HANNOVER MESSE 2026 | VISITOR INSIGHTS

INDUSTRIAL ENGINEERING & SUPPLY

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

INDUSTRIAL ENGINEERING & SUPPLY

Foundations of Industrial Innovation

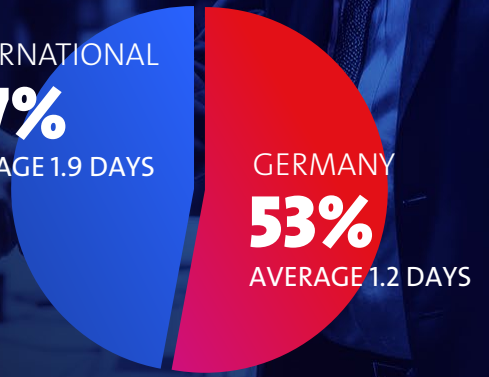
Innovative materials, components and manufacturing processes are essential to the performance and competitiveness of industrial products. They enable new designs, more efficient production processes and cost-effective use of resources. At HANNOVER MESSE, innovative technologies and industrial supply solutions meet the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 31,300 visitors from 121 countries expressed a specific interest in these fields. They included decision-makers and industry professionals from procurement, engineering, manufacturing and research who evaluate new technologies and materials and help shape investment decisions.

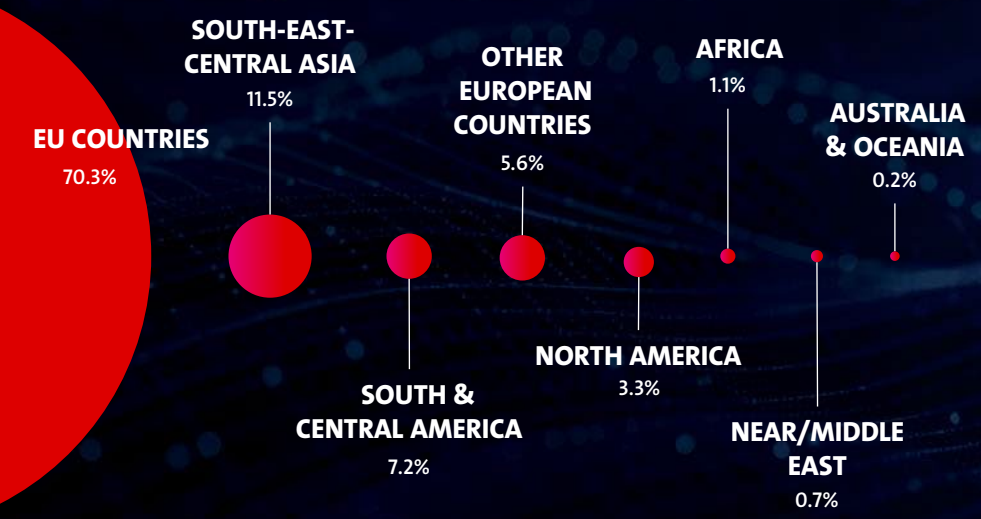
31,312
VISITORS

90% TRADE VISITORS



ORIGIN

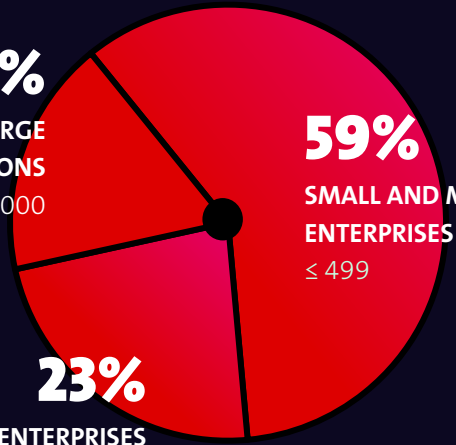
FROM 121 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	52.9%
2	BRAZIL	4.7%
3	CHINA	3.6%
4	NETHERLANDS	3.2%
5	JAPAN	2.3%
6	INDIA	2.0%
7	UNITED STATES	2.0%
8	TÜRKIYE	2.0%
9	POLAND	2.0%
10	REPUBLIC OF KOREA	1.5%
11	BELGIUM	1.3%
12	CANADA	1.3%
13	UNITED KINGDOM	1.2%
14	FRANCE	1.1%
15	ITALY	1.1%
16	SPAIN	1.1%
17	MEXICO	0.9%
18	SWITZERLAND	0.8%
19	DENMARK	0.8%
20	SWEDEN	0.8%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	9.7%
2	MACHINERY & PLANT CONSTRUCTION	8.9%
3	AUTOMOTIVE & VEHICLE INDUSTRY	7.8%
4	ENERGY INDUSTRY	7.7%
5	IT INDUSTRY & SOFTWARE	3.8%
6	MANAGEMENT CONSULTING	3.7%
7	METALWORKING INDUSTRY	3.7%
8	PUBLIC ADMINISTRATION & SERVICES	3.2%
9	RESEARCH & DEVELOPMENT	3.1%
10	IT SERVICES & SYSTEM INTEGRATION	3.0%

POSITION

31%	TOP MANAGEMENT
22%	EXECUTIVE POSITION
40%	EMPLOYEES AND OTHERS
7%	STUDENTS AND APPRENTICES

53%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	MANUFACTURING, PRODUCTION, QUALITY CONTROL	13.9%
2	RESEARCH & DEVELOPMENT	11.7%
3	BUSINESS DEVELOPMENT	6.4%
4	SALES & TRADE	6.4%
5	IT & SOFTWARE DEVELOPMENT	6.2%
6	ADMINISTRATION & MANAGEMENT	3.2%
7	PURCHASING / PROCUREMENT	3.2%
8	SERVICE & MAINTENANCE	2.3%
9	MARKETING & ADVERTISING	1.7%
10	CUSTOMER SERVICE	1.7%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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