



just  **show**

2017 Show Review

Headline stats from the most interactive and inclusive vegetarian and vegan show on earth



Visitors: **37,530**

8.9% increase on 2016



81% female

20% of visitors attended with children - these are not included in visitor attendance count as under 16s do not require tickets

Our Audience



Included over 430 trade buyers



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



They collectively spend £67.9 million on meat-free products annually



Average household income: £56,579



Visitors spend an average of 3hrs 31 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 2.2 million people

Exhibitors: 455

- 239 stands within Allergy & Free From Show
- 78 stands within Just V Show
- 124 stands within Love Natural Love You
- 14 stands within The Eat Smart Show

Official Sponsors/Partners



“The show was fantastic, we were delighted with both the quantity and quality of the public. We would like to get the stand rebooked again for next year!”

Ale Calcioli – G&G Vitamins

“I’d like to thank you and praise you for the very professional show you and your colleagues have organised. We were very happy with the outcome and planning to come next year.”

Francesco Accolla -
Nutcrafter Creamery

Motivating factors that contribute to their V status:

Health 69%

Animal welfare: 58%

Ethical: 55%

Wellbeing: 54%

Enviromental: 50%

Religion: 12%

Other interests:

71% were interested in natural products

63% were interested in reducing their sugar intake

63% said they were interested in dairy / lactose free products

51% were interested in egg-free products

49% were interested in reducing their sugar intake



In Summary:

- A record-breaking show for Just V - the biggest and best yet!
- The visitors were extremely happy with the show, and the products they saw / tried / bought
- The show is visitors' favourite way to learn about and discover new products. The show is a more effective way to influence sales compared to TV, newspaper, radio magazine or web ad
- Our visitor's primary reason for attending is to purchase products. With over £67.9m spent per year on their 'V' lifestyle, our visitors not only buy onsite, but will continue to buy from brands they engaged with at the show



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

Get in touch with Raj this week to reserve your preferred stand location!

Call 01442 289 928

Email: raj@f2fevents.co.uk