



ANOTHER SUCCESS IN MUMBAI



in-store asia

Inspiration. Innovation. Transformation.

03 04 05 MARCH 2022

Hall 4, Bombay Exhibition Centre
Goregaon (East), Mumbai, India

www.instoreasia.org

EXCITING SUPPORTING PROGRAMMES



276

DELEGATES



321

ENTRIES



42

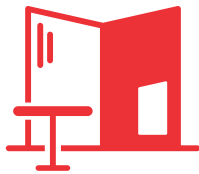
SPEAKERS

KEY HIGHLIGHTS 2019



12,000 (m²)+

EXHIBITION SPACE



115+

EXHIBITORS



7000+

VISITORS



11+

COUNTRIES

**BEST
FEEDBACK**

FROM EXHIBITORS
AND VISITORS

75%

WERE SATISFIED



76%

WOULD
RECOMMEND
IN-STORE ASIA

Preliminary data, Subject to change
(March 2019)

03-05 March 2022

Hall 4, Bombay Exhibition Centre
Goregaon (East), Mumbai, India

Exhibitors total 116

Exhibitors by origin

India	95
Outside of India	21
Number of countries	06

Visitors total 7,001

Visitors by origin

India	6,880
Outside of India	121
Number of countries	16

Origin of the visitors

India	98%
Other countries	2%

India

West India	82%
South India	10%
North India	7%
East India	1%

Countries of origin (Top 10)*

China	46%
UAE	11%
Hong Kong	7%
USA	6%
Singapore	5%
Sri Lanka	5%
Bangladesh	3%
Portugal	3%
UK	3%
Kenya	3%

Decision-making powers

Make the decision	22%
Participate in decision making	30%
Advisory role	28%
No participation	20%

Business Sectors

Retail	64%
- Fashion and apparel retail	19%
- Supermarket/Hypermarket/ Warehouse store	8%
- Convenience store/Community store	6%
- Other food retail	6%
- Pharmacy/Cosmetic stores	3%
- Shopping mall/Department stores	3%
- Outlet/Discounter/Factory stores	2%
- Furniture warehouse/Hardware store	4%
- Specialized store	4%
- Wholesales	3%
- Restaurants and bars/Hospitality and hotel business/Catering	4%
- Automatic vending station	2%

Industry 18%

Services 15%

Others 3%

Responsibility

Business/company/plant management	13%
Research and development, design	10%
Manufacture, production, quality control	9%
Information and communication technology	10%
E-commerce	6%
Internal auditing, security	3%
Sales, distribution	11%
Marketing, advertising, PR	14%
Purchasing/procurement	6%
Logistics: material management, warehouse, transport	1%
Business development	1%
Visual merchandising	6%
Shop-building, shop-fitting, shop design	9%
Human Resources, Administration	1%

Occupational position

Independent entrepreneur, co-owner, freelance employee	18%
Managing director, board member, head of an authority	15%
Area, operations, plant, branch manager, of ce head	21%
Department head/group leader	25%
Employee, civil servant, specialist	11%
Lecturer, teacher	1%
Trainee	2%
Student	1%
Other occupational status	6%

Interest in product ranges

(Several answers possible)

Exhibition stand construction, design, events	23%
Retail technology	19%
Visual marketing, sales promotion, POS marketing	19%
Lighting	11%
Refrigeration cabinets, frozen food display cabinets, cooling logistics	10%
General services	9%
Shopfitting, shop furnishings, architecture and store design	9%
Other	7%

New suppliers were found

(Basis: Visitors looking for new
suppliers and business partners)

Yes	55%
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Overall assessment

Satisfied	75%
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Recommendation of in-store asia

Yes	76%
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*All visitors outside of India