HANNOVER MESSE 2026 | VISITOR INSIGHTS

DIGITAL SOLUTIONS

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

DIGITAL SOLUTIONS

The Backbone of Connected Industry

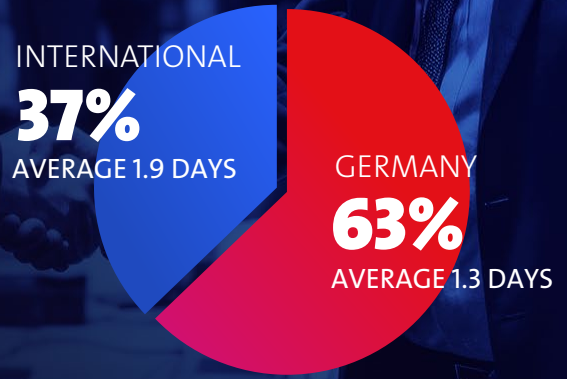
Connected systems, industrial software and IT/OT security form the foundation of increasingly digitalized manufacturing. They enable intelligent processes, improve efficiency and lay the groundwork for a secure, flexible and competitive industry. At HANNOVER MESSE, innovative technologies meet the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 50,500 visitors from 123 countries expressed a specific interest in these fields. They included decision-makers and industry professionals from IT, manufacturing, engineering, the energy sector and research who evaluate digital technologies and help shape investment decisions.

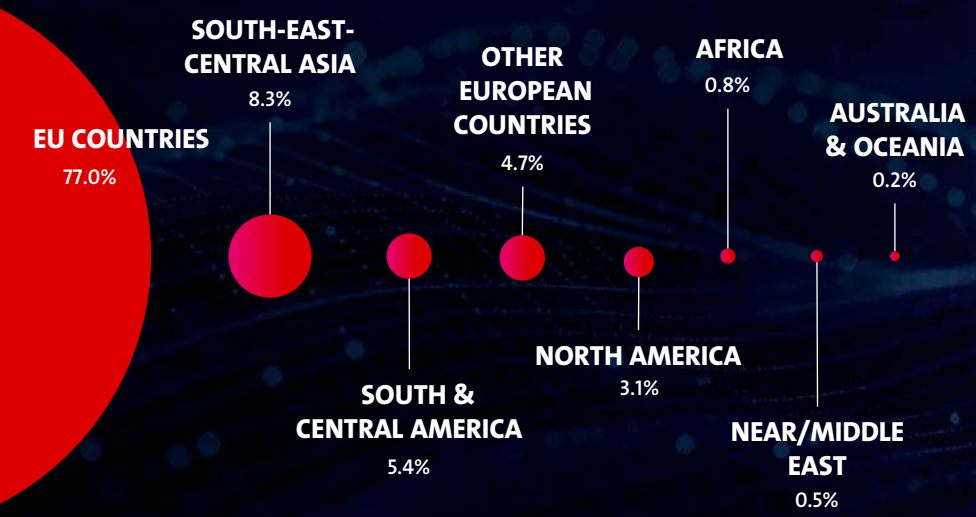
50,455
VISITORS

89% TRADE VISITORS



ORIGIN

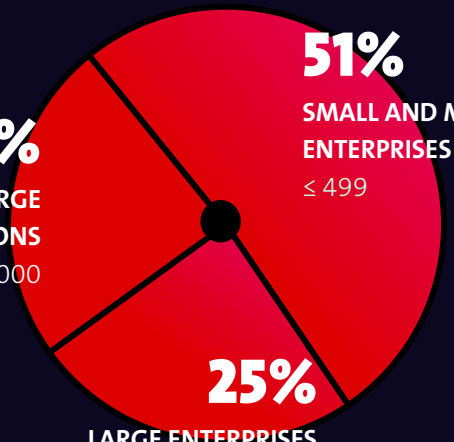
FROM 123 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	62.8%
2	BRAZIL	3.7%
3	NETHERLANDS	2.8%
4	JAPAN	2.3%
5	UNITED STATES	2.1%
6	CHINA	1.7%
7	POLAND	1.5%
8	REPUBLIC OF KOREA	1.5%
9	INDIA	1.3%
10	BELGIUM	1.2%
11	UNITED KINGDOM	1.2%
12	TÜRKIYE	1.2%
13	FRANCE	1.2%
14	SWITZERLAND	1.1%
15	CANADA	1.0%
16	SPAIN	0.9%
17	ITALY	0.7%
18	DENMARK	0.7%
19	AUSTRIA	0.7%
20	SWEDEN	0.7%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	9.4%
2	IT INDUSTRY & SOFTWARE	8.7%
3	IT SERVICES & SYSTEM INTEGRATION	6.8%
4	AUTOMOTIVE & VEHICLE INDUSTRY	6.6%
5	MACHINERY & PLANT CONSTRUCTION	5.8%
6	ENERGY INDUSTRY	5.8%
7	MANAGEMENT CONSULTING	4.4%
8	RESEARCH & DEVELOPMENT	3.8%
9	PUBLIC ADMINISTRATION & SERVICES	3.4%
10	FOOD INDUSTRY	1.9%

POSITION

29% TOP MANAGEMENT

22% EXECUTIVE POSITION

42% EMPLOYEES AND OTHERS

6% STUDENTS AND APPRENTICES

51%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	IT & SOFTWARE DEVELOPMENT	15.6%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	11.1%
3	RESEARCH & DEVELOPMENT	9.8%
4	BUSINESS DEVELOPMENT	6.1%
5	SALES & TRADE	5.5%
6	ADMINISTRATION & MANAGEMENT	3.1%
7	MARKETING & ADVERTISING	2.2%
8	CUSTOMER SERVICE	2.1%
9	SERVICE & MAINTENANCE	2.1%
10	PURCHASING / PROCUREMENT	1.2%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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