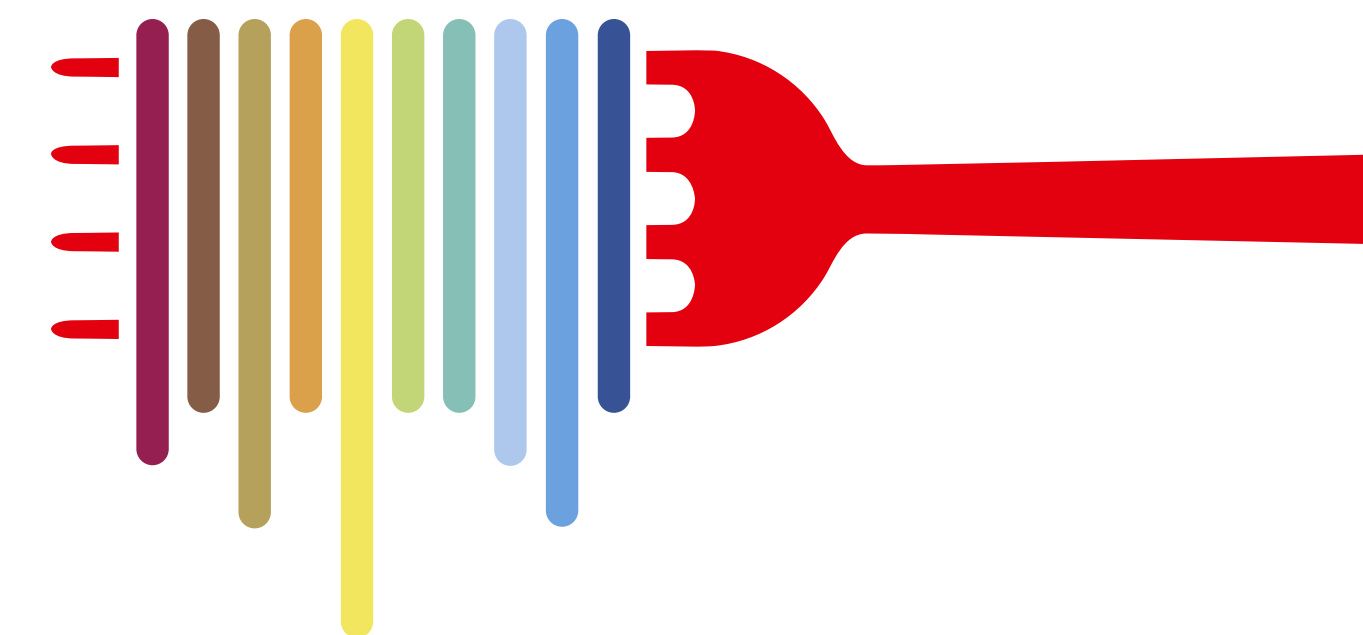


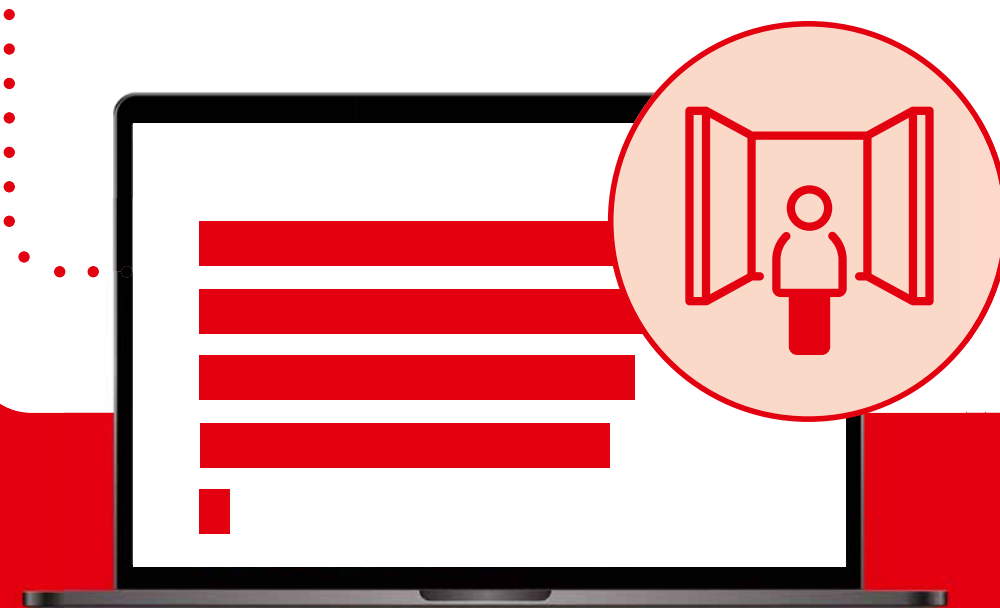


# RESULTS OF THE CURRENT VISITOR SURVEY

OVER 4,000 TOP BUYERS FROM 99 COUNTRIES



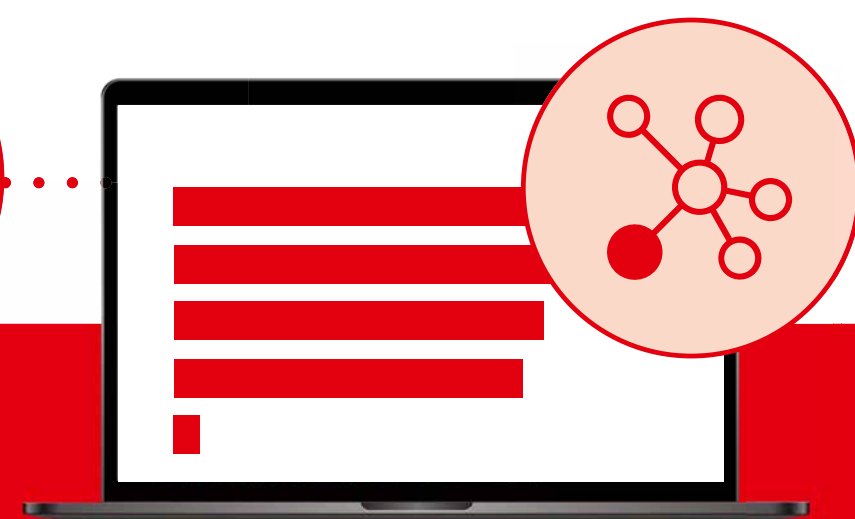
## Top buyers, who took part in the survey, state:



**98%\* of the VIP buyers**  
are planning to attend Anuga 2021



**87% stated**  
that they are not going to  
reduce their trade fair visits



**85% stated**  
that their product procurement  
is dependent on trade fairs



**80% of the top buyers**  
interviewed are looking forward to finally being able to visit physical trade fairs again

## TOP BUYERS...

...come from the sections: The wholesale and retail trade, distributors, importers, exporters as well as eCommerce and the out-of-home market



**Only 6%**  
stated that they are not planning to physically attend trade fairs in 2021.

[MEET OUR VISITORS HERE:](#)

+54% only physically/34% personally + digitally/9% only digitally/2% aren't planning to participate

