

Below you will find an excerpt from the survey conducted among visitors and exhibitors at Nordbygg from April 21-24, 2024. The analysis company Fairlink conducted a total of 2,535 interviews. If you would like to know more or book a spot at Nordbygg 2026, please contact our sales team at nordbygg.se.



## VISITOR RESIDENCE

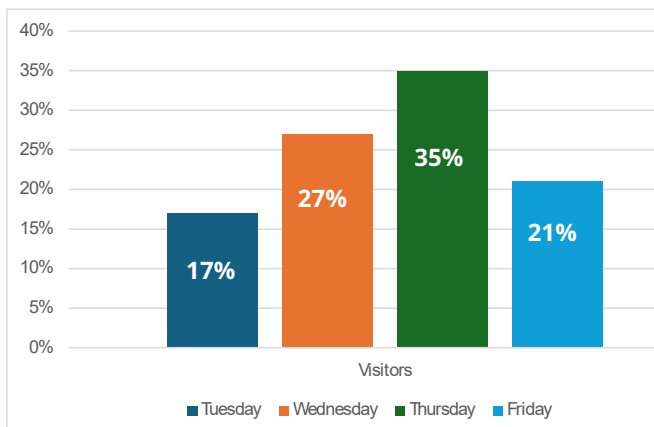
International visitors.....	11%
International exhibitors.....	30%
Visitor Nationality Top 5	
Finland	
Norway	
Poland	
Denmark	
Estonia	

At Nordbygg 2024 we had 48 nationalities represented at the fair.

## VISITOR PROFILE

- The average visitor is a 45-64 year-old man
- The representation of women 18%
- 27% first-time visitors

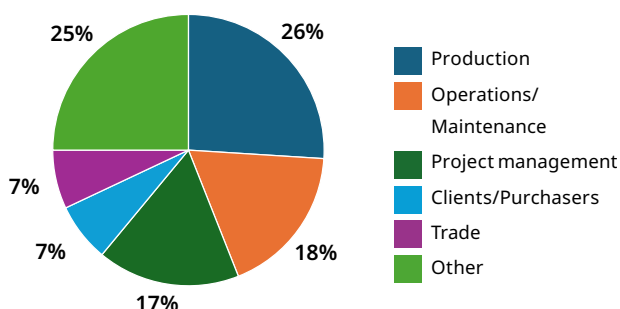
## NUMBER OF VISITORS



Nearly 35,000 visitors attended which, combined with the 5,000 stand personnel, gives a total of around 40,000 participants.

## VISITOR OCCUPATION

What business areas were visitors involved in?



## PURCHASE INFLUENCE



Advisory only .....	29%
Joint responsibility.....	42%
Solely responsible .....	15%



70% made new contacts and collaborations during Nordbygg.

## 3 PRIMARY REASONS TO VISIT NORDBYGG

- Discover the latest products and innovations
- Networking
- Connect with new suppliers

## NORDBYGG 2026

Desire to participate at the next fair

Visitors:

