



SCANPACK 2022

SUMMARY OF INTERVIEWS
WITH VISITORS AND EXHIBITORS

SURVEY METHOD

The survey was carried out by Fairlink AB. Data collection took place via two different online questionnaires: one for visitors to Scanpack 2022, and one for exhibitors. The data collection process commenced approximately 10 days after the exhibition finished. In total, the questionnaires were completed by 530 randomly selected trade visitors and 90 exhibitors.

MORE INFO ABOUT FAIRLINK: WWW.FAIRLINK.SE

ABOUT SCANPACK

Total no. of participants (visits/exhibitors): 12,899

No. of visiting companies: 4,125

No. of exhibiting companies: 397

No. of visiting countries: 45

Visitors by country: Sweden (76%), Norway (10%), Denmark (5%), Finland (2%), Other (7%)

FACTS FROM THE SWEDISH EXHIBITION & CONGRESS CENTRE

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BUSINESS DEALINGS AT SCANPACK

VISITORS

6 of 10 discussed concrete projects with exhibitors, and 2 of 10 requested offers.

8 of 10 feel that the visit definitely/might lead to business dealings with suppliers they otherwise wouldn't have done business with.

8 of 10 plan to buy or propose the purchase of products/services they saw at Scanpack within 12 months.

EXHIBITORS

9 of 10 feel that the overall outcome of exhibiting at Scanpack was positive.

SATISFIED EXHIBITORS AND VISITORS

95%

of exhibitors and visitors feel that the overall impression of Scanpack was positive.

MAJOR INTEREST IN SCANPACK 2024

94%

of visitors and 90% of exhibitors plan to visit/exhibit again at Scanpack 2024.



AREAS OF INTEREST

Greatest areas of interest for visitors:

- 66% Packaging materials
- 45% Packaging machinery and equipment
- 35% Labelling and product marking equipment
- 30% Transport packaging
- 27% Systems (machinery and materials)
- 26% Consumer packaging

Examples of other areas of interest include Raw materials, Biopackaging, Control and regulation equipment, RFID, Digital printing presses, Computer-controlled equipment, Dosing equipment and Internal systems.

POSITIONS

Largest groups of visitors:

- 15% Purchasing Manager
- 12% CEO/Owner
- 11% Packaging Manager
- 11% Sales Manager
- 7% Business Development Manager
- 6% Production Technician
- 5% Logistics Manager
- 5% Production/Operation/Maintenance in general
- 5% Production Manager

Examples of other positions include managers and employees in marketing, warehousing, development, distribution, e-commerce, research and design.

BUYING INFLUENCE

9 of 10

visitors decide or influence buying decisions.



ENGAGED, INQUISITIVE AND AWARE

Visitors attended Scanpack to:

- 66% Obtain ideas/knowledge prior to future investments/initiatives.
- 55% Find new solutions.
- 44% Network and mingle.
- 41% Obtain documentation prior to future purchases.
- 33% Exchange experiences with industry colleagues.
- 30% General education/knowledge development.

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WE VALUE EXHIBITIONS AND TRADE FAIRS



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FAIRLINK IS THE NORDIC REGION'S LARGEST ANALYSIS AND TRAINING COMPANY IN THE EXHIBITION AND TRADE FAIR SECTOR.

WE ARE ALSO ACTIVE IN A RANGE OF OTHER SECTORS WHERE WE CARRY OUT SURVEYS AND ANALYSES.

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