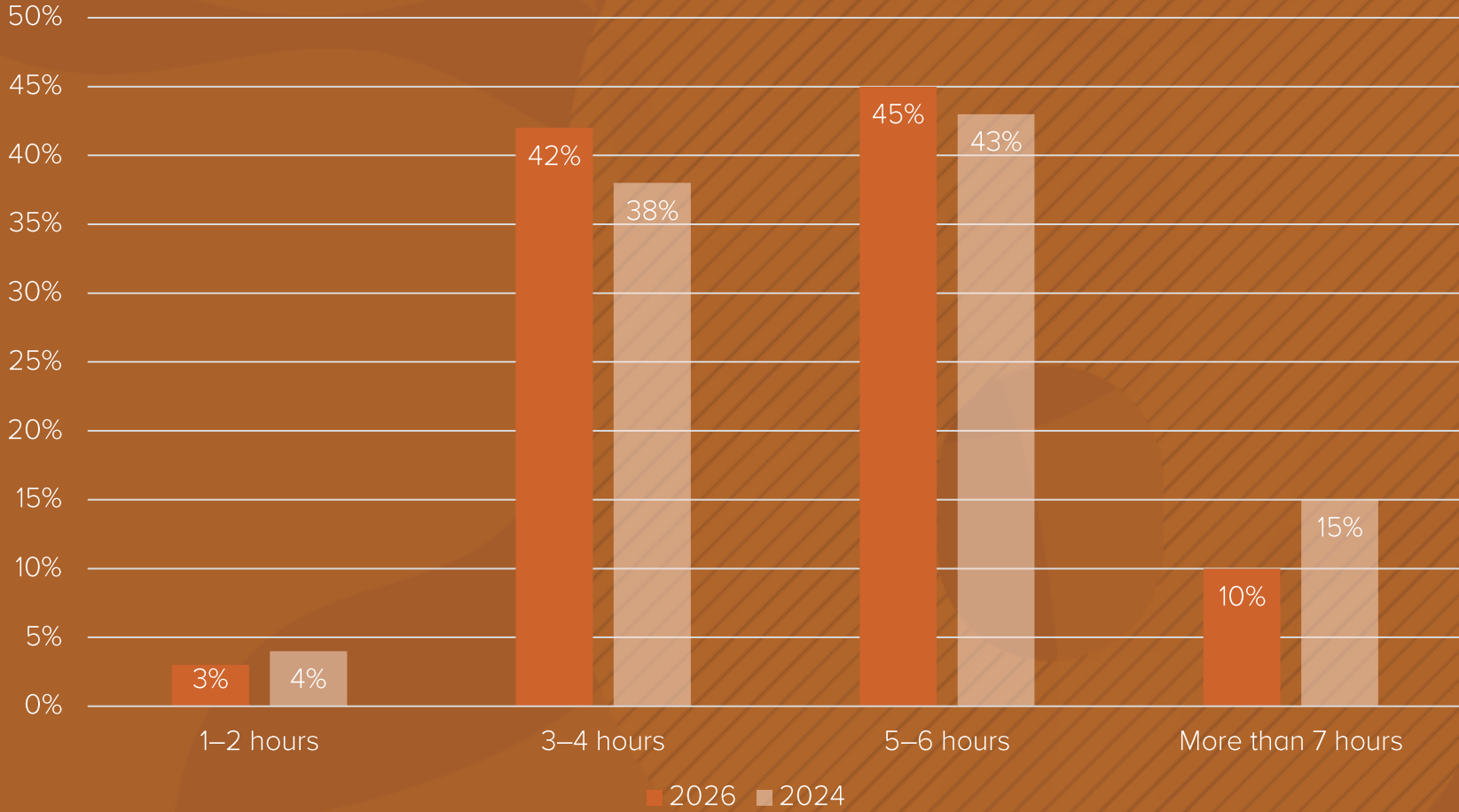
Have you previously visited Foodexpo?



Do you expect to visit Foodexpo in 2028?



Visit statistics – time spent at the fair

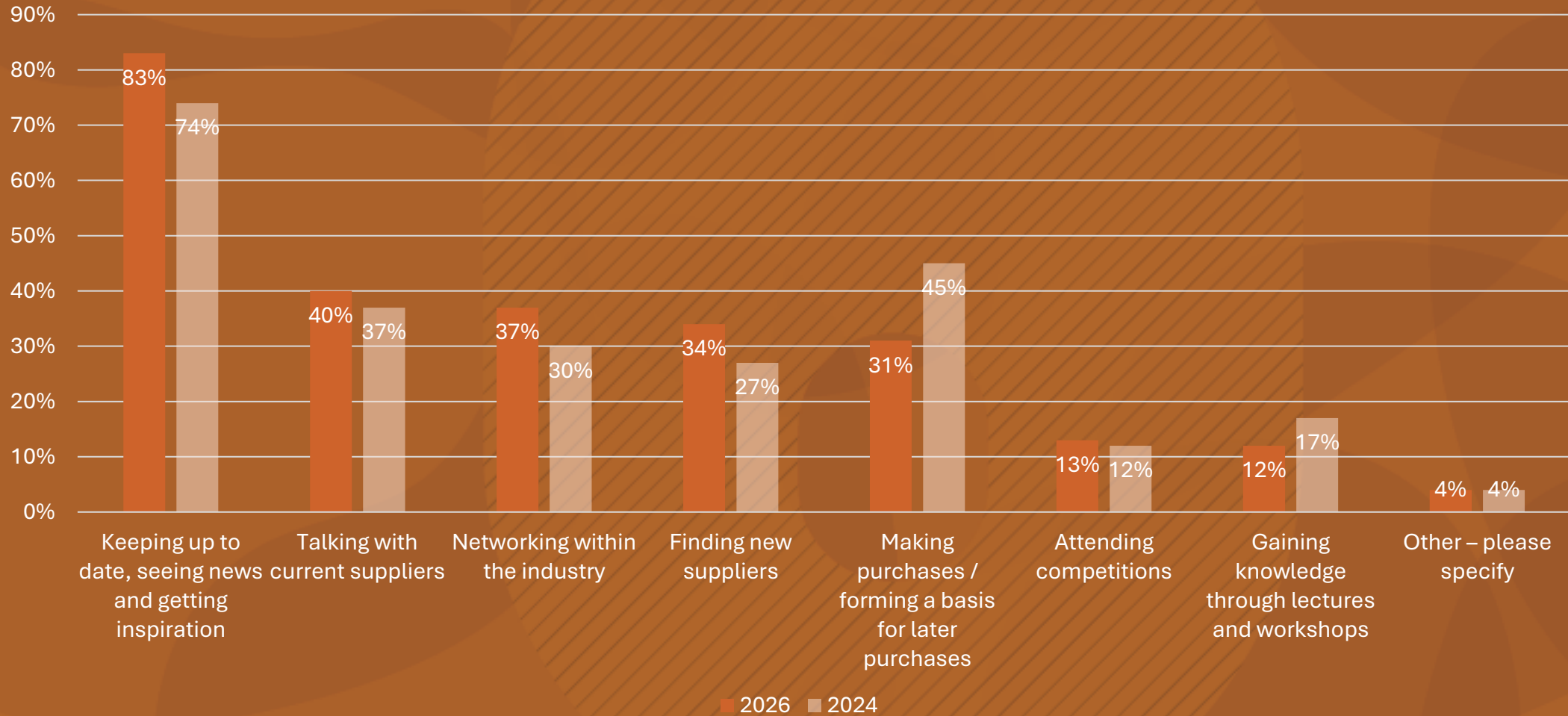


Average time spent at the fair:

2026: 4 hours and 45 minutes

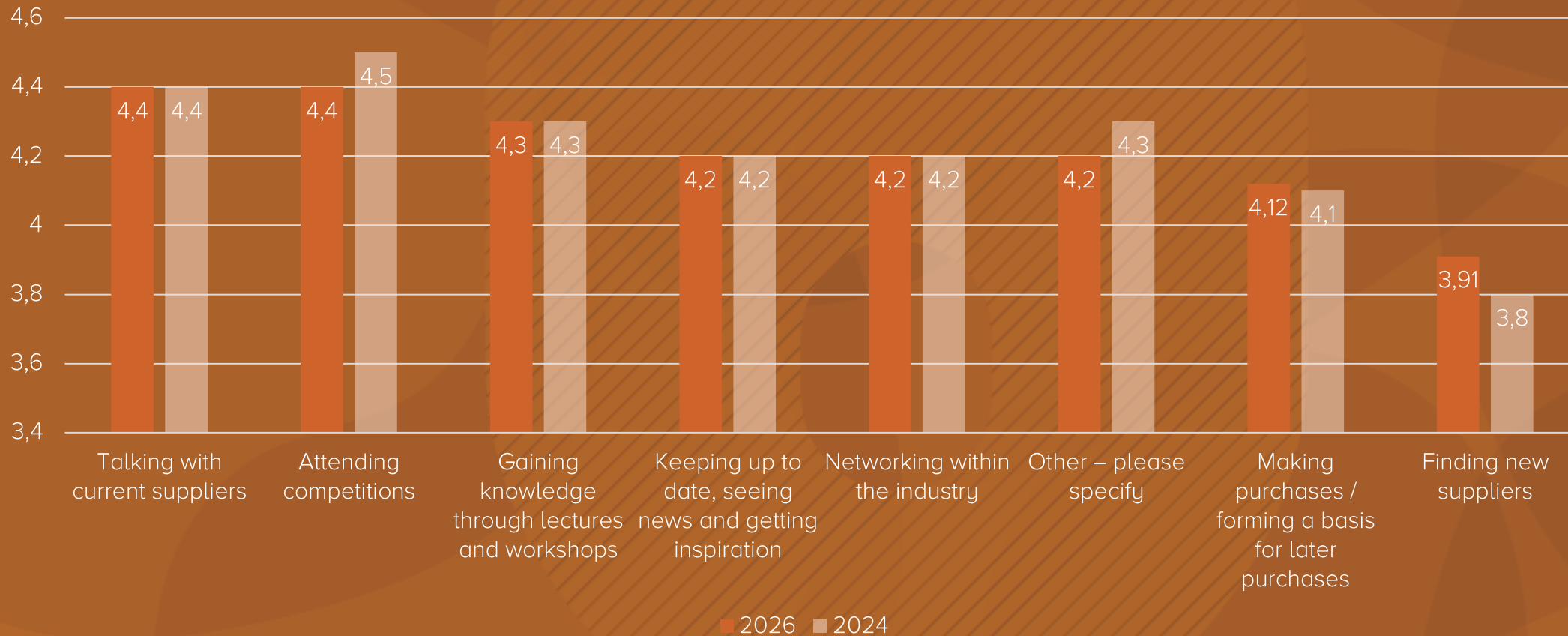
2024: 4 hours and 55 minutes

Purpose of visit

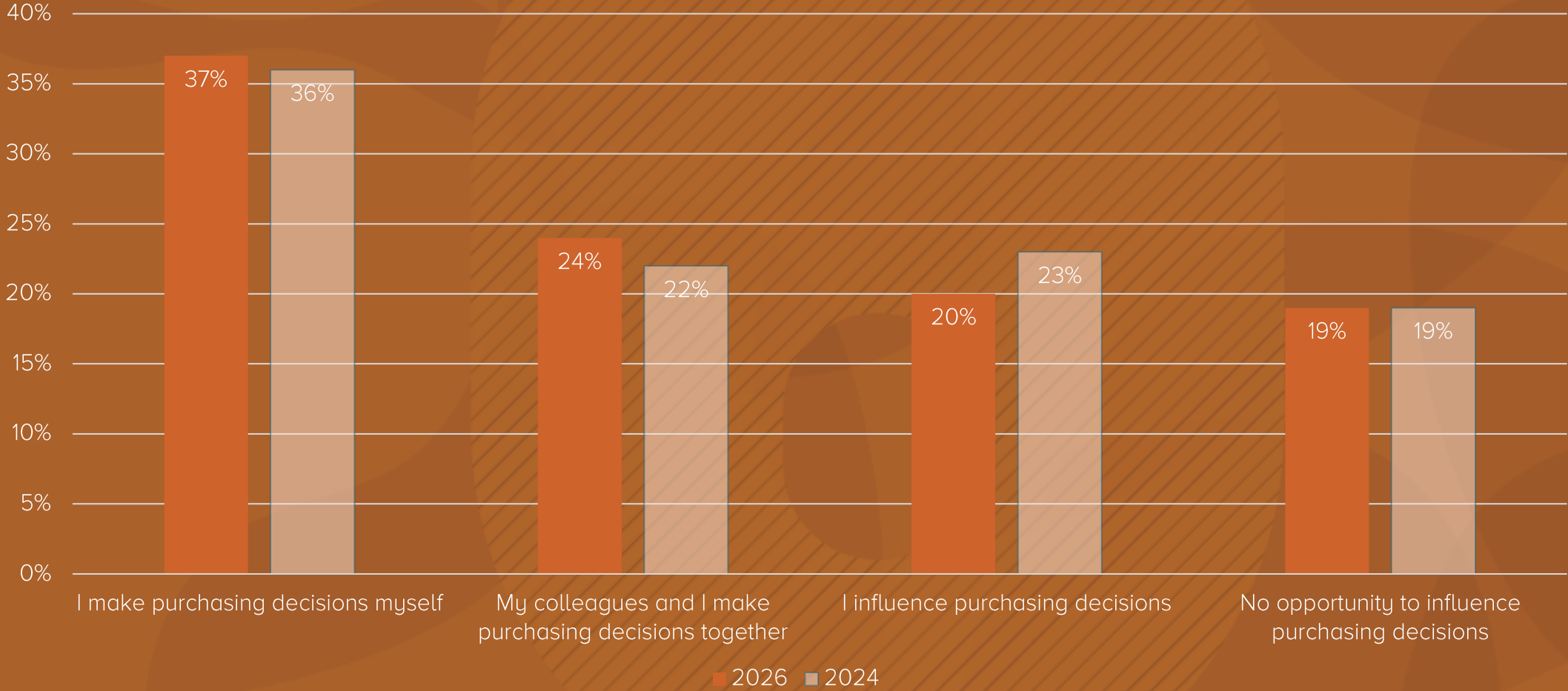


To what extent did the visitors achieve the purpose of their visit

Rating on a scale from 1 to 5

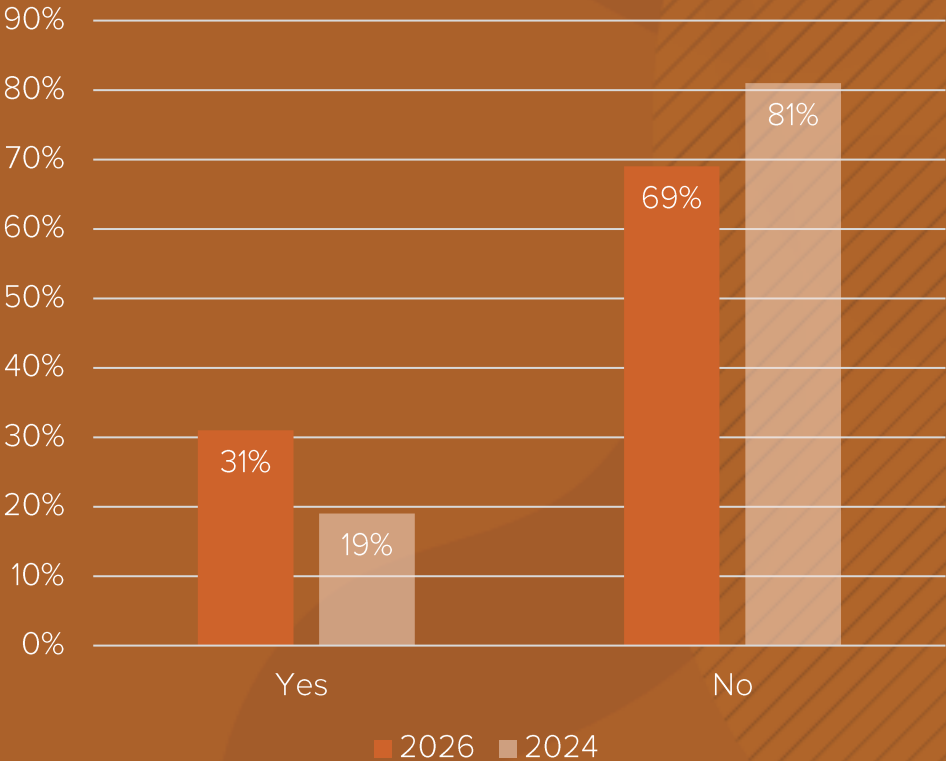


Influence on purchasing

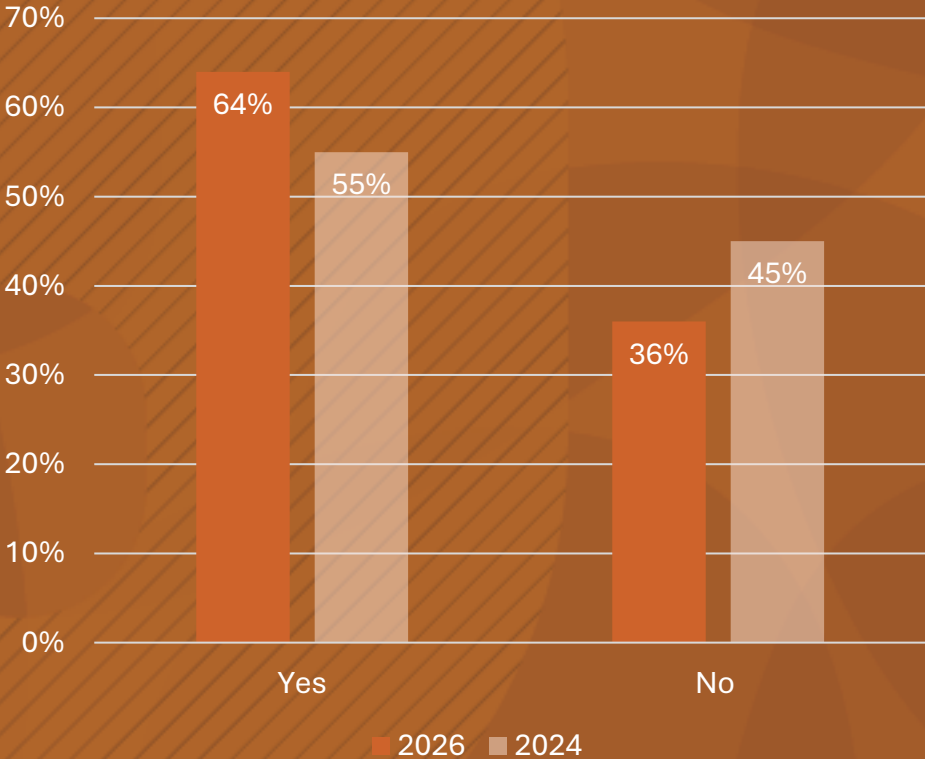


Orders at Foodexpo

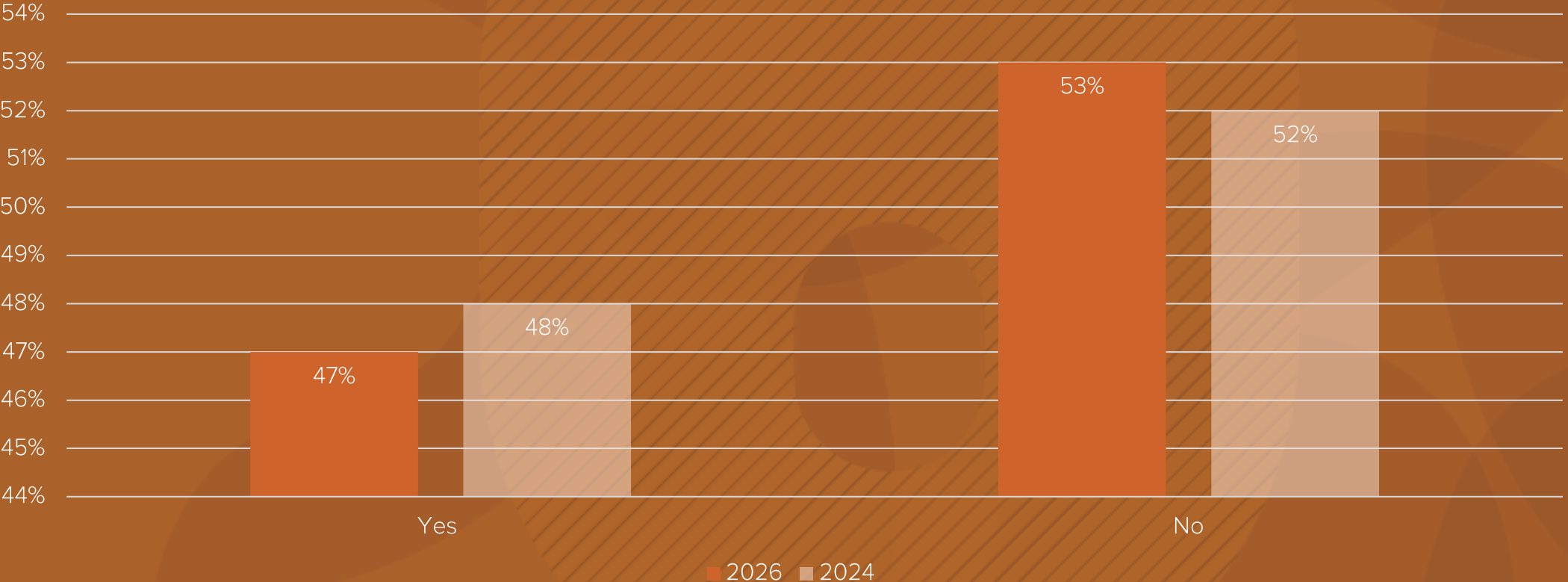
Did the visitors make purchases at the trade fair?



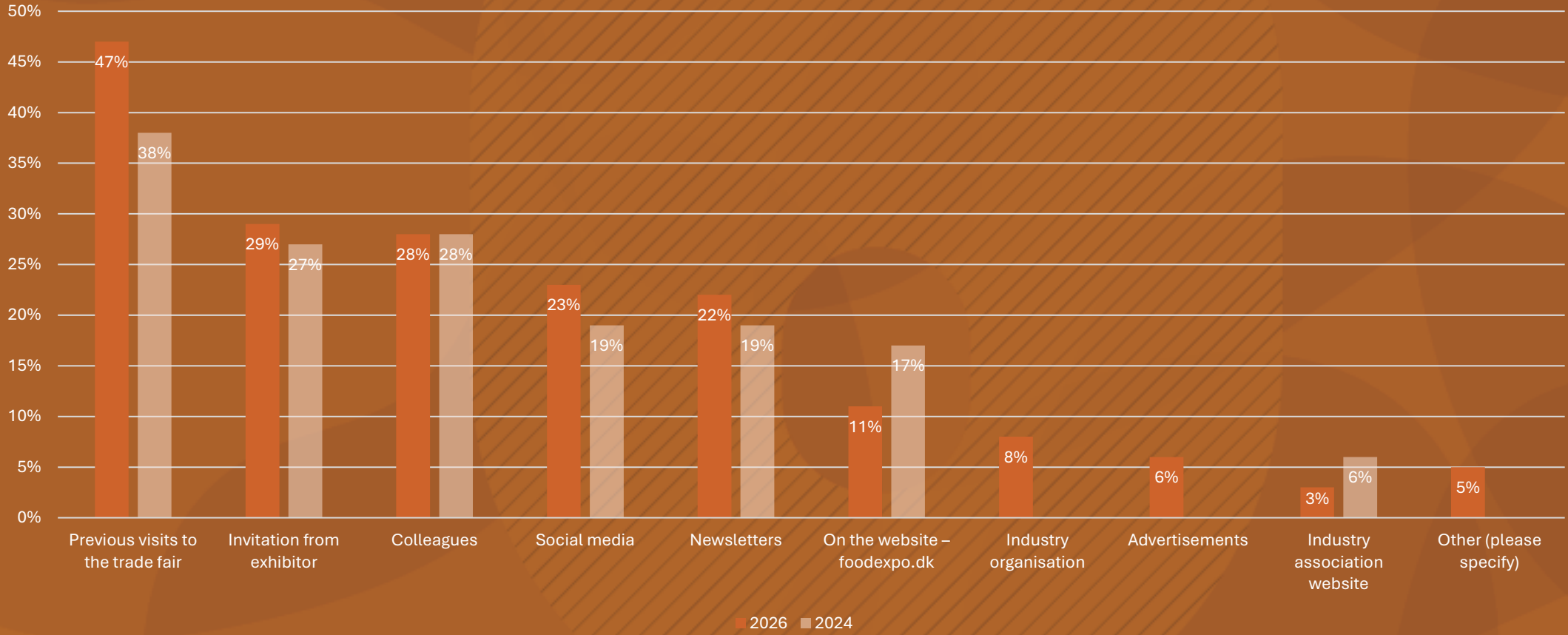
Do you and your company expect to place orders after the trade fair?



Have the visitors found new suppliers at Foodexpo?

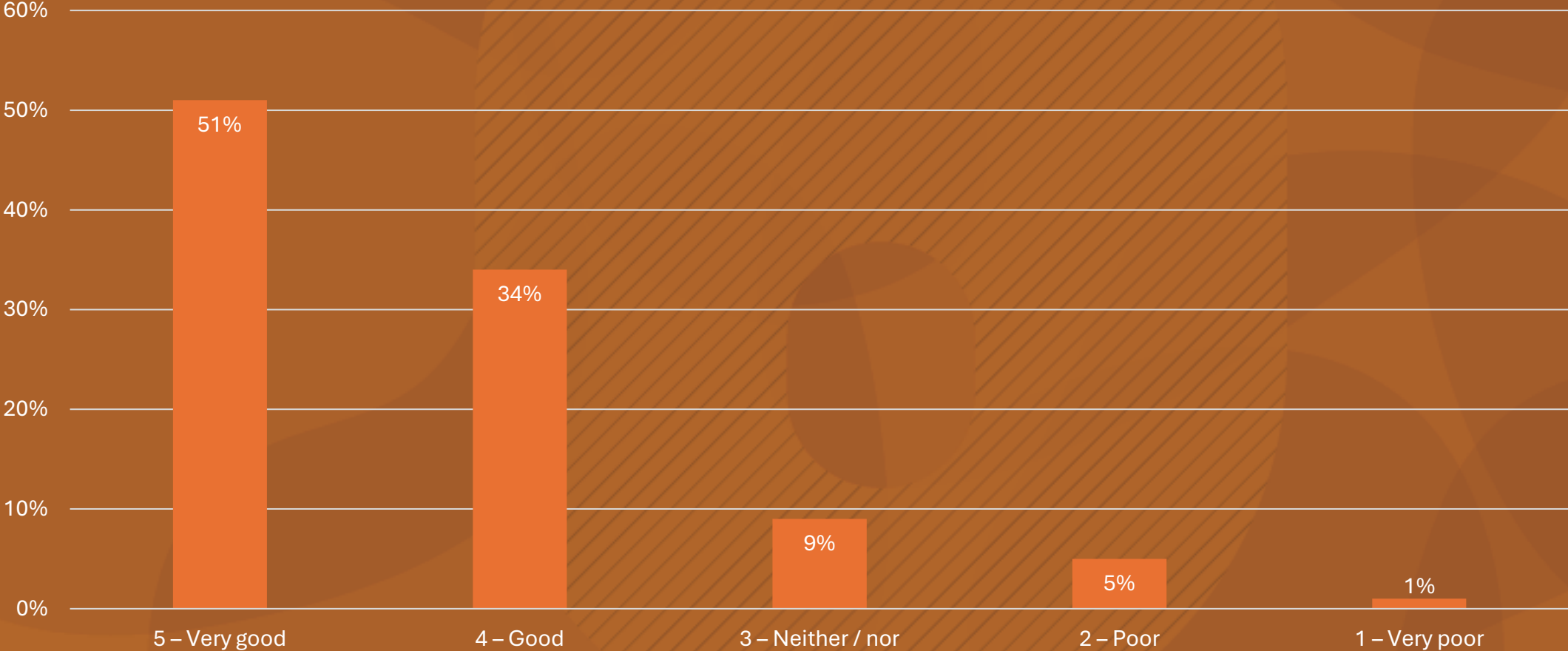


How did the visitors become aware of Foodexpo?



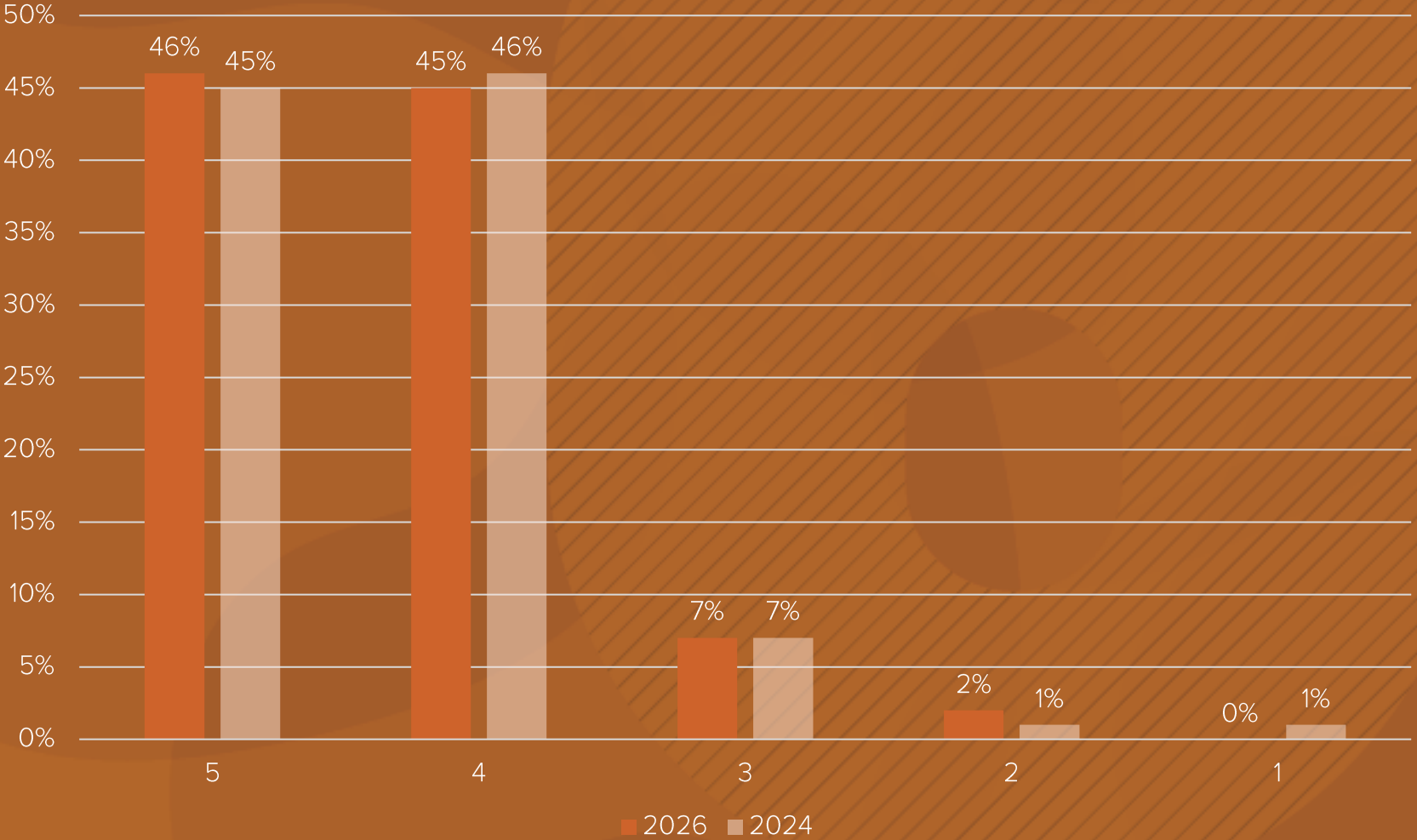
The visitors' assessment of the areas

Rating on a scale from 1 to 5



The visitors' rating of Foodexpo

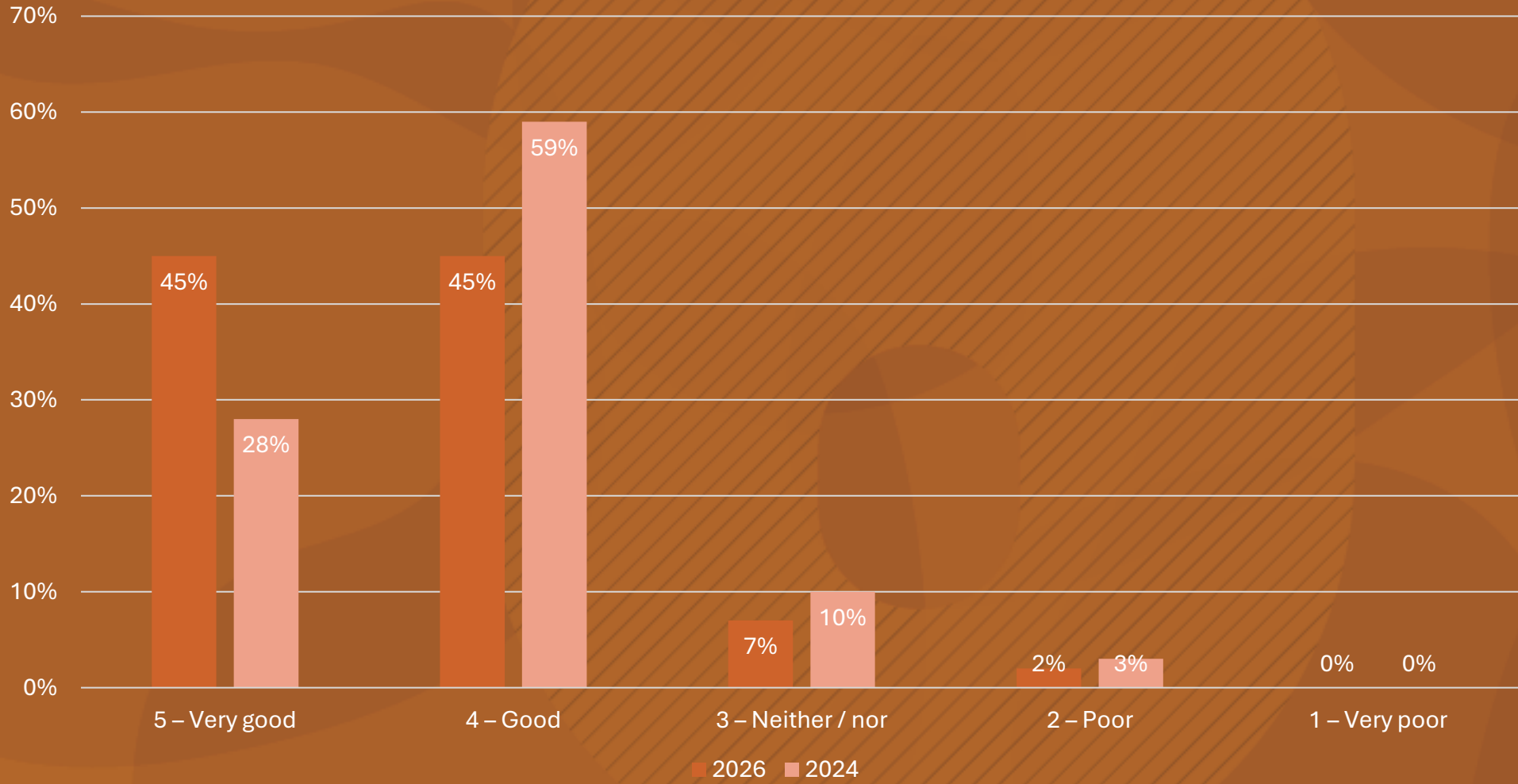
Rating on a scale from 1 to 5



Rating:
2026: 4.3
2024: 4.3
2022: 4.2

Exhibitor analysis

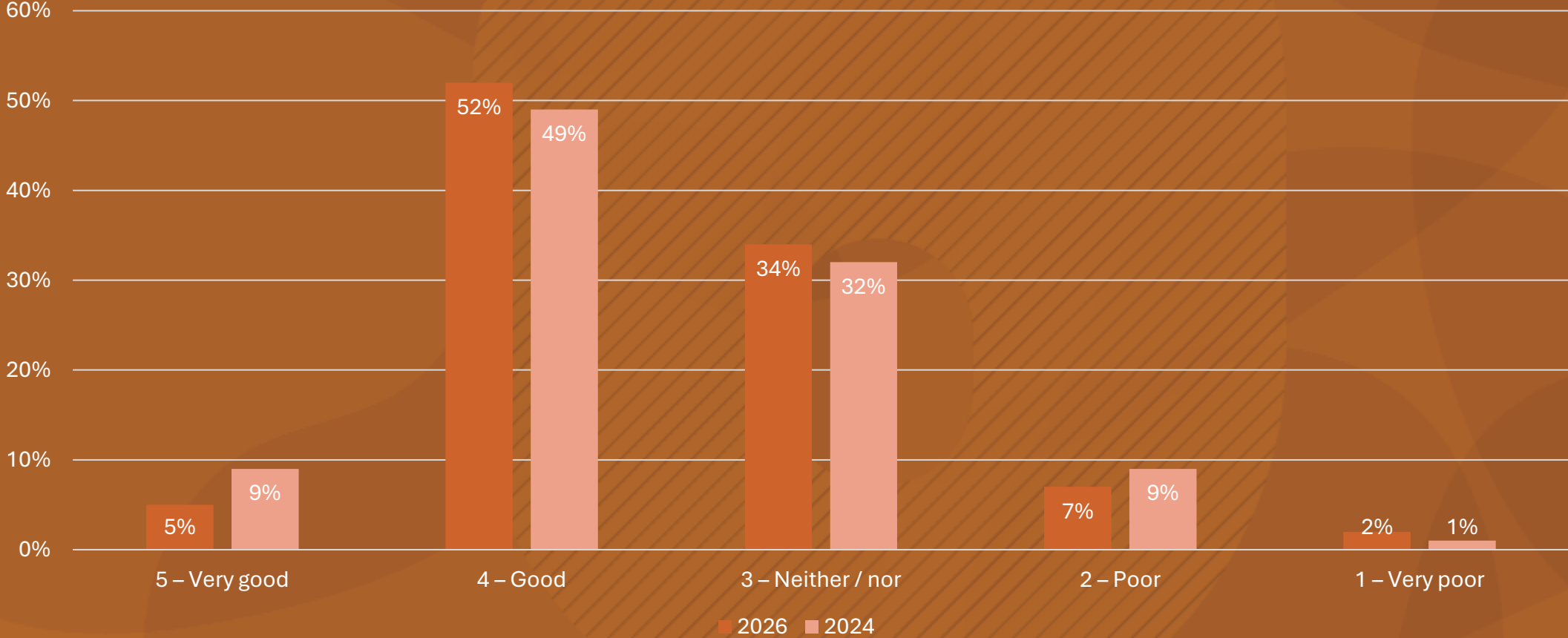
The exhibitors' assessment of Foodexpo



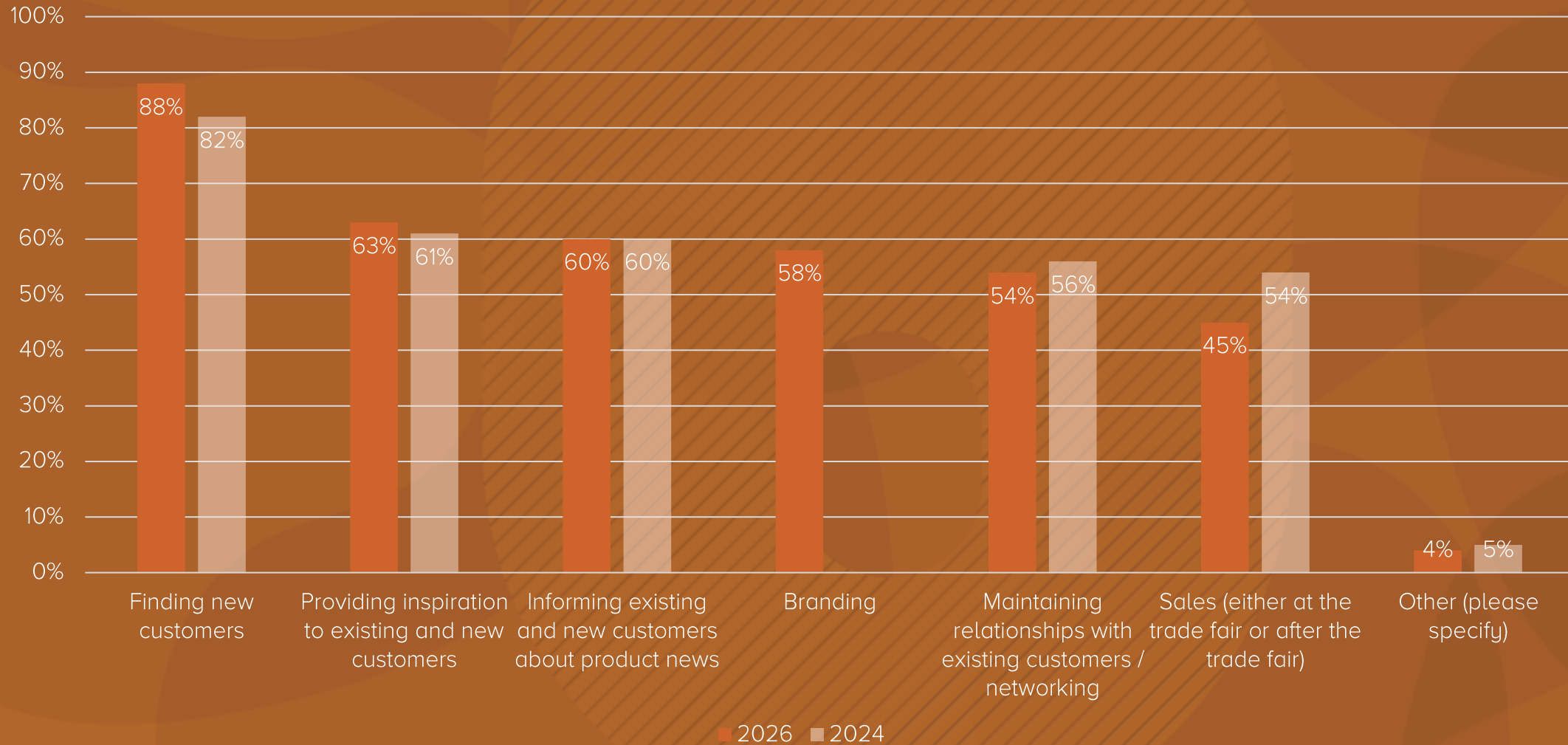
Rating:
2026: 3.9
2024: 4.1
2022: 4.0

The exhibitors' assessment of the quality of the visitors

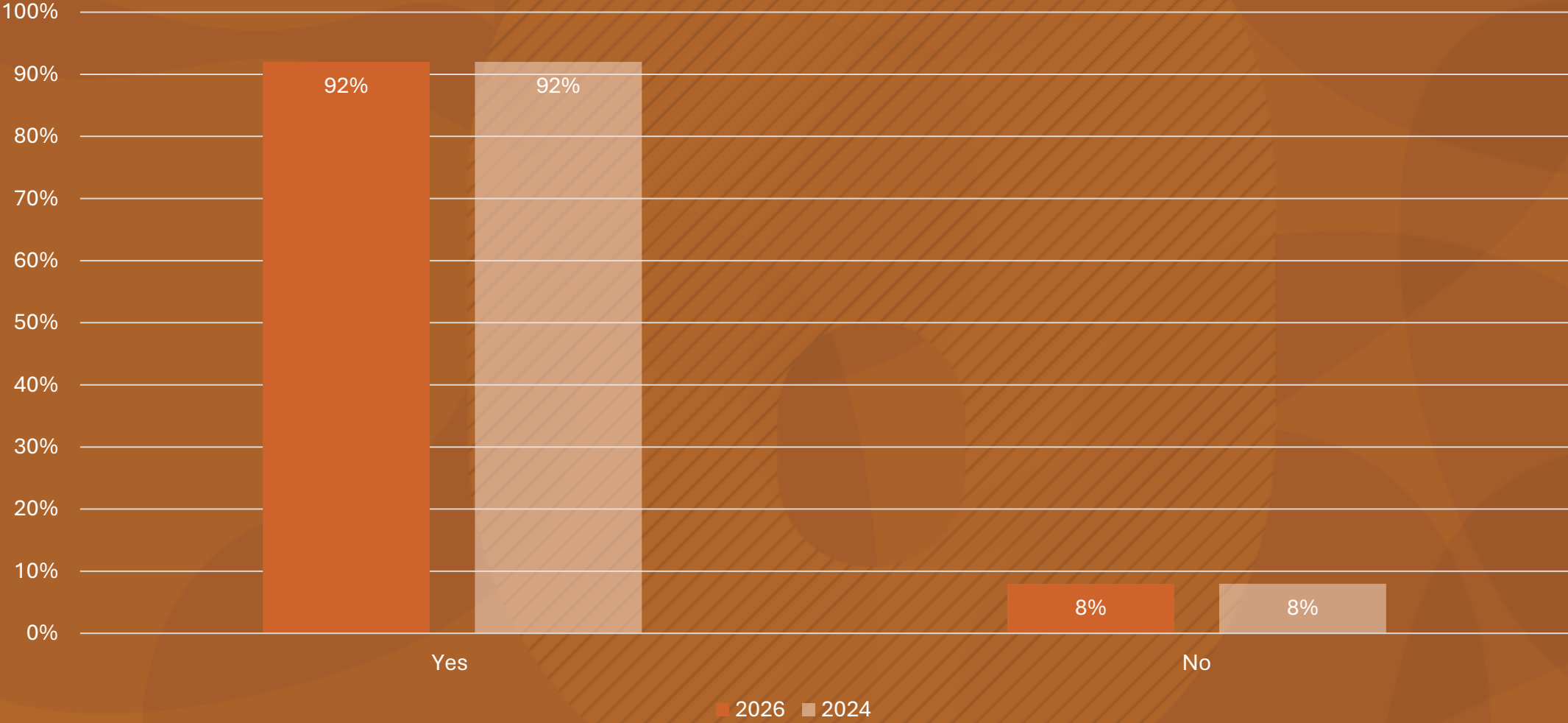
Rating on a scale from 1 to 5



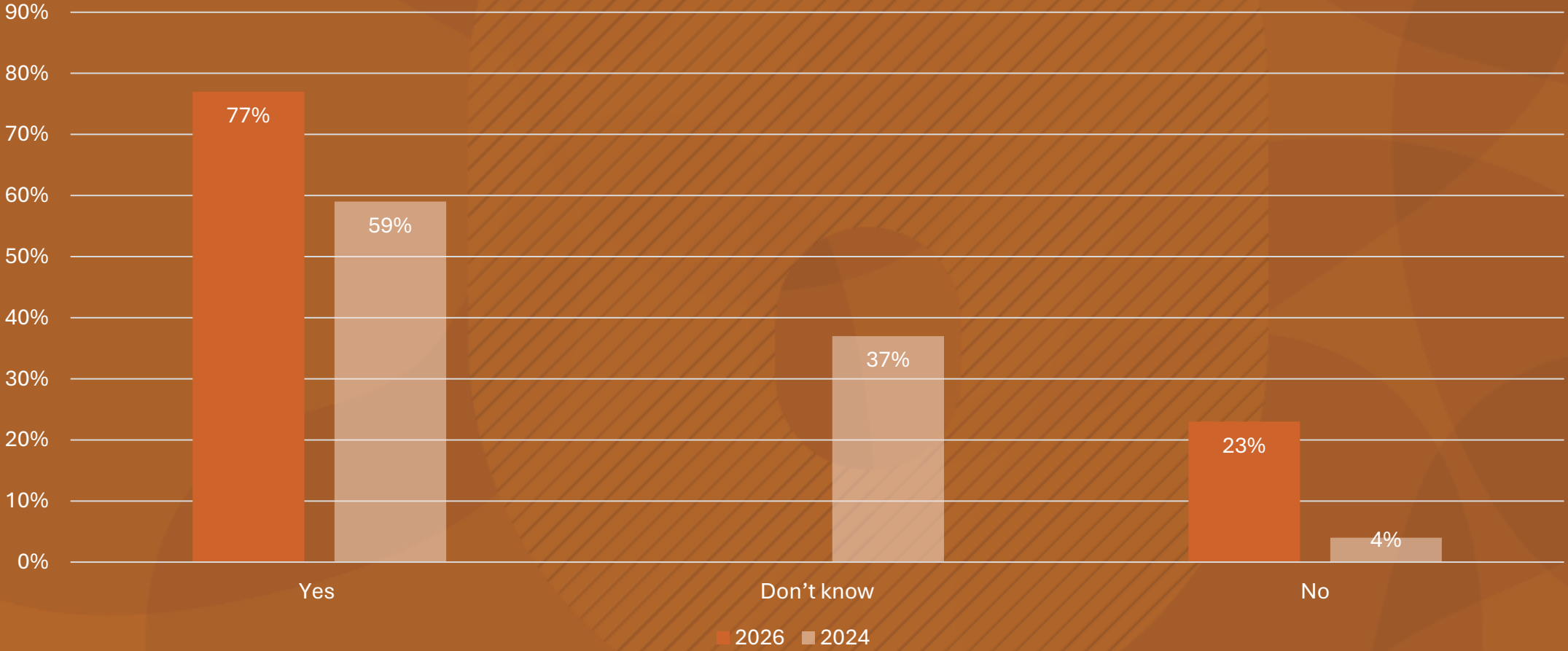
Purpose of exhibiting



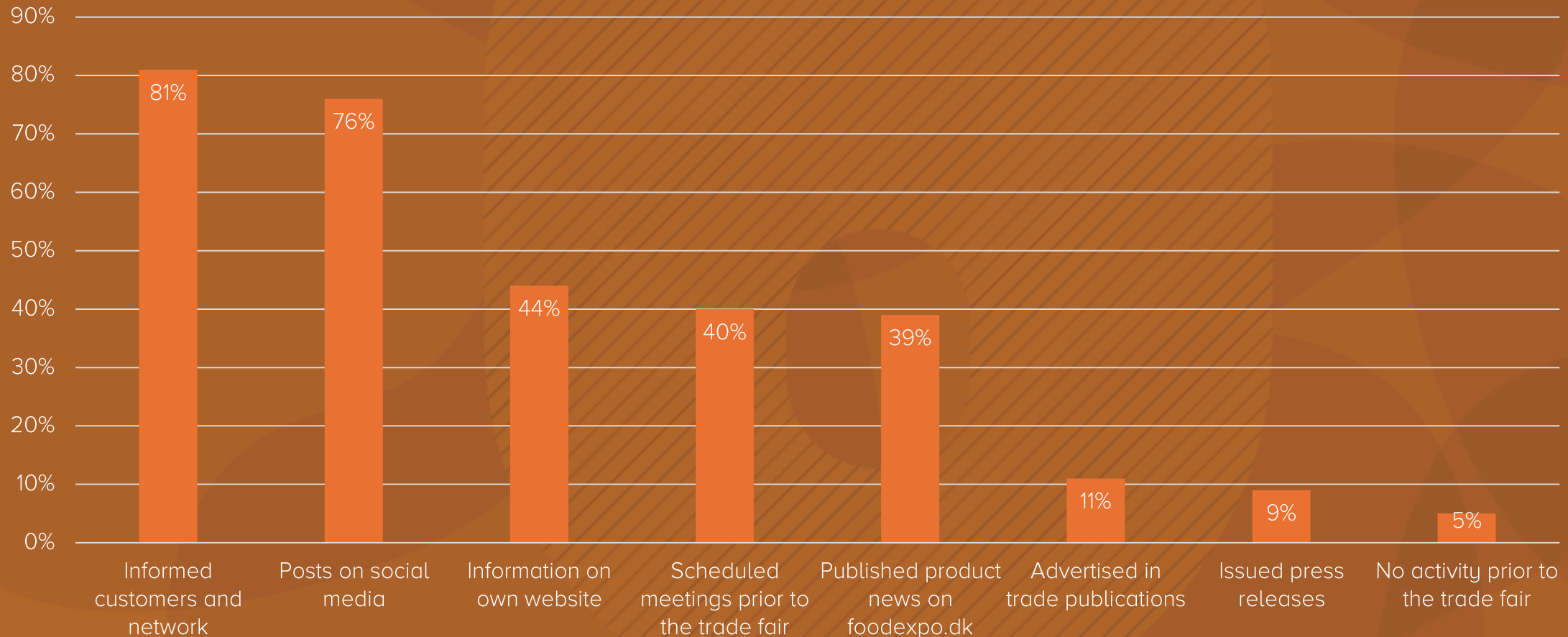
Have the exhibitors gained new customer leads?



Do the exhibitors wish to exhibit at the next Foodexpo?

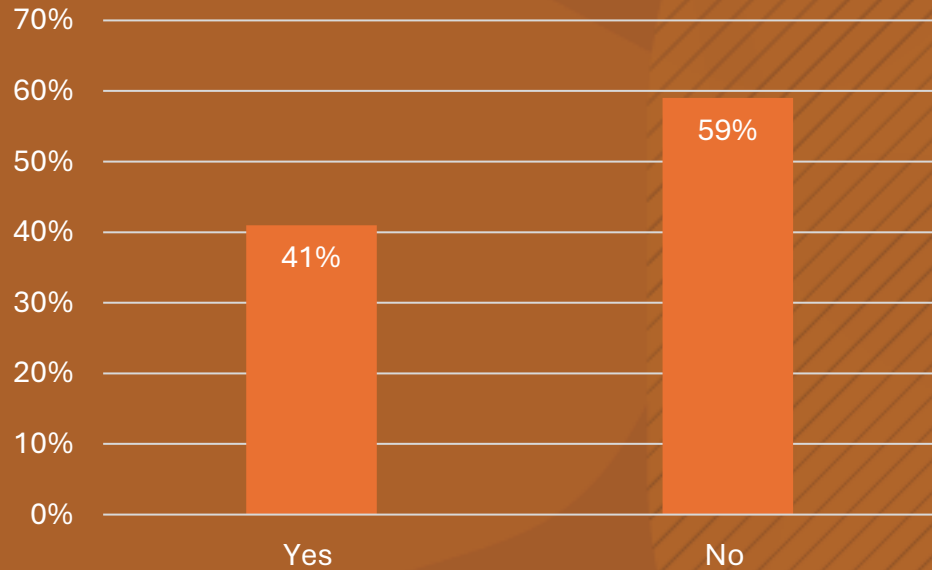


Which social media channels have the exhibitors used to promote their participation in the fair?

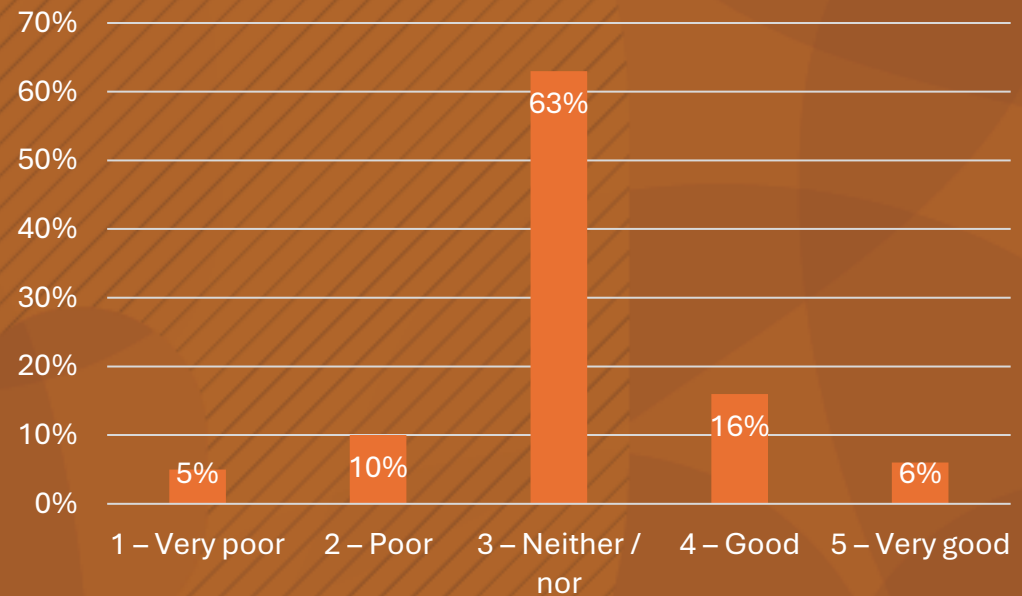


Rating of MCH365 LeadScan

Have the exhibitors used MCH Lead Scan?

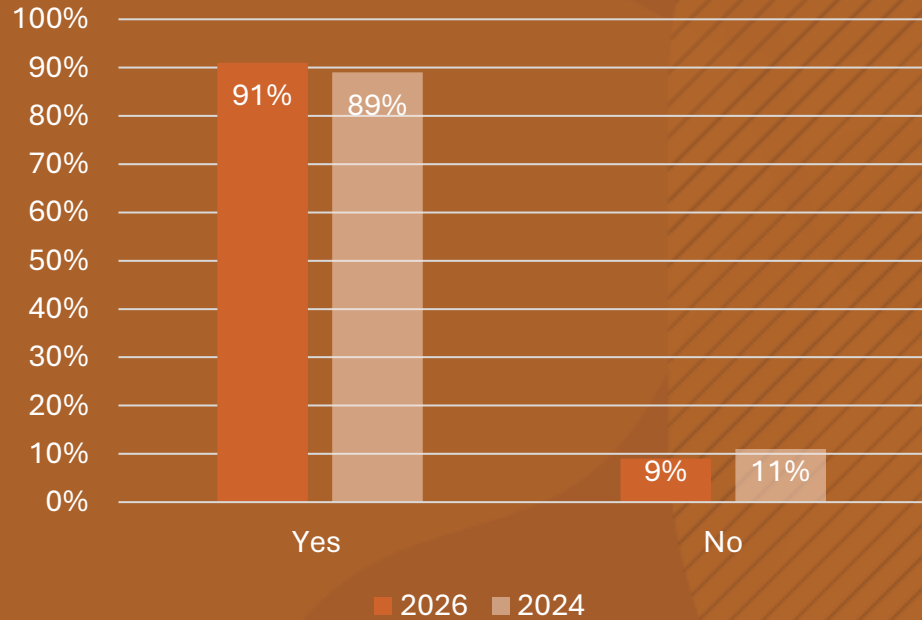


On a scale from 1 to 5, where 5 is the highest, how do exhibitors' rate MCH Lead Scan?

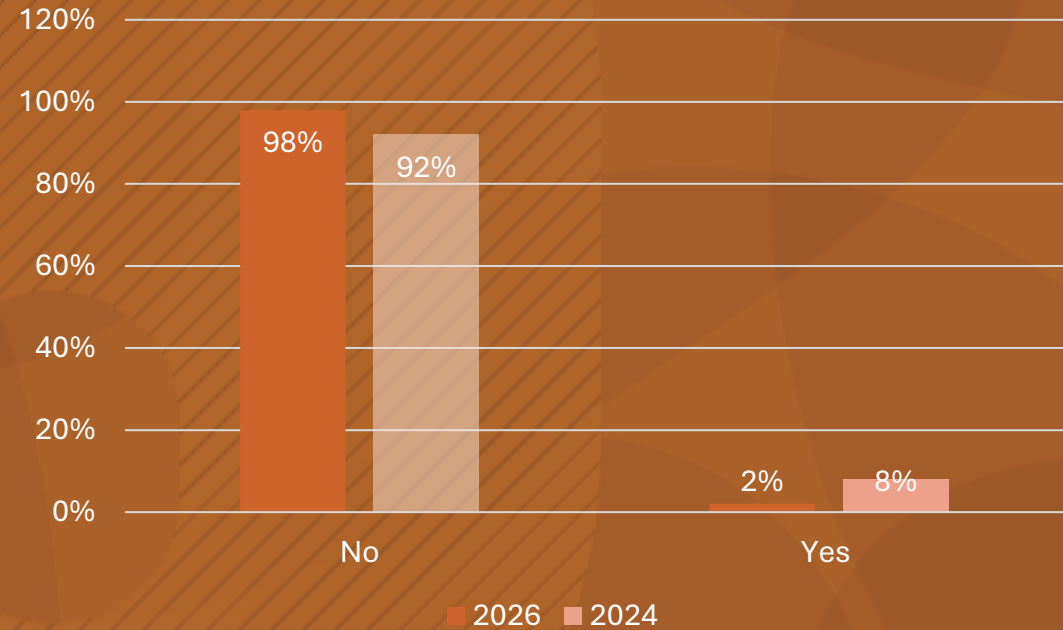


Rating of MCH365

Have the exhibitors completed their company profile on the website?



Have the exhibitors completed their company profile on the website?



**See you at Foodexpo 2028
March 26 - 28 2028**

At MCH Messecenter Herning