



love natural
love you ♡

2018 Show Review

Headline stats from one of the most fully interactive, natural and organic show's on earth!



Visitors: **38,055**

1.4% increase on 2017



89% female

11% of visitors attended with children - these are not included in visitor attendance count as under 16s do not require tickets

Our Audience



Included over 1000 trade attendees



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



The show's collective audience spend £59.9 million on natural products, annually



Average household income: £62,691



Visitors spend an average of 3hrs 36 mins at the show



96% of visitors will recommend a brand they saw/tried at the show

Visitor advocates extend the events direct reach by 1.2 million people

Exhibitors: 471

- 123 stands within Love Natural Love You
- 239 stands within Allergy & Free From Show
 - 90 stands within Just V Show
 - 19 stands within The Eat Smart Show

Official Sponsors / Partners Included:



"It's such a positively charged show, full of energy from the huge selection of creative brands and people who are interested in making natural healthier choices. It's a good place to make connections and new discoveries and although we came away pretty exhausted, we came away feeling happy - it's a good show!"

Angela Manton
Earth Conscious Limited

"We were amazed by the support, responsiveness, and the overall efficiency of your staff. Not only were we able to sell a lot of products and make profit (!!) but we also got to tap into a new customer base compile a huge emailing list (which is invaluable from a marketing standpoint) and get realtime feedback on our products. The show was a great opportunity for us to meet our customers and see how we can fine-tune our marketing communication as well. We think the mid/long-term impact will be even greater and converting the invaluable information we gained from the show to sales will be an exciting challenge for us"

Christine
Whamisa Skincare

Visitors came to the show interested in the following products...

Food	94%
Skin / body care	76%
Drink	61%
Hair care	57%
Lifestyle products	43%
Make up / cosmetics	41%
Household	26%



In Summary:

- 90% of people are more likely to buy a product they have seen or tried at the show, as opposed to learning about it on TV, newspaper, magazine, radio or website ad.
- 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 show more than the last!



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

Get in touch with Lynnor this week to reserve your preferred stand location.

Call 01442 289 922
Email: lynnor@f2fevents.co.uk