HANNOVER MESSE 2026 | VISITOR INSIGHTS

INDUSTRIAL ENERGY

Deutsche Messe

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HANNOVER MESSE

INDUSTRIAL ENERGY

Key Technologies for Industrial Energy Supply

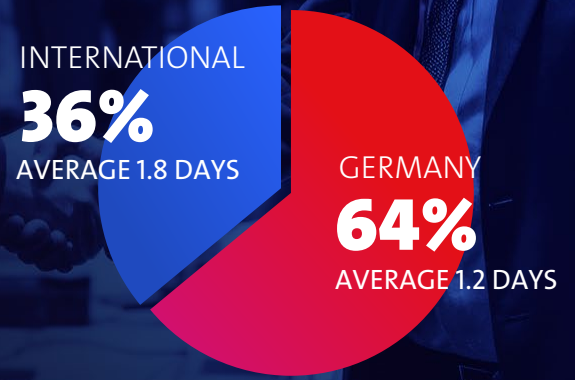
A secure, efficient and competitive energy supply is essential to the future of industry. Intelligent energy infrastructure, storage systems, energy automation and hydrogen technologies lay the foundation for a flexible and sustainable energy supply. At HANNOVER MESSE, innovative technologies meet the real-world needs of industry and the energy sector.

Global Reach and a High Concentration of Decision-Makers

Around 44,600 visitors from 127 countries expressed a specific interest in these fields. They included decision-makers and industry professionals from the energy sector, manufacturing, engineering and research who evaluate new technologies and help shape investment decisions.

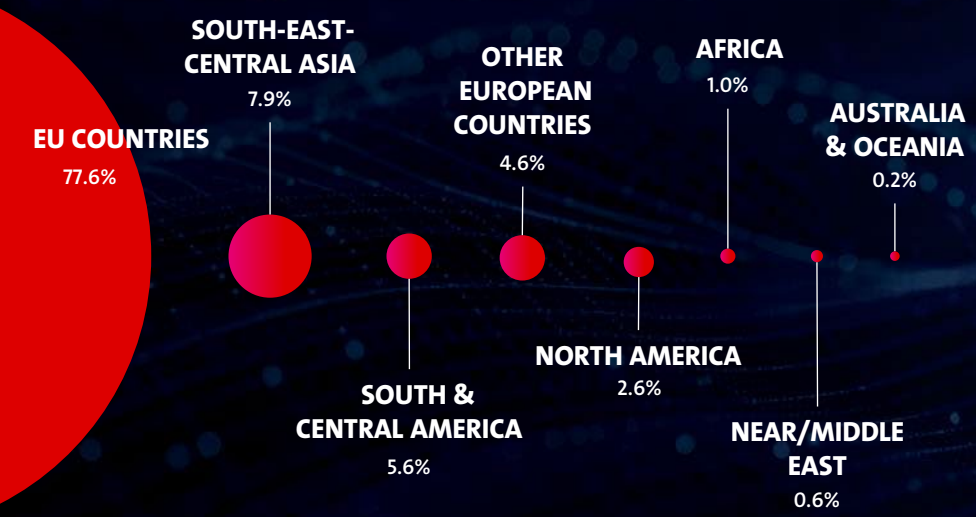
44,628
VISITORS

86% TRADE VISITORS



ORIGIN

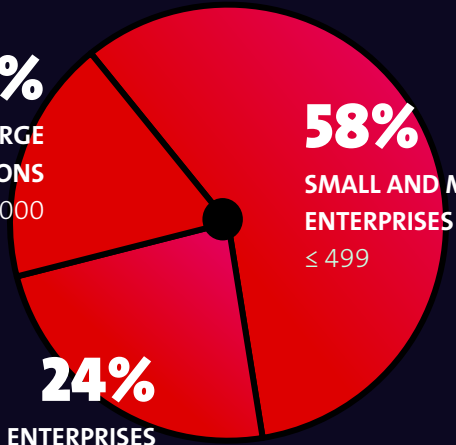
FROM 127 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	64.0%
2	BRAZIL	3.6%
3	NETHERLANDS	2.5%
4	CHINA	2.5%
5	UNITED STATES	1.7%
6	POLAND	1.6%
7	TÜRKIYE	1.4%
8	INDIA	1.4%
9	JAPAN	1.4%
10	REPUBLIC OF KOREA	1.1%
11	BELGIUM	1.0%
12	CANADA	0.9%
13	UNITED KINGDOM	0.9%
14	FRANCE	0.9%
15	SPAIN	0.8%
16	SWITZERLAND	0.8%
17	ITALY	0.7%
18	SWEDEN	0.7%
19	MEXICO	0.6%
20	DENMARK	0.6%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ENERGY INDUSTRY	15.3%
2	ELECTRICAL ENGINEERING & ELECTRONICS	11.4%
3	AUTOMOTIVE & VEHICLE INDUSTRY	6.2%
4	MACHINERY & PLANT CONSTRUCTION	5.4%
5	PUBLIC ADMINISTRATION & SERVICES	4.4%
6	RESEARCH & DEVELOPMENT	4.0%
7	MANAGEMENT CONSULTING	3.9%
8	IT INDUSTRY & SOFTWARE	3.0%
9	IT SERVICES & SYSTEM INTEGRATION	2.7%
10	CONSTRUCTION, CRAFTS & INTERIOR FINISHING	2.0%

POSITION

30% TOP MANAGEMENT

20% EXECUTIVE POSITION

42% EMPLOYEES AND OTHERS

8% STUDENTS AND APPRENTICES

50%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	10.8%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	9.6%
3	SALES & TRADE	6.8%
4	BUSINESS DEVELOPMENT	6.4%
5	IT & SOFTWARE DEVELOPMENT	6.1%
6	ENERGY & SUSTAINABILITY MANAGEMENT	3.7%
7	ADMINISTRATION & MANAGEMENT	3.5%
8	SERVICE & MAINTENANCE	2.8%
9	MARKETING & ADVERTISING	2.1%
10	PURCHASING / PROCUREMENT	2.0%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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