HANNOVER MESSE 2025 | VISITOR INSIGHTS

COMPRESSED AIR & VACUUM TECHNOLOGY

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

COMPRESSED AIR & VACUUM TECHNOLOGY

Key Technologies for Efficient Industrial Processes

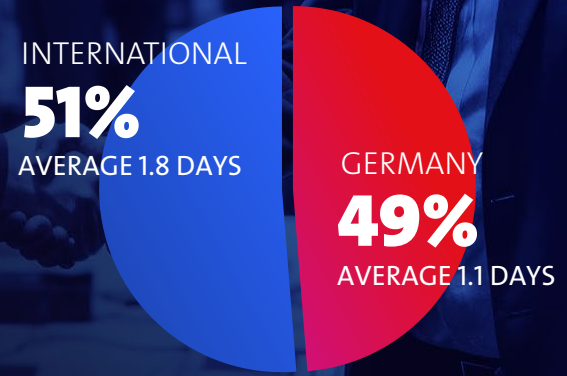
Compressed air and vacuum technology are essential to a wide range of industrial applications. They directly impact energy efficiency, process reliability and cost-effectiveness in manufacturing. At HANNOVER MESSE, innovative technologies meet the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 12,400 visitors from 115 countries expressed a specific interest in these fields at HANNOVER MESSE 2025. They included decision-makers and industry professionals from manufacturing, operations, the energy sector and research who evaluate technical solutions and help shape investment decisions.

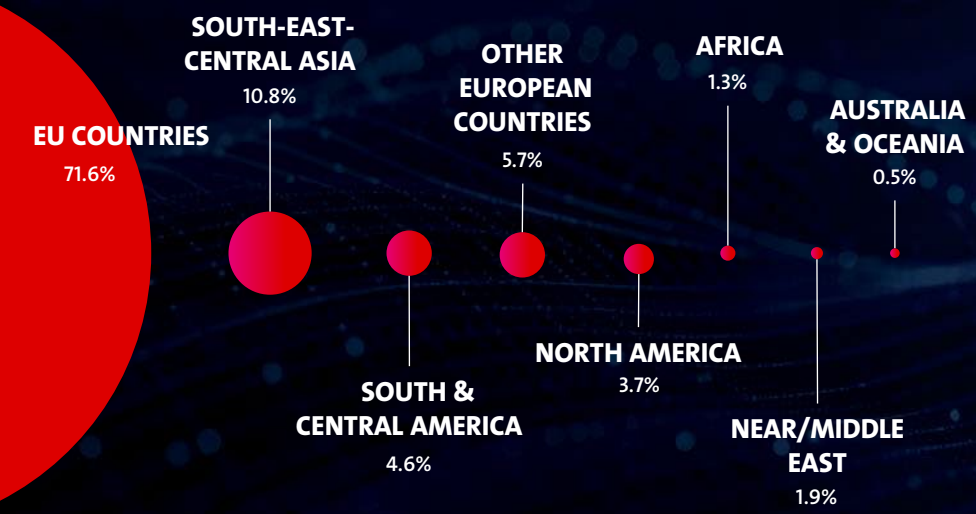
12,381
VISITORS

89% TRADE VISITORS



ORIGIN

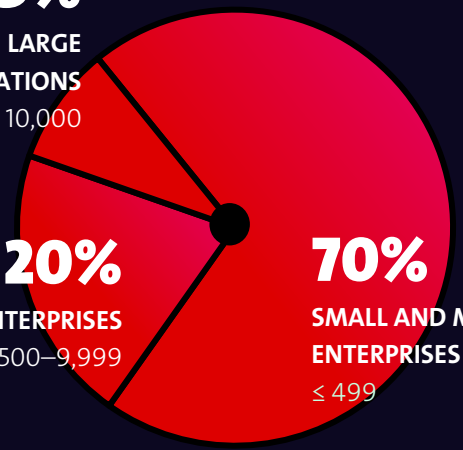
FROM 115 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	48.7%
2	CHINA	4.1%
3	NETHERLANDS	3.0%
4	POLAND	2.4%
5	ITALY	2.4%
6	INDIA	2.2%
7	UNITED STATES	1.9%
8	TÜRKIYE	1.8%
9	SPAIN	1.8%
10	CANADA	1.8%
11	BRAZIL	1.6%
12	BELGIUM	1.5%
13	DENMARK	1.5%
14	CZECH REPUBLIC	1.2%
15	UNITED KINGDOM	1.2%
16	REPUBLIC OF KOREA	1.2%
17	JAPAN	1.1%
18	SWEDEN	0.9%
19	FRANCE	0.9%
20	ISRAEL	0.9%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	MACHINERY & PLANT CONSTRUCTION	17.4%
2	COMPRESSED AIR & VACUUM TECHNOLOGY	15.0%
3	ENERGY INDUSTRY	7.1%
4	SERVICE & MAINTENANCE	4.6%
5	ELECTRICAL ENGINEERING & ELECTRONICS	4.5%
6	AUTOMOTIVE & VEHICLE INDUSTRY	4.0%
7	RESEARCH & DEVELOPMENT	2.8%
8	METALWORKING INDUSTRY	2.7%
9	CONSTRUCTION, CRAFT & INTERIOR FINISHING	2.5%
10	CHEMICAL INDUSTRY	2.1%

POSITION

32%	TOP MANAGEMENT
20%	EXECUTIVE POSITION
40%	EMPLOYEES AND OTHERS
8%	STUDENTS AND APPRENTICES

52%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	12.5%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	12.2%
3	SALES & TRADE	9.3%
4	SERVICE & MAINTENANCE	8.4%
5	ADMINISTRATION & MANAGEMENT	5.2%
6	PURCHASING / PROCUREMENT	4.7%
7	BUSINESS DEVELOPMENT	4.3%
8	MARKETING & ADVERTISING	2.1%
9	CUSTOMER SERVICE	2.1%
10	IT & SOFTWARE DEVELOPMENT	1.9%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

HANNOVER MESSE Team

+49 (0)511 89-34466
hannovermesse@messe.de
www.hannovermesse.de

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE