

# EXHIBITOR SURVEY SUMMARY 2025

ASIA FRUIT  
LOGISTICA

Knowledge Partner

ASIAFRUIT

## TOP 10 EXHIBITING COUNTRIES

- 1 Greater China
- 2 Australia
- 3 New Zealand
- 4 United States
- 5 Egypt
- 6 South Korea
- 7 Singapore
- 8 France
- 9 South Africa
- 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**

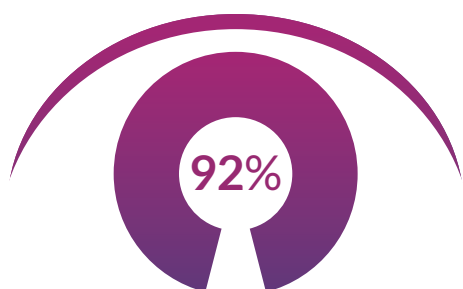
88%

of exhibitors rated the **quality of trade visitors positively**



## COMMERCIAL SUCCESS

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



(Includes multiple citations)

## DEGREE OF ACHIEVEMENT



(Includes multiple citations)

# VISITOR SURVEY SUMMARY 2025

ASIA FRUIT  
LOGISTICA

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ASIAFRUIT

## TOP 10 VISITING COUNTRIES

- 1 Greater China
- 2 India
- 3 Chile
- 4 Australia
- 5 Malaysia
- 6 South Korea
- 7 Indonesia
- 8 Japan
- 9 United States
- 10 Thailand

## OVERALL IMPRESSION AND OUTLOOK

97%

of visitors were **satisfied** with their participation

97%

of visitors would **recommend** ASIA FRUIT LOGISTICA to others

77%

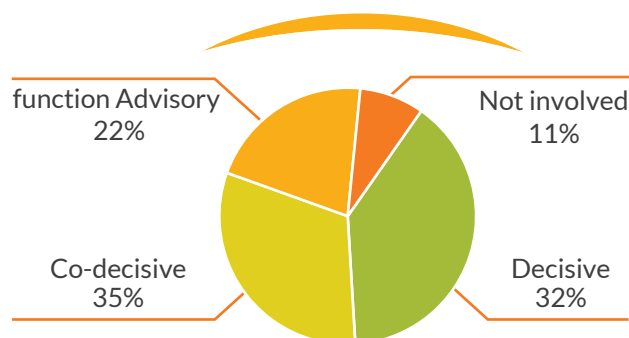
of visitors **intend to visit** the next ASIA FRUIT LOGISTICA

85%

### FIND NEW BUSINESS

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

## VISITORS' INFLUENCE ON PURCHASING AND PROCURING DECISIONS

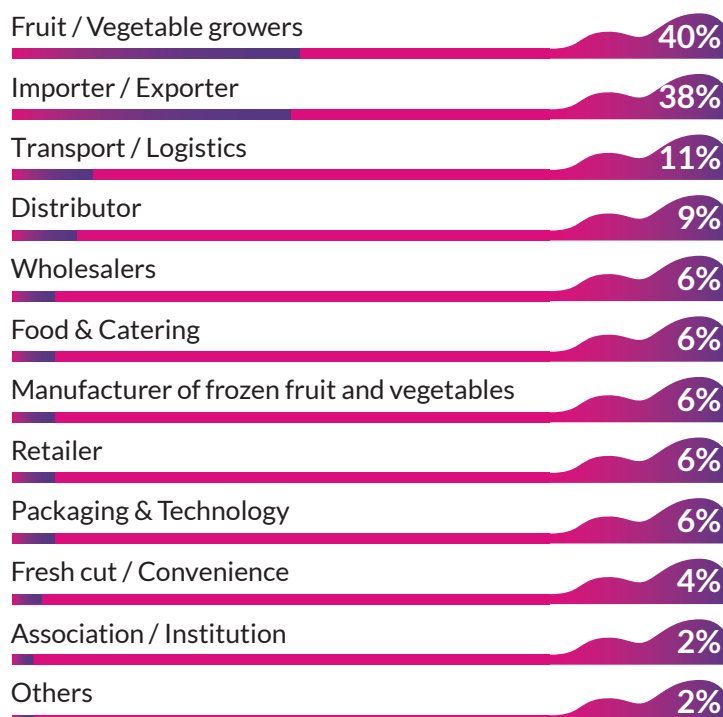


81%

### STATUS

81% of visitors hold **managment** positions

## AREAS OF BUSINESS



(Includes multiple citations)