

Formex

Visitor profile

January 2025

An extract from Formex visitor survey, made after the fair in January 17-19, 2025. If you would like to know more or book a stand, please contact our sales team. For more information visit formex.se.

"The best thing about Formex is being able to see, touch, and feel the products in real life before making a purchase. Here, you have the opportunity to meet several different wholesalers at once, which makes purchasing easier."

"The best thing about Formex is all the personal meetings."

"The best thing about Formex is that I found several new smaller suppliers that fit my segment. Local, handmade, family-owned, organic, and charitable."

"The best thing about Formex is that most suppliers are there, so you don't have to visit different showrooms."

Visitors

International visitors: 7,2%
First-time visitors: 3,6%

- 56% of the visitors were women
- The average visitor is 50 years old
- The majority of the visitors come from Sweden, primarily from Stockholm, with 30%
- Visitors came from a total of 36 countries

Number of visits in
January 2025

7 445

81%

**plan to make purchases at
Formex**

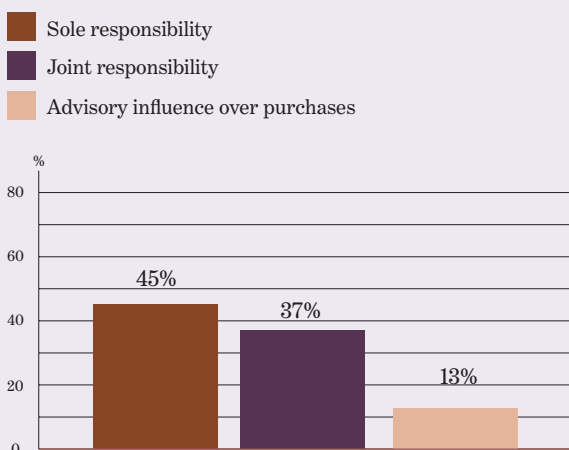
Top 5 international countries:

1. Finland
2. Norway
3. Germany
4. United Kingdom
5. Denmark

3 primary reasons to visit Formex:

- Meet new suppliers
- Discover new products and innovations
- Get inspiration

Purchasing authority



Share of visitors who are
**Owners, buyers
and self-employed** **53%**



62%
**have made new contacts at
Formex**

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Press

220

journalists on site

Press from the Netherlands, Sweden, Denmark and Japan among others.



Number of exhibitors
in January 2025

7 445

Exhibitors

New exhibitors	61
International exhibitors	26

11%

are Danish exhibitors and the second largest group after Sweden

International exhibitors came from, among others, Denmark, the Netherlands, Finland and Norway.



12

 Exhibitions/
walks

21

 Formex Talks

21

 Speakers

Social media / marketing

 **42K**
followers on
Instagram

 **17K**
followers on
Facebook

 **40K**
visits on
formex.se*

 **934**
followers on
LinkedIn

 **43K**
views on
Pinterest*

 **40K**
subscribers on our
newsletter

SEE YOU AGAIN AUGUST 26-28, 2025!