



# 2017 Show Review

Headline stats from The Eat Smart Show



Visitors: **37,530**

8.9% increase on 2016



**66% female**

27% of visitors attended with children - these are not included in visitor attendance count as under 16s do not require tickets

# Our Audience



Included over 810 trade buyers



93% bought products or services from exhibitors at the show; they came, they saw, they bought!



They collectively spend £42.8 million on their conditions every year



Average household income: £52,708



Visitors spend an average of 3hrs 44 mins at the show



98% of visitors will recommend a brand they saw/tried at the show

Visitor advocates extend the events direct reach by 2.1 million people



### **Our audience:**

**78% were interested in reduced sugar products**

**67% were interested in low calorie products**

**63% were interested in reduced fat products**

**58% were interested in reduced salt products**



### **In Summary:**

- **The show remains Europe's largest free from event and holds it's premier position of extreme significance in this market.**
- **The audience is large and influential visitors attend to source and buy products.**
- **Interactions at the show dictate where money is spent for the next 12 months.**
- **The shows are getting bigger each year and attracting more people, yet visitors continue to love each edition more than the last!**

**We're expecting stands to be very popular following the success of this years show!**

**Get in touch with Matt Walkling this week to reserve your preferred stand location.**

**Call 01442 289 926  
Email: [matt@f2fevents.co.uk](mailto:matt@f2fevents.co.uk)**