

**14-16 MARCH 2019**

**INDIA EXPO MART, GREATER NOIDA  
DELHI NCR, INDIA**

# in-store asia 2018

## Exhibitor and Visitor Profile

Preliminary data, Subject to change  
(March 2018)

<b>Exhibitors total</b>	
<b>Exhibitors total</b>	<b>150</b>
<b>Exhibitors by origin</b>	
India	133
Other countries/regions	17
Number of countries	06
<b>Visitors total</b>	
<b>Visitors total</b>	<b>7579</b>
<b>Visitors by origin</b>	
India	7,431
Other countries/regions	148
Number of countries	20
<b>Origin of the visitors</b>	
India	98%
Other countries	2%
<b>India</b>	
West India	69%
North India	14%
South India	12%
East India	5%
<b>Countries of origin (Top 10)*</b>	
China	45%
UAE	12%
USA	10%
Singapore	5%
Bangladesh	5%
Italy	3%
Oman	3%
Portugal	3%
UK	3%
Malaysia	3%
<b>Decision-making powers</b>	
Make the decision	21%
Participate in decision making	30%
Advisory role	29%
No participation	20%

<b>Business Sectors</b>	
<b>Retail</b>	<b>64%</b>
- Fashion and apparel retail	19%
- Supermarket/Hypermarket/ Warehouse store	7%
- Convenience store/Community store	8%
- Other food retail	7%
- Pharmacy/Cosmetic stores	2%
- Shopping mall/Department stores	2%
- Outlet/Discounter/Factory stores	3%
- Furniture warehouse/Hardware store	5%
- Specialized store	3%
- Wholesales	2%
- Restaurants and bars/Hospitality and hotel business/Catering	4%
- Automatic vending station	2%
<b>Industry</b>	<b>17%</b>
<b>Services</b>	<b>16%</b>
<b>Others</b>	<b>3%</b>
<b>Responsibility</b>	
Business/company/plant management	12%
Research and development, design	11%
Manufacture, production, quality control	10%
Information and communication technology	9%
E-commerce	8%
Internal auditing, security	3%
Sales, distribution	13%
Marketing, advertising, PR	12%
Purchasing/procurement	6%
Logistics: material management, warehouse, transport	1%
Business development	3%
Visual merchandising	4%
Shop-building, shop-fitting, shop design	7%
Human Resources, Administration	1%

<b>Occupational position</b>	
Independent entrepreneur, co-owner, freelance employee	16%
Managing director, board member, head of an authority	14%
Area, operations, plant, branch manager, of ce head	22%
Department head/group leader	26%
Employee, civil servant, specialist	12%
Lecturer, teacher	1%
Trainee	1%
Student	1%
Other occupational status	7%

<b>Interest in product ranges</b>	
(Several answers possible)	
Store fittings, fixtures	23%
Architecture/Store design	20%
Lighting	12%
Refrigeration units, cooling systems, cooling logistics	5%
Visual Marketing/visual Merchandising	13%
Sales promotion, POS marketing	12%
Information technology	6%
Security technology	5%
Trade fair construction, design, events	4%

<b>New suppliers were found</b>	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	53%

<b>Overall assessment</b>	
Satisfied	97%

<b>Recommendation of in-store asia</b>	
Yes	95%

\* All Foreign Visitors