

MosBuild

A statistical
analysis
of visitors

Russia's largest
exhibition of building
and finishing materials

2–5 April 2019
Moscow, Russia



MosBuild

Organised by



mosbuild.com

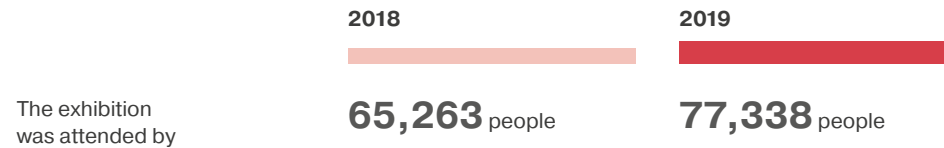
NUMBER OF VISITORS

77,338 people attended MosBuild 2019.

The largest number of unique visitors – **27,424** (42% of the total number) – attended on 3 April, Day 2 of MosBuild 2019.

Repeat visits made up a **35%** share of visitors.

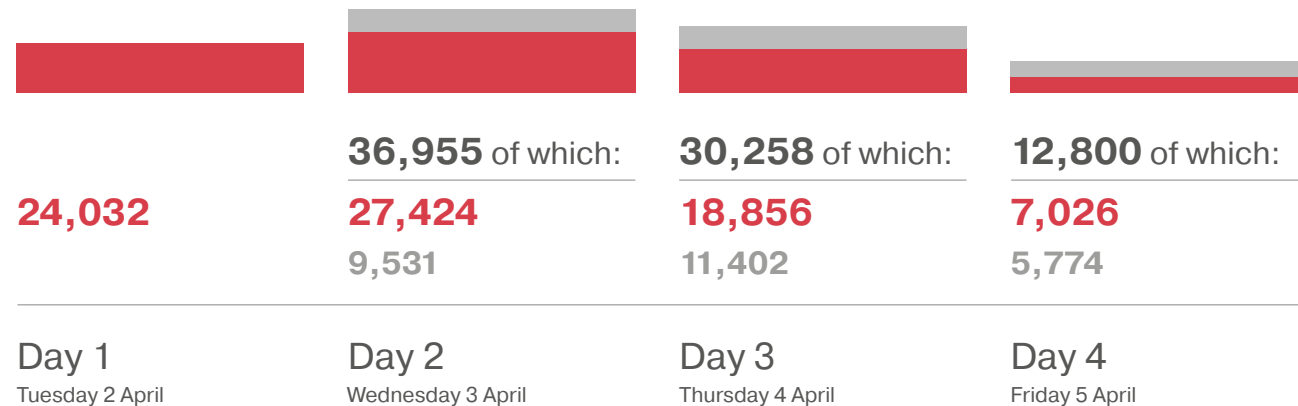
Total visitor numbers



Number of visitors and repeat visitors by day

Unique visitors – the number of distinct individuals who attended the exhibition, regardless of how many times they attended.

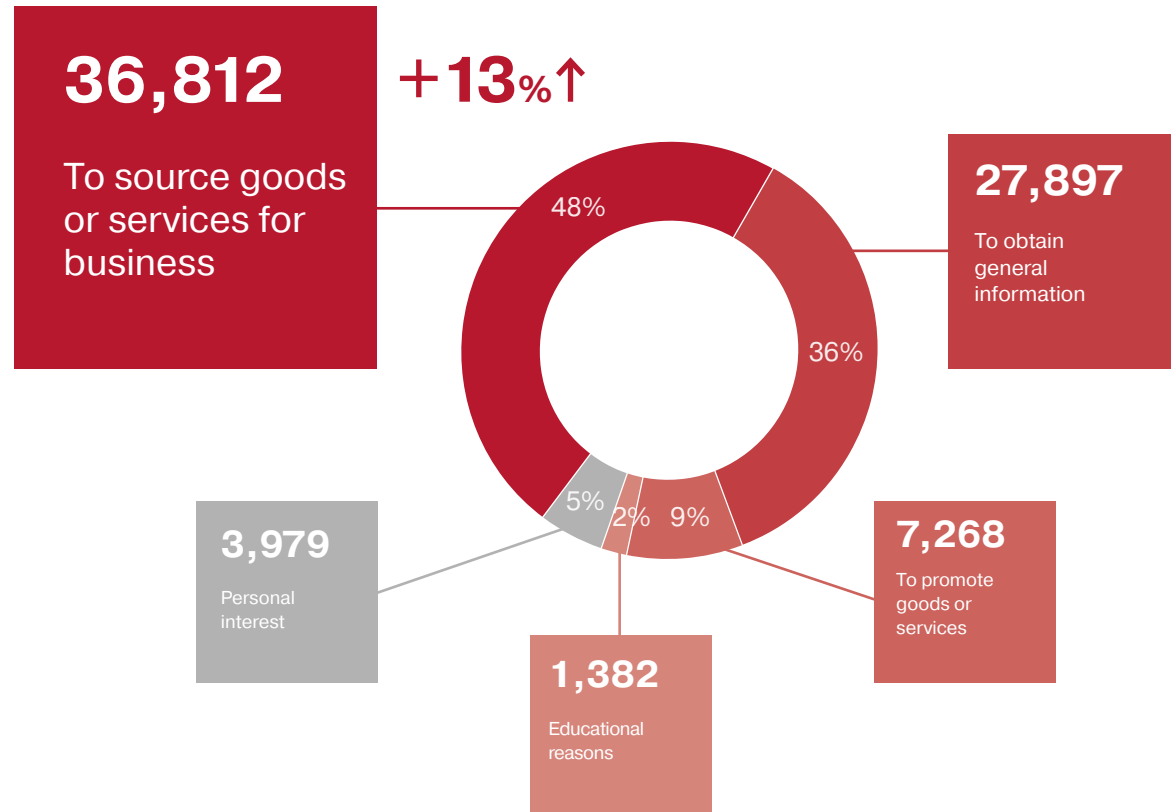
Repeat visits – the number of distinct individuals who attended the exhibition on multiple occasions.



REASON FOR ATTENDING

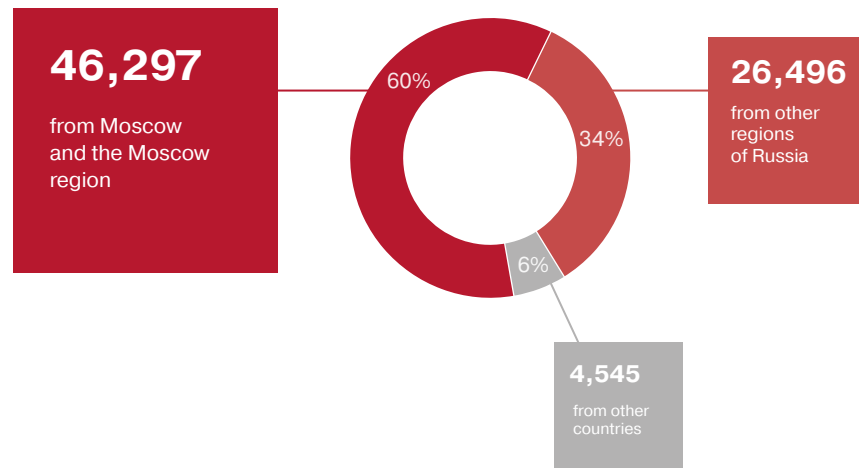
The number of targeted visitors who attended the exhibition to source goods and services for their businesses or general industry information amounted to **64,709** people, which is **21%** more than in 2018.

Breakdown of visitors by reason for attending



GEOGRAPHY OF VISITORS

Breakdown of visitors by geography



The exhibition saw **72,793** visitors from **82** regions of Russia.

The number of visitors from Moscow and the Moscow region was **46,297 (60%)**, while other regions with the most visitors were St. Petersburg and the Leningrad region – **2,494 (3.2%)**, Nizhny Novgorod – **1,296 (1.7%)** and Tatarstan – **1,049 (1.4%)**.

The exhibition saw **4,545** visitors from **65** other countries.

The majority of foreign visitors were representatives of businesses and organisations from Belarus (**1,275**), Kazakhstan (**623**), and Ukraine (**255**).

№	Region	Number	%
1	Moscow Region	46,297	59.86%
2	St. Petersburg Region	2,494	3.22%
3	Nizhny Novgorod Region	1,296	1.68%
4	Republic of Tatarstan	1,049	1.36%
5	Krasnodar Region	1,027	1.33%
6	Vladimir Region	886	1.15%
7	Samara Region	845	1.09%
8	Voronezh Region	789	1.02%
9	Tula Region	785	1.02%
10	Sverdlovsk Region	744	0.96%
11	Kaluga Region	740	0.96%
12	Rostov Region	722	0.93%
13	Yaroslavl Region	661	0.85%
14	Ryazan Region	657	0.85%
15	Novosibirsk Region	633	0.82%
16	Tver Region	562	0.73%
17	Republic of Bashkortostan	509	0.66%
18	Smolensk Region	458	0.59%
19	Chelyabinsk Region	453	0.59%
20	Belgorod Region	444	0.57%
21	Stavropol Region	443	0.57%
22	Republic of Dagestan	432	0.56%
23	Bryansk Region	411	0.53%
24	Chuvash Republic	401	0.52%
25	Ivanovo Region	399	0.52%
26	Lipetsk Region	385	0.50%
27	Saratov Region	371	0.48%
28	Vologda Region	362	0.47%

29	Kostroma Region	352	0.46%
30	Republic of Udmurtia	348	0.45%
31	Orlov Region	323	0.42%
32	Volgograd Region	322	0.42%
33	Ulyanovsk Region	314	0.41%
34	Penza Region	300	0.39%
35	Perm Region	286	0.37%
36	Kirov Region	280	0.36%
37	Krasnoyarsk Region	279	0.36%
38	Tyumen Region	278	0.36%
39	Kaliningrad Region	256	0.33%
40	Irkutsk Region	248	0.32%
41	Primorsky Region	243	0.31%
42	Tambov Region	236	0.31%
43	Republic of Crimea	233	0.30%
44	Kursk Region	211	0.27%
45	Republic of Mari El	196	0.25%
46	Chechen Republic	177	0.23%
47	Arkhangelsk Region	171	0.22%
48	Orenburg Region	166	0.21%
49	Altai Region	164	0.21%
50	Omsk Region	156	0.20%
51	Kemerovo Region	152	0.20%
52	Khanty-Mansiysk Autonomous Reg.	140	0.18%
53	Khabarovsk Region	131	0.17%
54	Republic of Mordovia	130	0.17%
55	Tomsk Region	128	0.17%

56	Novgorod Region	122	0.16%
57	Sevastopol	115	0.15%
58	Republic of Komi	111	0.14%
59	Pskov Region	96	0.12%
60	Astrakhan Region	88	0.11%
61	Republic of Sakha	86	0.11%
62	Republic of North. Ossetia	76	0.10%
62	Kabardino-Balkaria Rep.	71	0.09%
64	Republic of Karelia	57	0.07%
65	Amur Region	56	0.07%
66	Sakhalin Region	54	0.07%
67	Republic of Buryatia	52	0.07%
68	Kamchatka Region	50	0.06%
69	Republic of Khakassia	46	0.06%
70	Kurgan Region	38	0.05%
71	Yamalo-Netets Autonomous Region	36	0.05%
72	Zabaykalsky Region	36	0.05%
73	Murmansk Region	33	0.04%
74	Rep. of Karachay-Cherkessia	25	0.03%
75	Republic of Adygea	25	0.03%
76	Republic of Ingushetia	19	0.02%
77	Magadan Region	12	0.02%
78	Republic of Kalmykia	4	0.01%
79	Jewish Autonomous Region	4	0.01%
80	Chukotka Region	3	<0.01%
81	Republic of Altai	2	<0.01%
82	Republic of Tyva	1	<0.01%

TYPES OF COMPANY

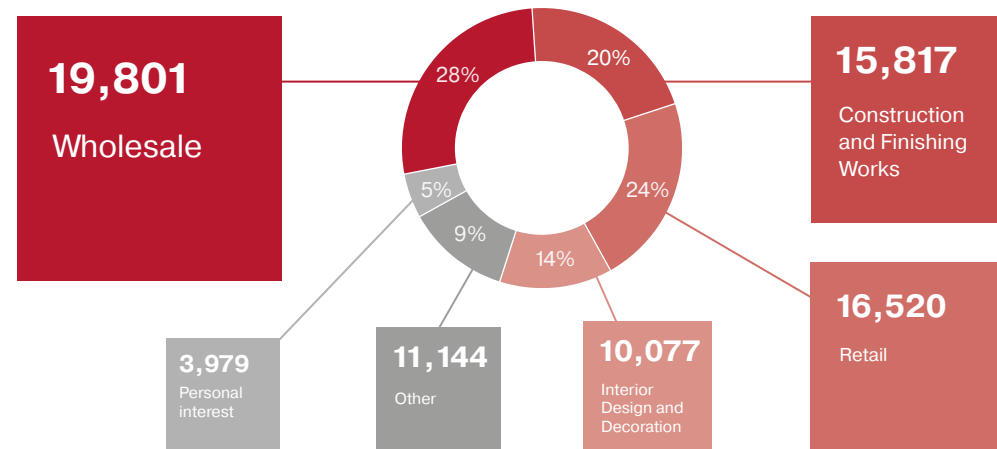
The majority of visitors to MosBuild 2018 were representatives of wholesale and retail businesses: **19,801 (28%)** and **16,520 (24%)** respectively. Therefore, the total number of representatives of wholesale and retail businesses was **36,321**, **48%** of the total number of visitors and increased by **16%**.

Compared to last year, the visitor profile changed significantly: a **14%** increase in representatives of wholesale companies, a **18%** increase in retail companies. In addition, the number of professional interior designers increased by **18%**.

The 'other' field includes visitors attending for educational reasons, representatives of building and finishing materials manufacturers and services companies from various sectors: installation of engineering systems, cargo transportation, logistics, and customs clearance, consulting, insurance and finance services, engineering, hotel businesses and others.

The share of total visitors is shown in brackets.

Breakdown of visitors by type of company



Breakdown of visitors by type of company compared with 2018

	2018		2019	
	Number of visitors	%	Number of visitors	%
Wholesale	17,354	27%	19,801	28%
Retail	14,055	22%	16,520	24%
Construction and Finishing Works	13,930	21%	15,817	20%
Interior Design and Decoration	8,543	13%	10,077	14%
Other	8,825	12%	11,144	9%
Personal interest	3,556	5%	3,979	5%
Total	65,263		77,338	

TYPES OF COMPANY AND REASON FOR ATTENDING

The majority of visitors who attended to source goods and services for business – **11,125** people – were representatives of retail businesses (**67%** of all visitors from this type of company).

Of visitors from wholesale businesses, **9,304** people attended to source goods and services for business, which accounts for **46%** of all visitors from this type of company.

The share of visitors from building and renovation organisations attending the exhibition to source goods and services was **57%** – **9,076** people.

The share of visitors in this type of company is shown in brackets.

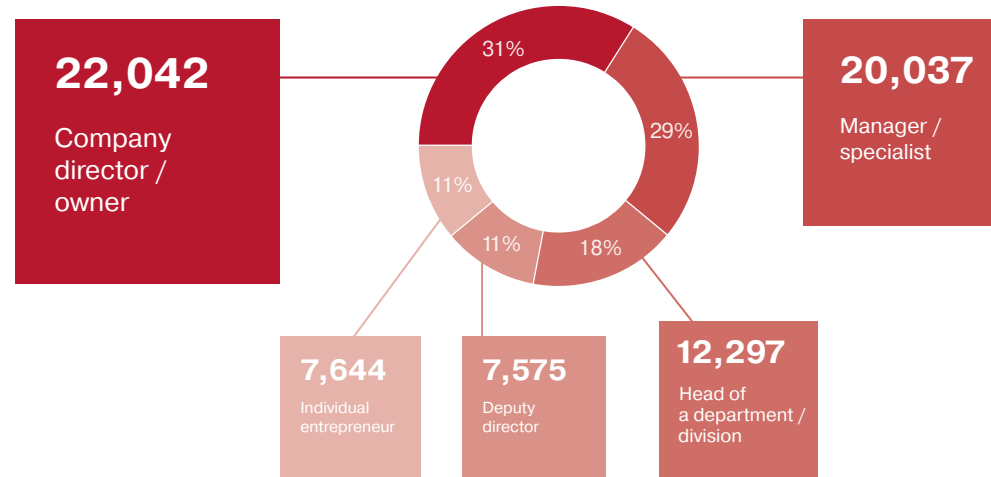
Breakdown of visitors by type of company and reason for attending

Type	To discover products/services or suppliers		To keep up-to-date with market trends or to network with industry peers		Professional development		Industry professionals with personal interest (employed)		To promote own products and services	
Wholesale	9,304	47%	5,648	29%	548	3%	413	2%	3,888	4%
Retail	11,125	67%	3,719	23%	733	4%	275	2%	668	20%
Interior Design and Decoration	5,380	53%	3,234	32%	909	9%	182	2%	372	5%
Construction and Finishing Works	9,076	55%	5,395	32%	1,123	7%	329	2%	694	5%
Other	1,927	29%	2,485	38%	362	6%	160	2%	1,646	19%

VISITORS' LEVEL OF RESPONSIBILITY

The share of senior figures (company owners and directors or individual entrepreneurs) among visitors was **52%** – **19,375** people.

Breakdown of visitors by level of responsibility



Breakdown of visitors by level of responsibility and reason for attending

Level of responsibility	To discover products/services or suppliers		To keep up-to-date with market trends or to network with industry peers		Professional development		Industry professionals with personal interest (employed)		To promote own products and services	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Company owner / director	14,879	68%	4,839	22%	669	3%	100	0,5%	1,555	7%
Deputy director	4,496	59%	1,995	26%	202	3%	133	2%	749	10%
Head of a department / division	5,719	47%	3,913	32%	542	4%	351	3%	1,772	14%
Manager / Specialist	7,100	35%	7,542	38%	1,627	8%	748	4%	3,020	15%
Individual entrepreneur	4,618	60%	2,192	29%	635	8%	27	0,5%	172	2%

The data shown is for visitors who attended to source goods or services for business, to obtain general industry information or to promote goods or services.

The share of visitors in this type of company is shown in brackets.















PRODUCTS OF INTEREST TO VISITORS

The majority of visitors at MosBuild 2019 were interested in finishing materials – **36,407 (47%)**, building materials – **32,239 (42%)**, sanitary ware – **25,534 (33%)**, ceramic tiles – **22,360 (29%)**, window profiles – **14,439 (19%)**.

The share of total visitors is shown in brackets.

Respondents were allowed to tick more than one answer.

The number of visitors interested in certain types of products

Finishing materials	36,407		47%
Building materials	32,239		42%
Bathrooms	25,534		33%
Ceramics	22,360		29%
Flooring	21,411		28%
Doors & Locks	20,235		26%
Wallpaper	18,571		24%
Lighting & Electrics	15,896		21%
Windows and Window Profiles	14,439		19%
Facades and Roofing	14,257		18%
Curtains, Curtain rods, Shutters	14,219		18%
Construction Equipment and Tools	13,328		17%
Gates	7,011		9%
Other	1,140		1%

PRODUCTS OF INTEREST TO DIFFERENT GROUPS OF VISITORS

Representatives of wholesale businesses at MosBuild 2019 were primarily interested in building and finishing materials, and sanitary ware.

Representatives of retail businesses were primarily interested in finishing materials, sanitary ware, ceramic tiles, flooring.

Representatives of building companies were primarily interested in building materials, windows. This group was also interested in finishing materials, façades, roofs, building equipment and tools.

Interior designers at MosBuild 2019 were primarily interested in finishing materials, blinds, curtain rods, shutters, wallpaper, ceramic tiles, sanitary ware, flooring.

The number of visitors interested in certain types of products broken down by group

	Wholesale		Retail		Interior Design and Decoration		Construction, Architectural design, Finishing works		Other		Total
Finishing materials	6,740	21%	6,443	20%	6,920	22%	9,323	29%	2,456	8%	31,882
Building materials	7,333	25%	4,625	16%	2,895	10%	11,044	38%	2,911	10%	28,808
Bathrooms	4,816	21%	5,817	26%	4,817	21%	5,324	24%	1,658	7%	22,432
Ceramics	3,113	16%	4,345	23%	5,218	27%	5,131	27%	1,435	7%	19,242
Flooring	3,206	17%	4,134	22%	4,767	26%	5,083	27%	1,335	7%	18,525
Doors & Locks	3,816	21%	4,166	23%	3,667	21%	4,556	26%	1,576	9%	17,781
Wallpaper	2,191	14%	3,983	25%	5,335	33%	3,473	22%	989	6%	15,971
Lighting & Electrics	1,763	13%	2,395	18%	3,912	29%	4,318	32%	1,113	8%	13,501
Windows and Window Profiles	2,574	20%	1,921	15%	1,835	14%	4,836	38%	1,675	13%	12,841
Facades and Roofing	2,739	22%	1,720	14%	1,153	9%	5,604	44%	1,396	11%	12,612
Curtains, Curtain rods, Shutters	1,267	10%	2,527	21%	5,177	43%	2,418	20%	785	6%	12,174
Construction Equipment and Tools	2,411	20%	1,733	15%	776	7%	5,442	46%	1,399	12%	11,761
Gates	915	15%	902	15%	701	12%	2,774	46%	726	12%	6,018
Other	203	22%	118	13%	132	14%	163	18%	310	33%	926

The share of total visitors by type of company is shown in brackets.

Respondents were allowed to tick more than one answer.

BUSINESS PROGRAMME VISITORS

The total number of unique visitors to the business programme was **10,372**. The most visited place was 'Perfect Home' which attracted **3,671** visitors.

The number of visitors interested in certain event/area

Event/Area	Total unique attendees	%
Perfect Home	3,671	35%
VR Space by Diana Balashova	1,178	11%
Know How Café	1,541	15%
Design Lab	1,386	13%
Architectural Arena	1,634	16%
Innovation in Construction	2,001	19%
DIY Forum	447	4%
MosBuild TV by ESTIMA Ceramica	1,395	13%



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For more information and to book your stand,
contact us today:

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See you at MosBuild 2020

31 March – 3 April 2020
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