HANNOVER MESSE 2025 | VISITOR INSIGHTS

MOTION & DRIVES

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

MOTION & DRIVES

Key Technologies for High-Performance Machinery

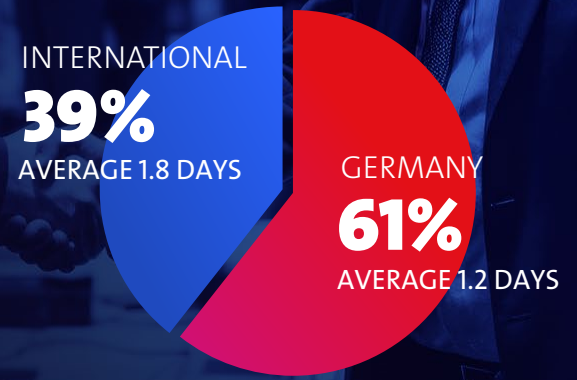
Drive, fluid power and linear motion technologies are essential to the performance, precision and efficiency of modern machinery and equipment. They enable reliable motion control, increase productivity and lay the foundation for innovative machine designs. At HANNOVER MESSE, these technologies meet the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 31,900 visitors from 120 countries expressed a specific interest in these fields. They included decision-makers and industry professionals from engineering, manufacturing, maintenance, the energy sector and research who evaluate new technologies and help shape investment decisions.

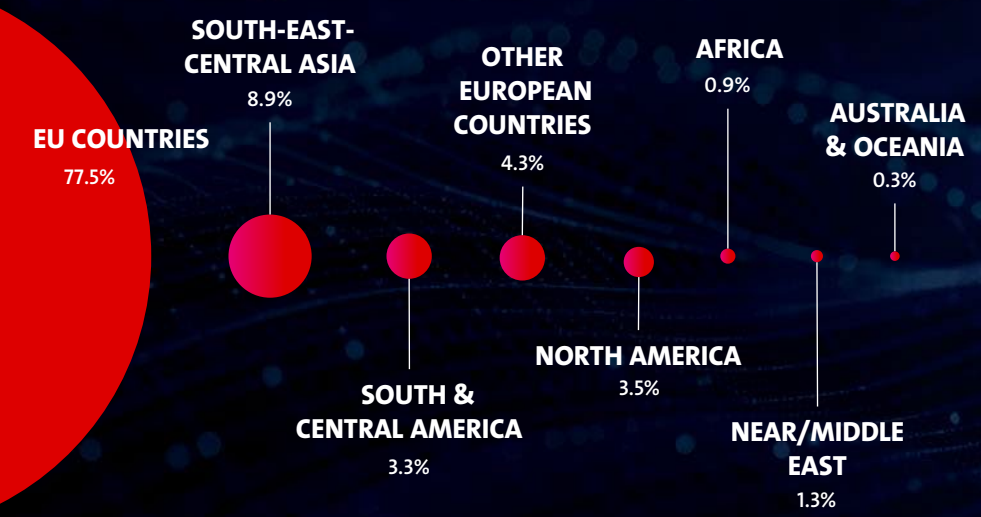
31,864
VISITORS

89% TRADE VISITORS



ORIGIN

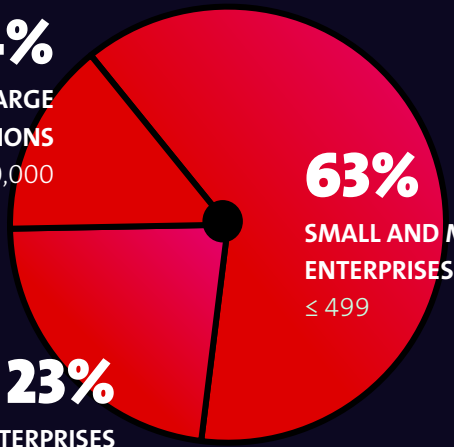
FROM 120 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	60.6%
2	CHINA	3.4%
3	NETHERLANDS	2.9%
4	CANADA	1.9%
5	POLAND	1.8%
6	INDIA	1.8%
7	UNITED STATES	1.6%
8	JAPAN	1.5%
9	ITALY	1.5%
10	DENMARK	1.5%
11	BRAZIL	1.4%
12	BELGIUM	1.2%
13	TÜRKIYE	1.2%
14	UNITED KINGDOM	1.0%
15	SPAIN	0.9%
16	REPUBLIC OF KOREA	0.9%
17	SWEDEN	0.8%
18	AUSTRIA	0.8%
19	FRANCE	0.7%
20	SWITZERLAND	0.7%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	MACHINERY & PLANT CONSTRUCTION	21.3%
2	ELECTRICAL ENGINEERING & ELECTRONICS	8.6%
3	ENERGY INDUSTRY	8.1%
4	AUTOMOTIVE & VEHICLE INDUSTRY	5.4%
5	RESEARCH & DEVELOPMENT	4.1%
6	METALWORKING INDUSTRY	3.0%
7	DRIVE & FLUID POWER TECHNOLOGY	2.8%
8	CONSTRUCTION, CRAFTS & INTERIOR FINISHING	2.2%
9	PUBLIC ADMINISTRATION & SERVICES	2.0%
10	MANAGEMENT CONSULTING	1.9%

POSITION

27%	TOP MANAGEMENT
22%	EXECUTIVE POSITION
42%	EMPLOYEES AND OTHERS
9%	STUDENTS AND APPRENTICES

49% DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	15.0%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	11.0%
3	SALES & TRADE	9.4%
4	SERVICE & MAINTENANCE	4.9%
5	BUSINESS DEVELOPMENT	4.6%
6	PURCHASING / PROCUREMENT	4.6%
7	ADMINISTRATION & MANAGEMENT	4.3%
8	IT & SOFTWARE DEVELOPMENT	4.2%
9	MARKETING & ADVERTISING	2.3%
10	CUSTOMER SERVICE	1.7%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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