

EXHIBITOR SURVEY SUMMARY 2026

ASIA FRUIT
LOGISTICA

Knowledge Partner

ASIAFRUIT

TOP 10 EXHIBITING COUNTRIES

- | | |
|-----------------|---------------|
| 1 China | 6 Singapore |
| 2 Australia | 7 South Korea |
| 3 New Zealand | 8 Turkey |
| 4 United States | 9 France |
| 5 Egypt | 10 Chile |

OVERALL IMPRESSION AND OUTLOOK

95.7%

of exhibitors had an excellent or good impression of the show

94.7%

of exhibitors were interested in exhibiting in 2027

88.7%

of exhibitors rated the quality of trade visitors positively

93.7
%

OVERALL SATISFACTION

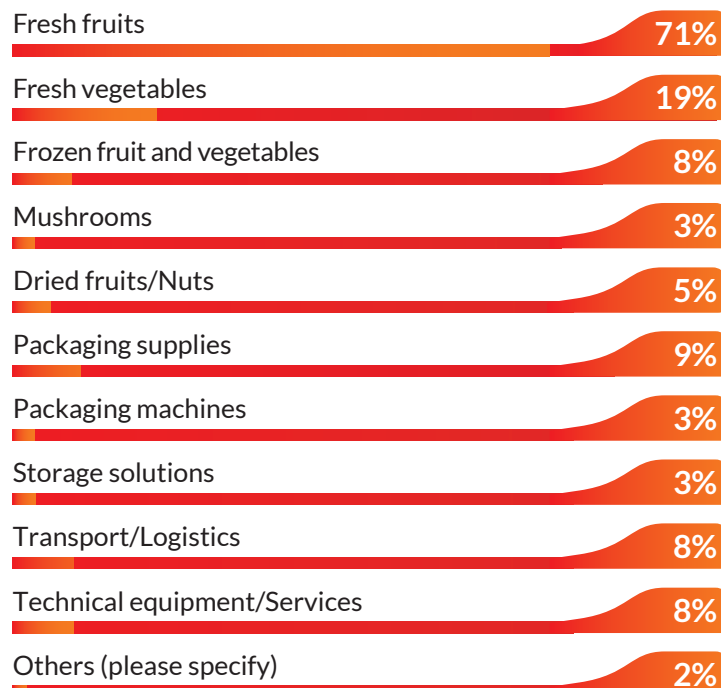
93.7% of exhibitors were **satisfied overall** with ASIA FRUIT LOGISTICA 2026

92.4
%

BENEFIT OF PARTICIPATION

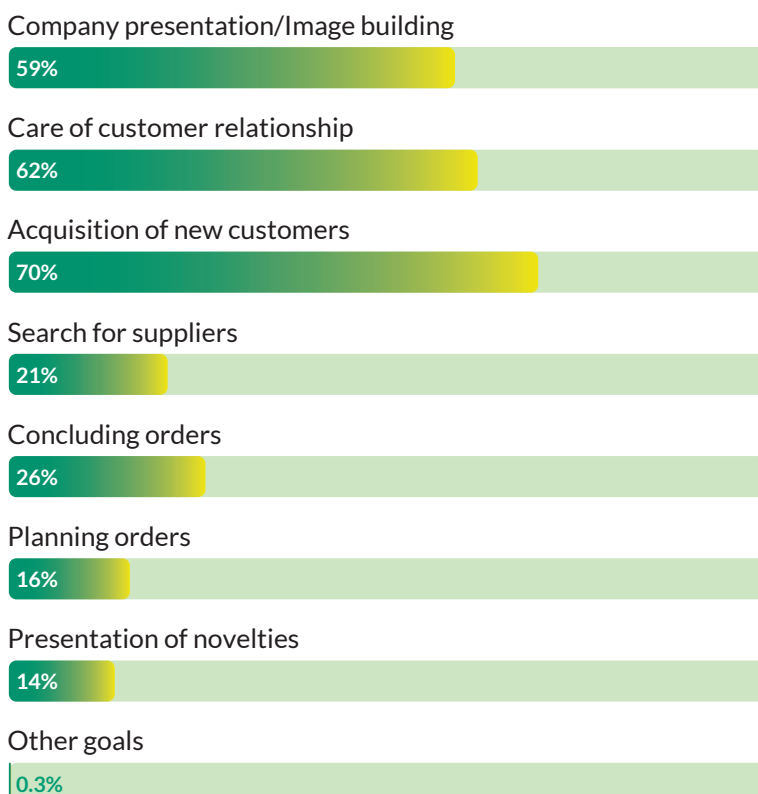
92.4% of exhibitors judge the **benefit of the participation** for their company was **important**

PRESENTATION FOCUS



(Includes multiple citations)

MAIN OBJECTIVES OF PARTICIPATION



(Multiple answers are possible)

VISITOR SURVEY SUMMARY 2026

ASIA FRUIT
LOGISTICA

Knowledge Partner

ASIAFRUIT

TOP 10 VISITING COUNTRIES

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

OVERALL IMPRESSION AND OUTLOOK

99.3%

of visitors had an excellent or **good impression of the show**

98.9%

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

79%

of visitors would **consider visiting** the next ASIA FRUIT LOGISTICA

99.6%

PRODUCT RANGE

99.6% of visitors rate **the range of products** on offer as good or very good

91%

FIND NEW BUSINESS

91% of visitors **find new business contacts** at ASIA FRUIT LOGISTICA

PROFESSIONAL STATUS

Department head, team leader

24%

Self-employed entrepreneur, co-owner, freelancer

22%

Area manager, operations manager, branch manager, office manager

17%

Other employee / skilled worker

17%

Managing director, board member, C-level, country manager or similar

17%

Lecturer, teacher

2%

Other professional status

1%

PRODUCT GROUPS OF INTEREST

Fresh fruits

88%

Fresh vegetables

42%

Frozen fruits and vegetables

22%

Transport / Logistics

12%

Organic products

12%

Mushrooms

9%

Dried fruits / Nuts

8%

Potatoes

7%

Packaging supplies

6%

Cold Chain Tech

6%

Packaging machines

6%

Fresh convenience products

6%

Supply Chain Traceability & Compliance

5%

Marketing / Market research

4%

Storage solutions

4%

Smart Agriculture & Crop Forecasting

4%

Postharvest: Sorting, Grading & Packhouse...

4%

AI, Data & Decision Intelligence

3%

Sustainability, Carbon & Compliance

3%

Consulting / Information services

1%

(Includes multiple citations)