



1-2 June 2022  
MOC Munich

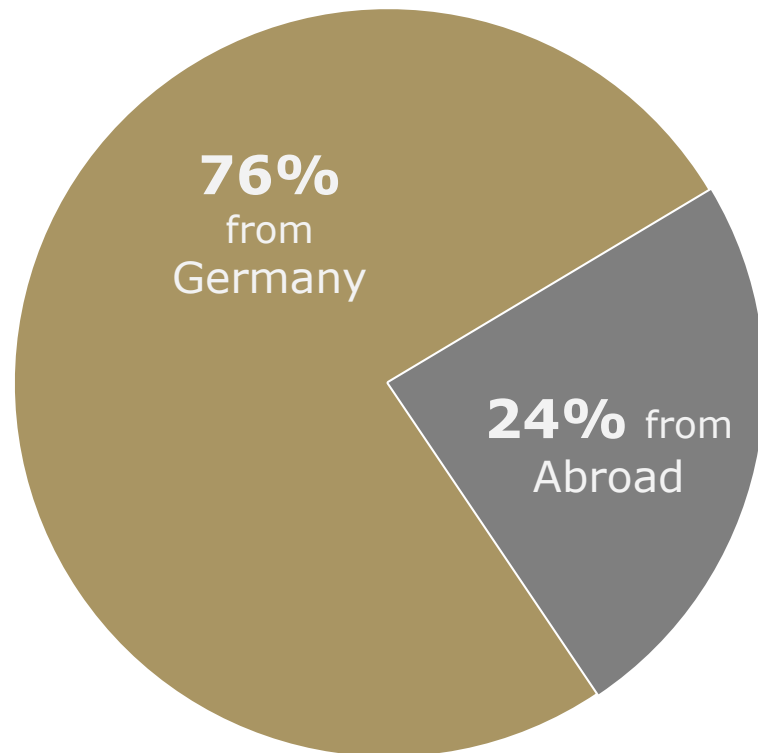
# Visitor Profile

CosmeticBusiness 2022

## Selection of visitors

A. W. Faber Castell Cosmetics | ADA Cosmetics International | ALDI | Apostel Kräuter Naturprodukte | Apotheke Walter Bouhon | ARTDECO | ASAMBEAUTY | Bad Heilbrunner Naturheilmittel | BAIMS Organic Cosmetics | Barbara Sturm Molecular Cosmetics | BCG Baden-Baden Cosmetics Group | Beiersdorf | Biomaris | Birkenstock | Börlind | Charlotte Meentzen | CNC Cosmetic | cosnova | Crevil Cosmetics & Pharmaceuticals | Cura Cosmetics | Dalton Cosmetics | dm | Dr. Babor | DR. GRANDEL | Dr. Kurt Wolff | Dr. Spiller | Eduard Gerlach | Gertraud Gruber | Givaudan | Henkel | HiPP | Hofer | INTERCO Cosmetics | JEAN D'ARCEL | Jean&Len | Jüstrich Cosmetics | Kao | KLAPP Cosmetics | Kneipp | La mer | Laboratoire Biosthétique | Laverana | L'ORÉAL | Louis Widmer | Mann & Schröder | MARIA GALLAND | MÄURER & WIRTZ | MAXIM Markenprodukte | Merz Consumer Care | Martina Gebhardt Naturkosmetik | Migros Industrie | Monteil Cosmetics International | Müller | nkm Naturkosmetik | Procter & Gamble | REVIDERM | Schwan-STABILO Cosmetics | Speick | STADA Arzneimittel | Straub | Village Cosmetics | WALA Heilmittel | Weleda | Wella | Wilde Cosmetics | Wilkinson Sword

## Visitors by country of origin



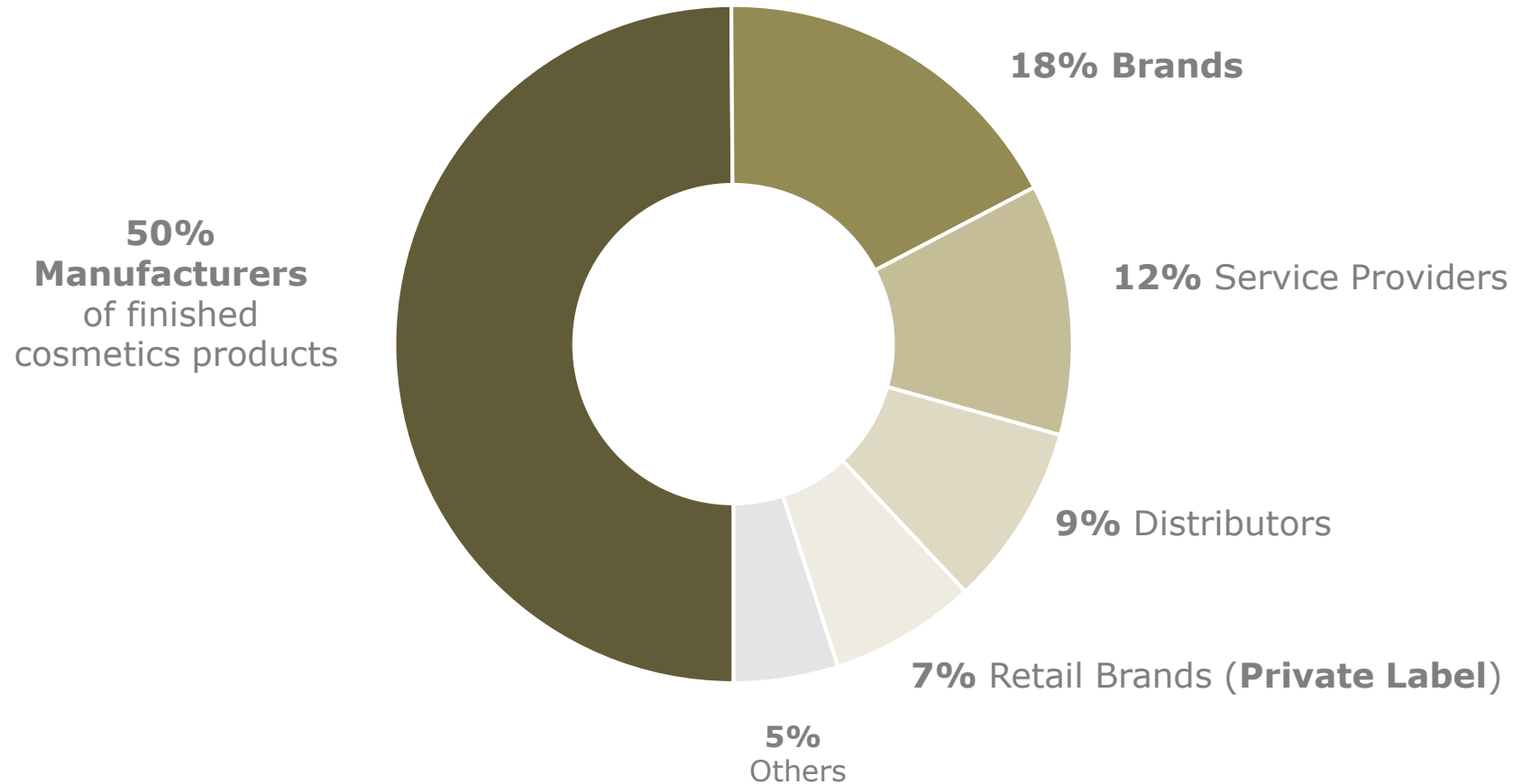
### TOP of 33 represented countries:

1. Austria
2. Switzerland
3. Poland
4. Italy
5. Spain
6. Netherlands
7. Czech Republic
8. Belgium
9. France
10. Slovenia

## Visitors by product groups



## Visitors by company activity



## Areas of Responsibility

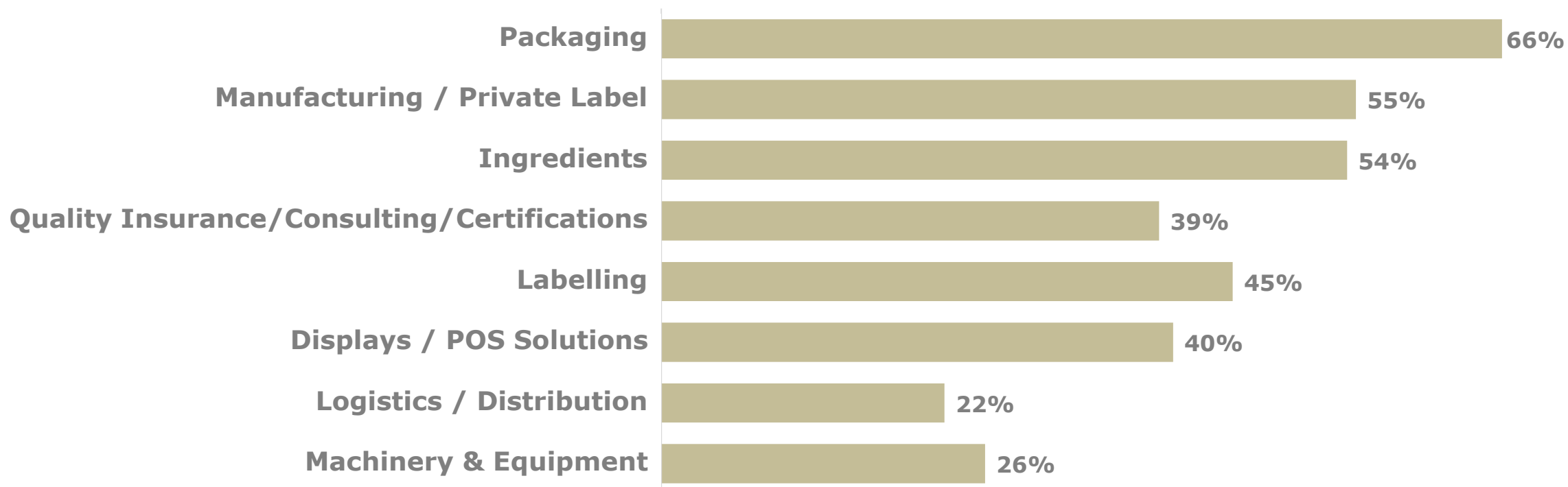
Management / Executives	36 %
Sales	25 %
Purchasing/Buyer	19 %
Development / Formulation	19 %
Product Management	18 %
Marketing	16 %
Production & Logistics	12 %



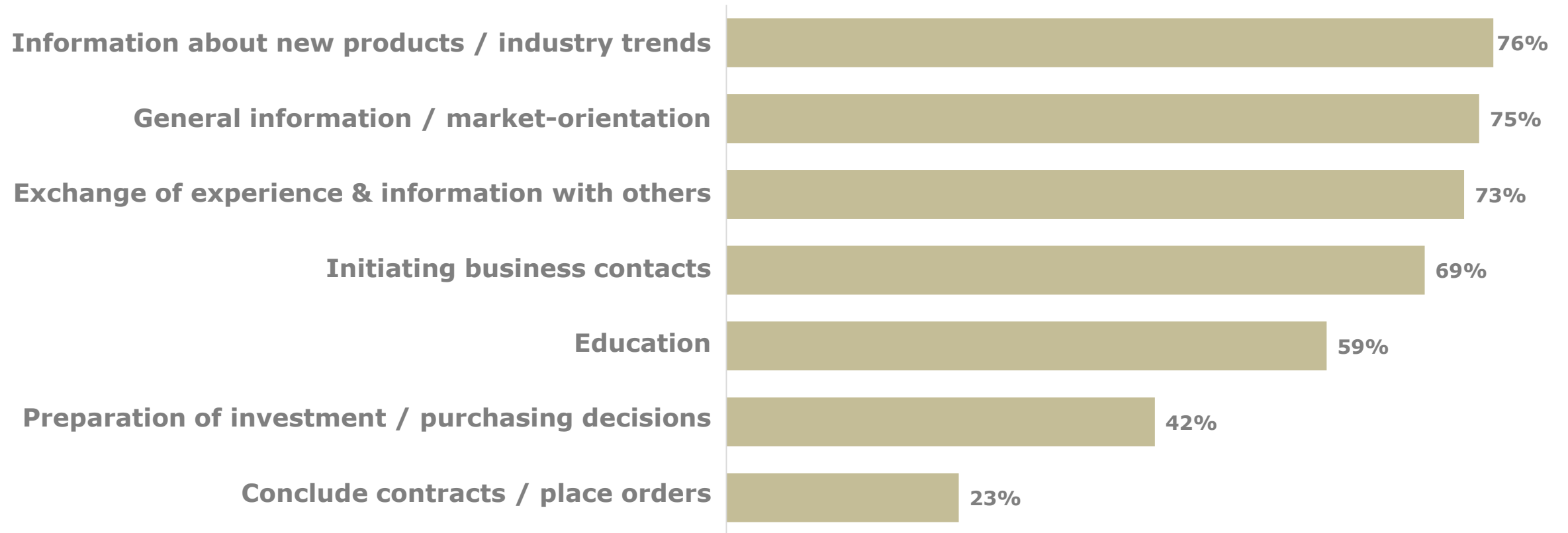
**> 90 %** of visitors with  
**decision-making authority**



## Interest in exhibition areas



## Purpose of visit





## Overall satisfaction & prospects

**84%**  
achieved  
their visitor-  
targets

**94%**  
recommend  
a visit

**95%**  
plan to revisit  
in 2023