



Event Analysis 2021

Analys av mässan 2021

Eco Life Scandinavia and the Nordic Organic Food Fair provides the perfect platform for the eco-living and organic sectors to grow and network

Eco Life Scandinavia och Nordic Organic Food Fair är den perfekta plattformen för eco-living och den ekologiska branschen att växa och nätverka.





3675

Professional Visitors
Branschbesökare



220

Hosted Buyers
& VIPs



20+

Media Representatives
Media representanter



430

Exhibitors
Utställare



65+

Seminars
Föreläsningar



3700+

Total SQM
Totala kvadratmeter

2021 Marketing Campaign Marknadsföringskampanj 2021

Over
100

Advertisements pieces within the Nordic and European media
Över 100 annonser inom nordisk och Europeisk media

40

Association, trade body and media partnerships
40 branschorganisationer, näringsliv och mediapartners

6

month

Multi-channel visitor marketing campaign in 3 languages
En 6-månaders marknadsföringskampanj på 3 språk

50,000

Buyer contacts across Europe
50,000 kontakter inom inköp runt Europa

3675 Total Attendance | Totala deltagare

Companies including:

Från företag som:

Alnatura
Apoteket Hjärtat
Coop, Denmark, Sweden and Norway
Eleven
Flying Tiger Copenhagen
Holland and Barrett
ICA Sverige
IKEA
Lidl
Life
Mat.se
Midsona
nemlig.com
Netto
Nordic Beauty Group
Reitan Convenience
Willys



Exhibitor split per country:

Utställare 2021:

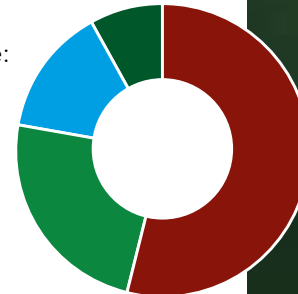
- Europe 72%
Europa
- Nordic 25%
Norden
- Rest of world 4%
Resten av världen



Show split:

Utställare per område:

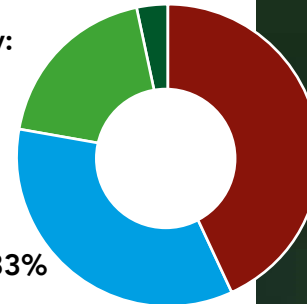
- NOFF 54%
- ELS 24%
- Beauty 14%
- Vegan 8%



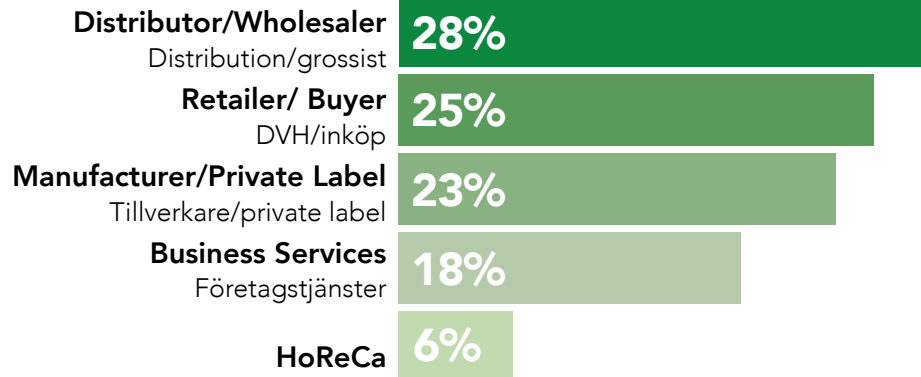
Visitors by country:

Besökare per land:

- Sweden 41%
Sverige
- Denmark 18%
Danmark
- Rest of Europe 33%
Resten av Europa
- Rest of World 3%
Resten av världen



Visitor Business Type | Verksamhetstyper



Visitors by Job Function | Besökare efter jobbfunktion



Partner/Owner
Partner/Ägare



Manager
Chef



MD/CEO
VD/ordförande



Buyer
Inköpare

Recommendation | Rekommendationer

Visitors likely to recommend Eco Life Scandinavia and the Nordic Organic Food Fair...

Besökare som rekommenderar Eco Life Scandinavia och Nordic Organic Food Fair...

Likely | Sannolikt: 79%

Exhibitors most likely to recommend Eco Life Scandinavia or the Nordic Organic Food Fair:
Utställare som rekommenderar Eco Life Scandinavia och Nordic Organic Food Fair

Likely | Sannolikt: 74%



“Eco Life Scandinavia and the Nordic Organic Food Fair is an important event to find the latest products for our stores. We were very happy with the variation of innovative products on show this year. We look forward to attending again next year,”

STONE KRAGH LANGFELDT, PURCHASING & CATEGORY MANAGER, LIFE AS

Event Supporters for 2021 | Våra samarbetspartners 2021

COSMETICS BUSINESS

life



Vegetarian Society of Denmark

ESM
EUROPEAN SUPERMARKET MAGAZINE

PRIVATE LABEL EUROPE



FOOD SUPPLY

vegconomist
- the vegan business magazine -

KOSMETIKK

ORGANIC DENMARK



Organic Sweden

PRO LUOMU

Svensk Egenvård

Dagligvarehandelen



friKöpenskap

dh media

IFOAM
ORGANICS EUROPE





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