

HANNOVER MESSE 2025

VISITOR INSIGHTS



Deutsche Messe



VISITORS

123,035

87%

TRADE VISITORS

GERMANY

60%

Ø 1.2 VISITOR DAYS

INTERNATIONAL

40%

Ø 1.8 VISITOR DAYS



DAY 1

DAY 2

DAY 3

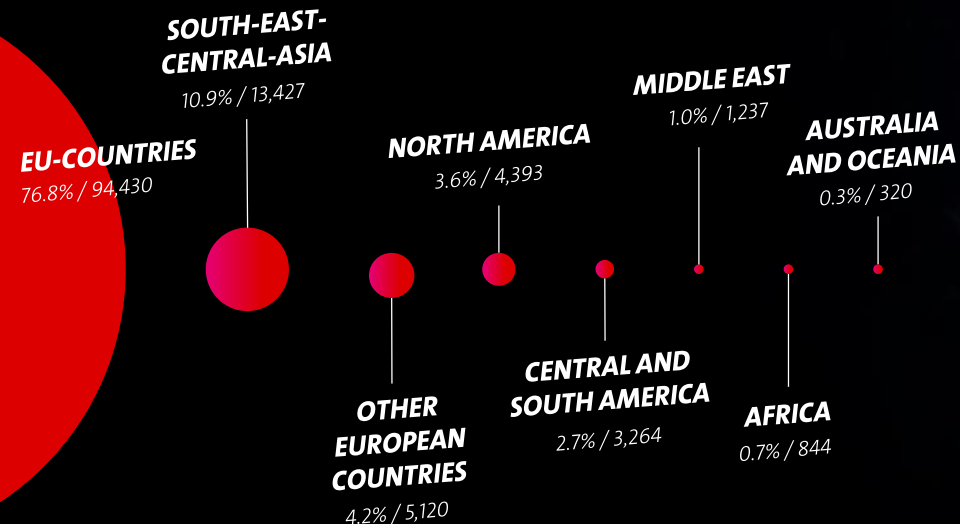
DAY 4

DAY 5

VISITING DAYS

ORIGIN

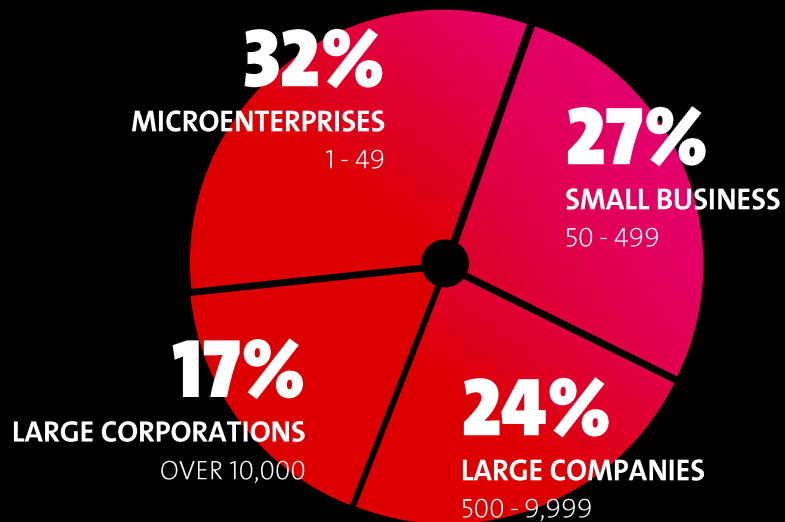
FROM 150 NATIONS



TOP 20

- | | | | | | |
|----|---------------------------------|----------------|----|-----------------------|--------------|
| 1 | GERMANY | 60.5% / 74,449 | 11 | DENMARK | 1.3% / 1,612 |
| 2 | CHINA | 4.7% / 5,791 | 12 | UNITED KINGDOM | 1.1% / 1,397 |
| 3 | NETHERLANDS | 3.1% / 3,828 | 13 | BELGIUM | 1.1% / 1,373 |
| 4 | CANADA | 1.9% / 2,344 | 14 | BRAZIL | 1.1% / 1,365 |
| 5 | JAPAN | 1.8% / 2,206 | 15 | TÜRKIYE | 1.0% / 1,283 |
| 6 | POLAND | 1.7% / 2,142 | 16 | FRANCE | 1.0% / 1,234 |
| 7 | UNITED STATES OF AMERICA | 1.7% / 2,044 | 17 | SPAIN | 0.9% / 1,107 |
| 8 | REPUBLIC OF KOREA | 1.7% / 2,033 | 18 | SWEDEN | 0.8% / 954 |
| 9 | INDIA | 1.3% / 1,625 | 19 | FINLAND | 0.8% / 946 |
| 10 | ITALY | 1.3% / 1,613 | 20 | SWITZERLAND | 0.7% / 916 |

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	8.8%	10,863
2	MACHINERY & PLANT CONSTRUCTION	6.6%	8,164
3	AUTOMATION TECHNOLOGY	6.2%	7,664
4	RESEARCH & DEVELOPMENT	3.9%	4,800
5	AUTOMOTIVE & VEHICLE INDUSTRY (INCL. SUPPLIERS)	3.8%	4,693
6	IT CONSULTING	3.3%	4,037
7	PUBLIC ADMINISTRATION & SERVICES	2.9%	3,604
8	CLOUD/EDGE COMPUTING	2.8%	3,506
9	MANAGEMENT CONSULTANCY	2.5%	3,112
10	METALWORKING INDUSTRY	2.1%	2,539

POSITIONS

28% TOP
MANAGEMENT

19% EXECUTIVE
POSITION

45% EMPLOYEES
AND OTHERS

8% PUPILS, TRAINEES,
STUDENTS

46%
DECISION
MAKERS

TOP 10 FIELDS OF ACTIVITY

1	EXECUTIVE BOARD, MANAGEMENT	18.8%	23,143
2	RESEARCH & DEVELOPMENT	11.6%	14,308
3	MANUFACTURING, PRODUCTION, QUALITY CONTROL	9.1%	12,203
4	IT & SOFTWARE DEVELOPMENT	8.6%	10,785
5	DISTRIBUTION & TRADE	8.0%	9,058
6	BUSINESS DEVELOPMENT	6.9%	6,653
7	ADMINISTRATION & MANAGEMENT	6.0%	5,960
8	MARKETING & ADVERTISING	4.7%	4,069
9	PURCHASING & PROCUREMENT	3.4%	3,942
10	SERVICE & MAINTENANCE	3.2%	3,366



FIELDS OF INTEREST

1	AI & MACHINE LEARNING	37.3%	11	IT/OT SECURITY	17.4%
2	AUTOMATION & SENSOR TECHNOLOGY	34.9%	12	ADDITIVE MANUFACTURING	17.2%
3	ROBOTICS	31.0%	13	ENGINEERING SOFTWARE	16.7%
4	PROCESS AUTOMATION	25.0%	14	CLOUD/EDGE COMPUTING	15.3%
5	DIGITAL PLATFORMS	23.5%	15	ENERGY MANAGEMENT & CONSULTING	14.4%
6	POWER ENGINEERING & ENERGY EFFICIENCY	20.8%	16	METAL PARTS, COMPONENTS & SOLUTIONS	14.4%
7	DRIVE TECHNOLOGY	20.4%	17	LOGISTICS AUTOMATION	13.4%
8	RESEARCH & TECHNOLOGY TRANSFER	19.2%	18	PLASTICS & INNOVATIVE MATERIALS	12.7%
9	HYDROGEN & FUEL CELLS	18.7%	19	MATERIAL HANDLING & ASSEMBLY	12.2%
10	E-MOBILITY & CHARGING INFRASTRUCTURE	18.2%	20	WIRELESS TECHNOLOGY & 5G	11.9%

MULTIPLE CHOICE POSSIBLE