EXHIBITOR SURVEY SUMMARY 2025

ASIA FRUIT LÖGISTICA

Knowledge Partner

ASIAFRUIT

TOP 10 EXHIBITING COUNTRIES

1 China 6 South Korea

2 Australia 7 Singapore

3 New Zealand 8 France

4 United States 9 South Africa

5 Egypt 10 Chile

OVERALL IMPRESSION AND OUTLOOK

94%

of exhibitors had a good or very good impression of the show

96%

of exhibitors were interested in exhibiting in 2026

88%

of exhibitors rated the quality of trade visitors positively



93% of exhibitors assessed the commercial success of their participation at the show **positively**



BENEFIT OF PARTICIPATION

92% of exhibitors judge the **benefit of the participation** for their company was **important**

PRESENTATION FOCUS

Fresh fruits	74%
Fresh vegetables	24%
Transport / Logistics	10%
Technology	9%
Storage solutions	8%
Frozen fruit and vegetables	7%
Organic products	5%
Others	3%
Packaging	2%

(Includes multiple citations)

Information for trade visitors

(Includes multiple citations)

DEGREE OF ACHIEVEMENT

Care of customer relationship	
100%	Satisfactory
Preparation of orders	
100%	Satisfactory
Presentation of novelties	
100%	Satisfactory
Company presentation / Image building	
99%	Satisfactory
Concluding orders	
98%	Satisfactory
Acquisition of new customers	
95%	Satisfactory Satis
Search for suppliers	
94%	Satisfactory

Satisfactory

VISITOR SURVEY SUMMARY 2025

TOP 10 VISITING COUNTRIES

1 China 6 South Korea

2 India 7 Taiwan, China

3 Chile 8 Indonesia

4 Australia 9 Japan

5 Malaysia 10 United States

OVERALL IMPRESSION AND OUTLOOK

97%

of visitors were satisfied with their participation

97%

of visitors would recommend ASIA FRUIT LOGISTICA to others

77%

of visitors intend to visit the next ASIA FRUIT LOGISTICA



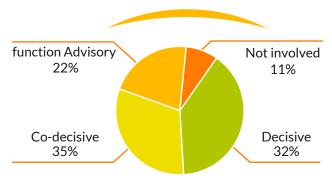
FIND NEW BUSINESS 85% of visitors **find new business** contacts at ASIA FRUIT LOGISTICA

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ASIAFRUIT

VISITORS' INFLUENCE ON PURCHASING AND PROCURING DECISIONS





81% of visitors hold managment positions

AREAS OF BUSINESS

Fruit / Vegetable growers	40%
Importer / Exporter	38%
Transport / Logistics	11%
Distributor	9%
Wholesalers	6%
Food & Catering	6%
Manufacturer of frozen fruit and vegetables	6%
Retailer	6%
Packaging & Technology	6%
Fresh cut / Convenience	4%
Association / Institution	2%

(Includes multiple citations)