Structural Data Exhibitors

**International composition**

- **1,546 exhibitors from 46 nations** (1,562 from 45 nations)
- Including **35% (36%)** exhibitors from Germany and **65% (64%)** international exhibitors

- **105,000 m²** total exhibition space (105,000 m²)
Focal product groups

(Multiple answers)

- **Plants**: 53% (2019), 50% (2018)
- **Engineering**: 28% (2019), 31% (2018)
- **Features**: 13% (2019), 14% (2018)
- **Floristry**: 8% (2019), 6% (2018)
## Exhibitor survey

### Exhibitors' objectives

(Multiple answers)

<table>
<thead>
<tr>
<th>Networks:</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make new contacts</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Maintain existing contacts</td>
<td>90%</td>
<td>93%</td>
</tr>
<tr>
<td>Business initiation</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>Business transactions</td>
<td>68%</td>
<td>67%</td>
</tr>
<tr>
<td>Representation/image building/advertising</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>Competition observation/sectoral overview</td>
<td>69%</td>
<td>67%</td>
</tr>
<tr>
<td>Export activities</td>
<td>68%</td>
<td>67%</td>
</tr>
<tr>
<td>Market research</td>
<td>68%</td>
<td>65%</td>
</tr>
<tr>
<td>Presentation of market innovation/improvement, trend development</td>
<td>64%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### Contacts to international trade visitors

Basis with data

94% (2018: 94%; 2017: 93%; 2016: 95%) made foreign contacts

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Exhibitor survey

Target groups quality and reaching

Are (completely) satisfied with the quality of the visitors

89%
2018: 92%
2017: 91%
2016: 92%

Reached all their target groups or at least to a (large) part

97%
2018: 97%
2017: 98%
2016: 97%

Business success

Are (completely) satisfied with their business success

86% (2018: 90%; 2017: 86%; 2016: 88%)

Results 2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)

Basis with data

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GMM Geisels-Messe-Marktforschung

14
Exhibitor survey

Follow-up business

92% (2018: 94%; 2017: 91%; 2016: 93%) of the company representatives expect very good to satisfactory business following the IPM ESSEN.

Importance of participation

Very important

24% (2018: 31%; 2017: 27%; 2016: 29%)

Important

64% (2018: 58%; 2017: 62%; 2016: 62%)

Not particularly important

13% (2018: 11%; 2017: 11%; 2016: 10%)

Expectations from participation

For 94% (2018: 95%; 2017: 94%; 2016: 94%) expectations concerning their trade fair participation were (partially) fulfilled.

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GMM - Gelsenkirchen Messe-Marktforschung
Overall result, willingness to recommend and intention to participate again

89% (2018: 93%; 2017: 89%; 2016: 91%) are overall (completely) satisfied with the result of the participation.


94% (2018: 94%; 2017: 92%; 2016: 96%) plan to participate again.

Exhibitor survey
Exhibitor survey

Forecasts for horticulture 2019/2020

- Distinct economic downward trend: 1% in 2019, 1% in 2018
- Slight economic downward trend: 9% in 2019, 8% in 2018
- Steady: 38% in 2019, 27% in 2018
- Slight economic upward trend: 42% in 2019, 47% in 2018
- Strong economic upward trend: 10% in 2019, 18% in 2018

Gathered and analysed by: GMM

Distinct economic downward trend
Slight economic downward trend
Steady
Slight economic upward trend
Strong economic upward trend

Basis with data
Structural Data Visitors

52,567 (56,535) visitors of which 50,517 (54,104) trade visitors

62% (62%) visitors from Germany

38% (38%) international visitors
Geographical origin

The following percentages refer to foreign trade visitors.

### Geographical Origin

- **78% Europe (80%)**
- **0% Africa (1%)**
- **15% Asia (12%)**
- **2% Australia (2%)**
- **5% America (5%)**

### TOP 10

<table>
<thead>
<tr>
<th>Country</th>
<th>Europe</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Netherlands</td>
<td>24%</td>
<td>(24%)</td>
</tr>
<tr>
<td>Belgium</td>
<td>8%</td>
<td>(3%)</td>
</tr>
<tr>
<td>People’s Republic of China</td>
<td>6%</td>
<td>(4%)</td>
</tr>
<tr>
<td>Italy</td>
<td>5%</td>
<td>(8%)</td>
</tr>
<tr>
<td>France</td>
<td>4%</td>
<td>(4%)</td>
</tr>
<tr>
<td>Spain</td>
<td>4%</td>
<td>(4%)</td>
</tr>
<tr>
<td>Austria</td>
<td>3%</td>
<td>(3%)</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3%</td>
<td>(2%)</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>2%</td>
<td>(2%)</td>
</tr>
<tr>
<td>United States of America</td>
<td>2%</td>
<td>(2%)</td>
</tr>
</tbody>
</table>
The %-figures concerning the Federal States relate to German trade visitors

### Journey distance of the German trade visitors

<table>
<thead>
<tr>
<th>Distance Range</th>
<th>% Visitors</th>
<th>(IPM ESSEN 2018) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in Essen</td>
<td>2%</td>
<td>(2%)</td>
</tr>
<tr>
<td>Up to 50 km</td>
<td>15%</td>
<td>(18%)</td>
</tr>
<tr>
<td>51 km up to 100 km</td>
<td>20%</td>
<td>(16%)</td>
</tr>
<tr>
<td>101 km up to 300 km</td>
<td>30%</td>
<td>(33%)</td>
</tr>
<tr>
<td>Over 300 km</td>
<td>33%</td>
<td>(32%)</td>
</tr>
</tbody>
</table>
## Sector of economy

(Extract >=2%)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultivation of ornamental plants/perennials</td>
<td>21%</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscape gardening</td>
<td></td>
<td>13%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Tree nursery</td>
<td></td>
<td>11%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Florists/specialist retailers</td>
<td></td>
<td>9%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Garden centre</td>
<td></td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Fruit and vegetable production</td>
<td></td>
<td>4%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Flower wholesale</td>
<td></td>
<td>4%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Other wholesale</td>
<td></td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Cemetery gardener</td>
<td></td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Market garden/ garden nurseries</td>
<td></td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

## Purchasing and procurement decisions

- **69% (2018: 70%; 2017: 70% 2016: 76%)**

- Decision makers

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Trade visitor survey

Interest of offer

(Multiple answers)

- Plants: 73% (2018: 78%; 2017: 78%; 2016: 78%)
- Technology: 45% (2018: 45%; 2017: 45%; 2016: 45%)
- Floristry: 24% (2018: 24%; 2017: 24%; 2016: 24%)
- Features: 22% (2018: 22%; 2017: 22%; 2016: 22%)

Rating of offer

95% (2018: 91%; 2017: 89%; 2016: 88%)

were all in all (completely) satisfied with the range available

Grade 1 = Completely satisfied
Grade 2
Grade 3
Grade 4
Grade 5 = Completely dissatisfied

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GMM Gelsenkirchen Messe-Marktfororschung
Market leaders at the IPM ESSEN

95% (2018: 95%; 2017: 94%; 2016: 94%)

are (completely) satisfied with the presence of the market leaders

Trade visitor survey

Gathered and analysed by:
GMM Geiszu Messe-Marktforschung
Trade visitor survey

Overall result

Grade 1 = Completely satisfied
- 20% (2019: 18%; 2018: 20%; 2017: 17%)

Grade 2
- 47% (2019: 52%; 2018: 50%; 2017: 51%)

Grade 3
- 28% (2019: 26%; 2018: 24%; 2017: 27%)

Grade 4
- 3% (2019: 2%; 2018: 4%; 2017: 4%)

Grade 5 = Completely dissatisfied
- 3% (2019: 2%; 2018: 2%; 2017: 2%)

Willingness to recommend

Grade 1 = Highly probable
- 30% (2019: 31%; 2018: 29%; 2017: 30%)

Grade 2
- 45% (2019: 44%; 2018: 43%; 2017: 43%)

Grade 3
- 19% (2019: 20%; 2018: 20%; 2017: 21%)

Grade 4
- 4% (2019: 3%; 2018: 4%; 2017: 4%; 2016: 3%)

Grade 5 = Highly improbable
- 3% (2019: 2%; 2018: 3%; 2017: 3%; 2016: 3%)

94% (2018: 96%; 2017: 94%; 2016: 94%)
all are all in all (completely) satisfied with their visit.

93% (2018: 95%; 2017: 93%; 2016: 93%)
recommend others to visit the fair
# Intention to visit again

92% (2018: 92%; 2017: 92%; 2016: 90%) plan to visit again.

## Economic situation and economic company situation

<table>
<thead>
<tr>
<th>Economic Situation</th>
<th>Grade 1 = Very favourable</th>
<th>Grade 2</th>
<th>Grade 3</th>
<th>Grade 4</th>
<th>Grade 5 = Very unfavourable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>26%</td>
<td>44%</td>
<td>23%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2018</td>
<td>21%</td>
<td>43%</td>
<td>29%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Current economic situation:
- 15% (2018: 15%; 2017: 16%; 2016: 15%)
- 42% (2018: 40%; 2017: 40%; 2016: 42%)
- 32% (2018: 37%; 2017: 38%; 2016: 32%)

Current company situation:
- Grade 1 = Very favourable:
  - 15% (2018: 15%; 2017: 16%; 2016: 15%)
  - 42% (2018: 40%; 2017: 40%; 2016: 42%)
  - 32% (2018: 37%; 2017: 38%; 2016: 32%)

Gathered and analysed by: GMM - Geisels Messe-Marktforschung
Media Data

394 accredited journalists from 30 countries (382 from 24 countries)

- Germany: 61% (65%)
- Rest of Europe: 35% (32%)
- Other Continents: 4% (3%)

In brackets the results from IPM ESSEN 2018