HANNOVER MESSE 2026

VISITOR INSIGHTS



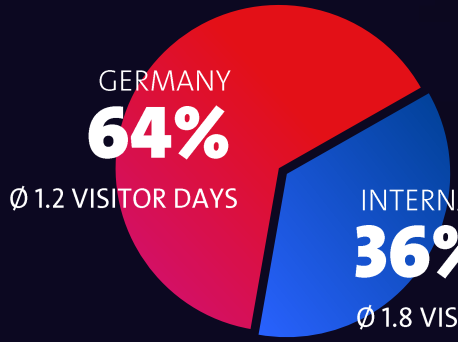
Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

108,898
VISITORS

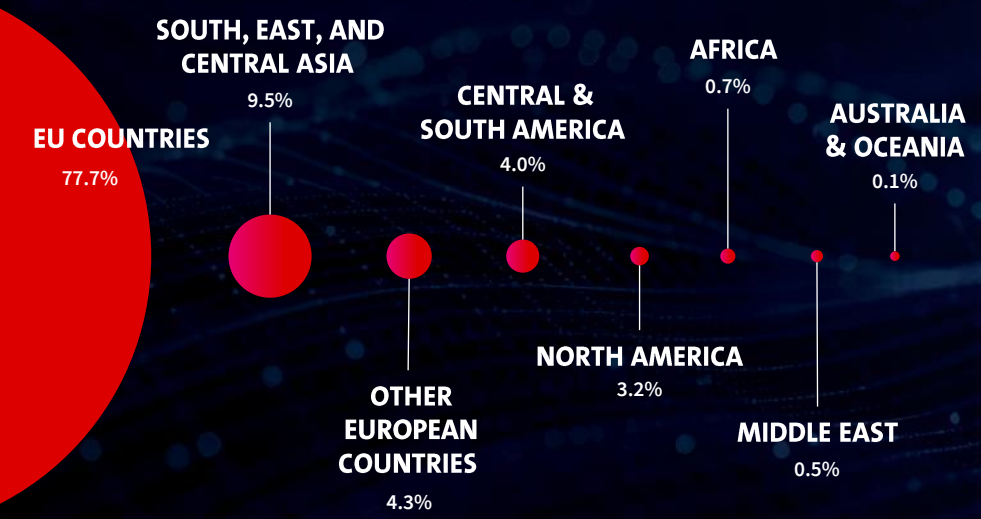
86%
TRADE VISITORS





ORIGIN

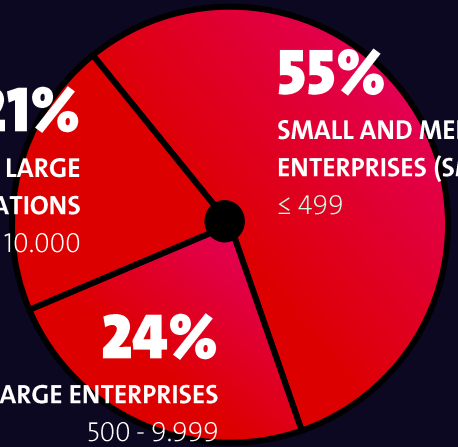
FROM 146 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	64.1%
2	CHINA	3.4%
3	BRAZIL	3.0%
4	NETHERLANDS	2.8%
5	JAPAN	2.0%
6	UNITED STATES OF AMERICA	1.8%
7	REPUBLIC OF KOREA	1.6%
8	POLAND	1.6%
9	TÜRKIYE	1.3%
10	INDIA	1.2%
11	BELGIUM	1.1%
12	UNITED KINGDOM	1.1%
13	FRANCE	1.0%
14	SWITZERLAND	0.9%
15	ITALY	0.8%
16	CANADA	0.8%
17	DENMARK	0.7%
18	SPAIN	0.7%
19	SWEDEN	0.7%
20	AUSTRIA	0.7%

SIZE OF THE COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	10.1%
2	AUTOMOTIVE & VEHICLE INDUSTRY (INCL. SUPPLIERS)	7.5%
3	MACHINERY & PLANT CONSTRUCTION	7.2%
4	IT INDUSTRY & SOFTWARE	5.0%
5	RESEARCH & DEVELOPMENT	4.4%
6	IT SERVICES & SYSTEM INTEGRATION	3.9%
7	PUBLIC ADMINISTRATION & SERVICES	3.8%
8	MANAGEMENT CONSULTANCY	3.4%
9	CONSTRUCTION, CRAFT & INTERIOR FINISHING	2.3%
10	METALWORKING INDUSTRY	2.2%

POSITIONS

30%	TOP MANAGEMENT
18%	EXECUTIVE POSITION
44%	EMPLOYEES AND OTHERS
8%	PUPILS, TRAINEES, STUDENTS

48%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	MANUFACTURING, PRODUCTION, QUALITY CONTROL	13.4%
2	RESEARCH & DEVELOPMENT	10.9%
3	IT & SOFTWARE DEVELOPMENT	10.3%
4	DISTRIBUTION & TRADE	6.8%
5	BUSINESS DEVELOPMENT	6.0%
6	ADMINISTRATION & MANAGEMENT	3.6%
7	MARKETING & ADVERTISING	2.5%
8	CUSTOMER SERVICE	2.4%
9	SERVICE & MAINTENANCE	2.3%
10	PURCHASING & PROCUREMENT	2.1%

FIELDS OF INTEREST

1	AI IN INDUSTRY	46%
2	AUTOMATION SYSTEMS & COMPONENTS	45%
3	ROBOTICS & ASSEMBLY AUTOMATION	38%
4	RESEARCH & INNOVATION TRANSFER	29%
5	IIOT, WIRELESS & CLOUD	29%
6	ENERGY INFRASTRUCTURE & STORAGE TECHNOLOGIES	28%
7	INDUSTRIAL SUPPLY & ENGINEERING SOLUTIONS	27%
8	POWER ENGINEERING & ENERGY AUTOMATION	26%
9	INDUSTRIAL SOFTWARE	25%
10	EDUCATION & TRAINING	21%
11	IT/OT SECURITY	21%
12	PRODUCTION LOGISTICS	18%
13	HYDROGEN TECHNOLOGIES	18%
14	PRODUCTION TECHNOLOGY FOR DEFENSE	13%

MULTIPLE SELECTIONS ALLOWED

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