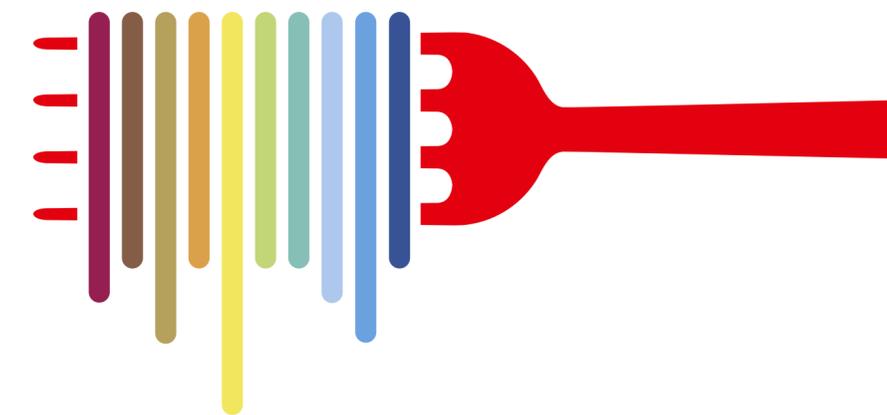


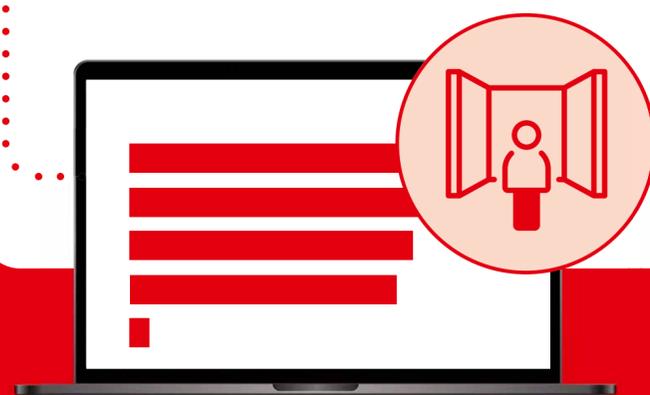


# RESULTS OF THE CURRENT VISITOR SURVEY

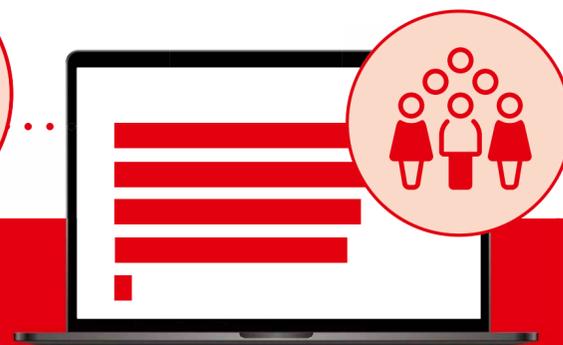
OVER 4,000 TOP BUYERS FROM 99 COUNTRIES



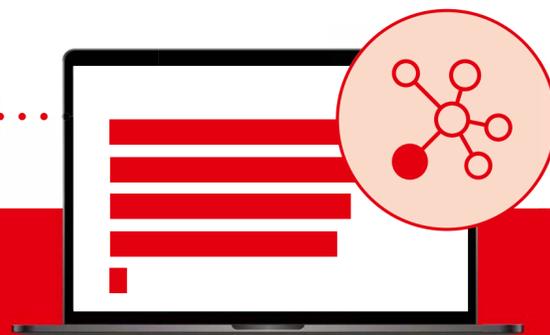
Top buyers, who took part in the survey, state:



**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

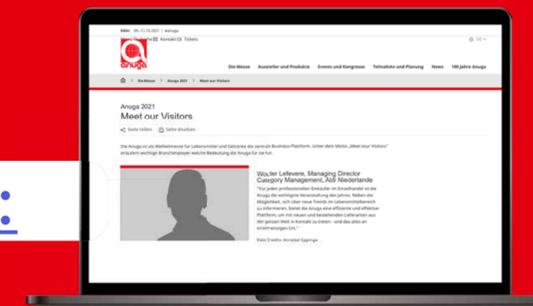


**Only 6%** stated that they are not planning to physically attend trade fairs in 2021.

TOP BUYERS...

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

[MEET OUR VISITORS HERE:](#)



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