



# the free from show **winter**

## 2018 Liverpool Show Review

Headline stats from Europe's largest freefrom  
experience, sponsored by 



Visitors: **12,296**

2.7% increase on 2017



**70% female**

31% of visitors attended with children - these are not included in visitor attendance count as under 16s do not require tickets

70% of attendees are classified as ABC1

# Our Audience



Average household income: £51,156



They collectively spend £12.6 million on their conditions every year



67% drove a vehicle to the event allowing them to shop!



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

Visitor advocates extend the events direct reach by 1 million people.

The show's net promoter score was 31 (industry benchmark is 20.5)



Visitors spend an average of 2hrs 35 mins at the show



87% bought products or services from exhibitors at the show; they came, they saw, they bought!



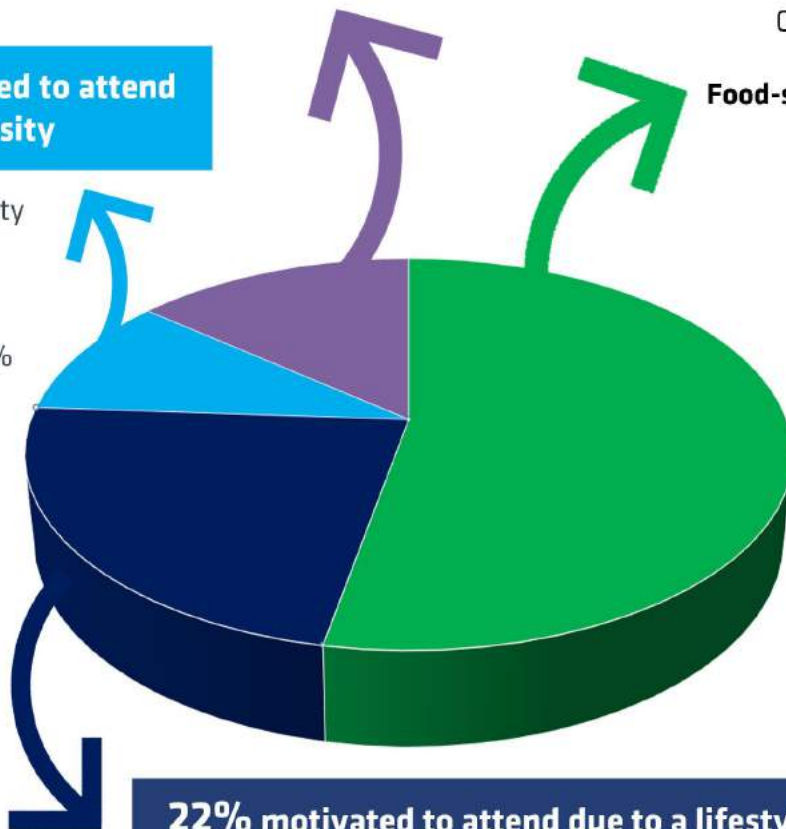
# Reasons for attending:

**12% motivated to attend by an undiagnosed medical condition**

**66% motivated to attend by a diagnosed medical condition**

**8% motivated to attend by pure curiosity**

Of these curiosity motivated visitors: 86% are gluten-free curious and 46% wheat-free curious



**22% motivated to attend due to a lifestyle choice**

Of these lifestyle motivated visitors: 40% avoid gluten, 36% avoid dairy, 30% avoid wheat and 16% avoid egg

Coeliac Disease / other auto-immune diseases: 66%

**Food-specific allergies / intolerances: 41%**

IBS (Irritable Bowel Syndrome): 30%

**Asthma / other related respiratory conditions: 27%**

Hayfever / allergic rhinitis: 26%

**Eczema / other related dermatological conditions: 26%**

Migraines: 13%

**Diabetes: 13%**

Animal-specific allergies / intolerances: 10%

**Anaphylaxis: 7%**

Chemical sensitivities: 6%

**Autism: 6%**

Child-specific allergies / intolerances: 5%

**Crohn's Disease: 4%**

Candida: 2%

# Official Sponsors/Partners

Included major global brands such as:



## Exhibitors at The Free From Show Winter 2018: **111**



### Summary:

- Visitors are more likely to buy a product they have seen or tried at this show, as opposed to learning about it via any other media.

- Visitor advocates extend the events direct reach by 1 million people

- Interactions at the show dictate where money is spent for the next 12 months.

- The Free From Show Winter provides a unique and unrivalled opportunity for brands to gain data and create awareness

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

**Get in touch with one of the team this week to reserve your preferred stand location.**



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