

NORDBYGG 2022

The attendee feedback platform Explori, has conducted a visitor and exhibitor survey. The visitor survey is based on 4147 respondents and the exhibitor survey is based on 250 respondents. Here is a selection of the statistics, please visit our website Nordbygg.se to find out more.



NORDBYGG



NUMBER OF VISITORS



VISITOR FAIR

- The average visitor is a 49-year-old man
- 15% women
- 35% first-time visitors

VISITOR RESIDENCE

International visitors 10 %
 International exhibitors 28 %

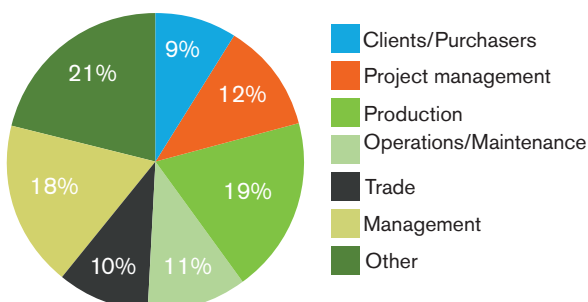
Visitor Nationality Top 5

- Finland
- Norway
- Denmark
- Estonia
- Lithuania

At Nordbygg 2022 we had 53 nationalities represented at the fair.

VISITOR OCCUPATION

What business areas were visitors involved in?



PURCHASE INFLUENCE



82% of the visitors are purchasing decision makers



Within the next 12 months 1 out of 3 visitors will recommend purchasing products they found at the fair.

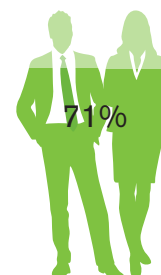
3 PRIMARY REASONS TO VISIT NORDBYGG

- Discover the latest products and innovations
- Networking
- Connect with new suppliers

NORDBYGG LOYALTY

Desire to participate at the next fair

Visitors:



Exhibitors:

