



SCANPACK 2024

SUMMARY OF VISITOR AND EXHIBITOR INTERVIEWS

BACKGROUND

The survey was carried out by Fairlink AB. The data collection took place through a number of different web surveys to registered visitors and exhibitors at Scanpack 2024. The collection began approximately 1.5 weeks after the end of the fair. In total, the survey was answered by 1,177 visitors and 132 exhibitors.

MORE INFO ABOUT FAIRLINK: WWW.FAIRLINK.SE

STATISTICS

Total no. of participants: 14 117
No. of visiting companies: 4 438
No. of exhibiting companies: 407
No. of exhibiting countries: 25
No. of visiting countries: 45

SOURCE: SCANPACK



RESULTS OF PARTICIPATION

THE VISITORS

66% made new business contacts at the fair.

61% discussed concrete projects with exhibitors and 24% asked for quotes.

THE EXHIBITORS

96% think that the overall result of exhibiting at the fair was positive.



SATISFIED EXHIBITORS AND VISITORS

98%

of the exhibitors and 96% of the visitors thinks that the overall impression of Scanpack was positive.

INTEREST IN SCANPACK 2027

92%

of the exhibitors and 94% of the visitors respectively plan to exhibit at and visit Scanpack 2027.

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AREAS OF INTEREST

The areas most visitors were interested in (10% or more):

- 68% Packaging materials
- 47% Packaging machinery & equipment
- 40% Labeling and marking equipment
- 31% Transport packaging
- 31% Consumer packaging
- 30% Systems (machines & materials)
- 18% Raw materials
- 13% Control & regulation equipment
- 12% Dosing equipment
- 11% Biopack
- 10% RFID

Examples of other areas of interest are Computer controlled equipment, Digital printing presses, Internal systems etc

INTERESTING FOCUS AREAS

According to the visitors

- 62% Packaging trends
- 56% Innovation
- 49% Sustainability
- 45% Production efficiency

POSITIONS

The largest visitor groups:

- 11% CEO/Owner
- 10% Packaging manager
- 10% Purchasing manager
- 7% Sales manager
- 4% Business development manager
- 4% Product manager
- 4% Production manager
- 4% Production/Operation/Maintenance

Examples of other positions are Production Technician, Technical Manager, Logistics Manager, Warehouse Manager, Sustainability Manager, etc.

BUYING INFLUENCE

85%

of visitors decide or influence purchases.

ENGAGED, CURIOUS AND AWARE

Visitors came to Scanpack to:

- 64% Get ideas/knowledge for future possible ventures.
- 54% Find new solutions.
- 47% Network and mingle.
- 40% Obtain information for future investments/purchases.
- 37% Exchange of experience with colleagues in the industry.
- 34% General skills improvement/stage programs.

95% indicated that their goals had been met or were about to be met.

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