HANNOVER MESSE 2026 | VISITOR INSIGHTS

RESEARCH & INNOVATION

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

RESEARCH & INNOVATION

Foundations for the Future of Industry

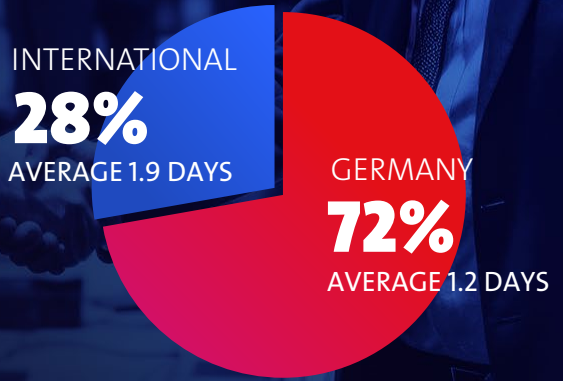
Research and technology transfer drive industrial innovation. New scientific discoveries, advanced technologies and close collaboration between academia and industry open up new opportunities for products, processes and industrial applications. At HANNOVER MESSE, groundbreaking research meets the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 31,700 visitors from 111 countries expressed a specific interest in these fields. They included decision-makers and industry professionals from research, engineering, manufacturing, IT and the energy sector who evaluate new technologies and drive their industrial application.

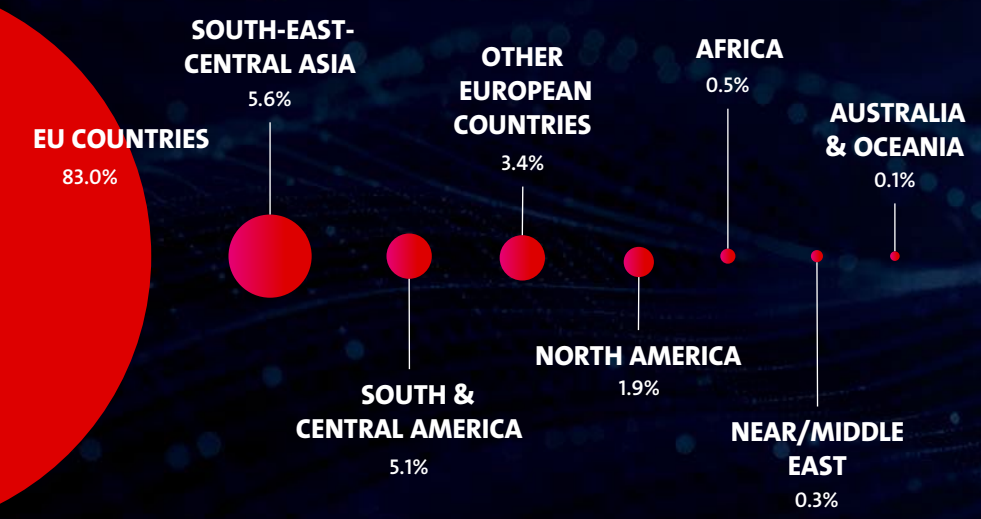
31,739
VISITORS

85% TRADE VISITORS



ORIGIN

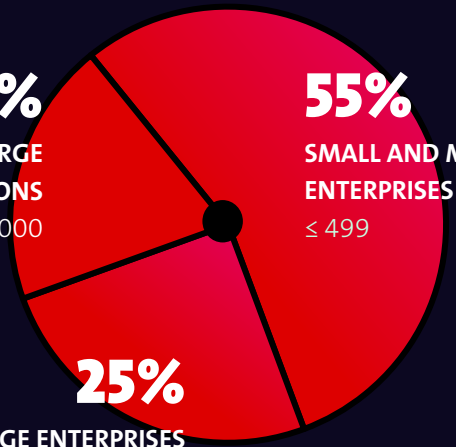
FROM 111 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	72.2%
2	BRAZIL	3.7%
3	NETHERLANDS	2.2%
4	JAPAN	1.3%
5	POLAND	1.3%
6	UNITED STATES	1.2%
7	CHINA	1.2%
8	INDIA	1.0%
9	TÜRKIYE	1.0%
10	BELGIUM	0.9%
11	SWITZERLAND	0.9%
12	REPUBLIC OF KOREA	0.9%
13	UNITED KINGDOM	0.8%
14	FRANCE	0.8%
15	CANADA	0.7%
16	AUSTRIA	0.6%
17	SPAIN	0.6%
18	ITALY	0.5%
19	DENMARK	0.5%
20	SWEDEN	0.5%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	RESEARCH & DEVELOPMENT	9.7%
2	AUTOMOTIVE & VEHICLE INDUSTRY	7.0%
3	ELECTRICAL ENGINEERING & ELECTRONICS	7.0%
4	ENERGY INDUSTRY	6.6%
5	MACHINERY & PLANT CONSTRUCTION	6.5%
6	PUBLIC ADMINISTRATION & SERVICES	6.2%
7	MANAGEMENT CONSULTING	4.7%
8	IT INDUSTRY & SOFTWARE	4.5%
9	IT SERVICES & SYSTEM INTEGRATION	3.3%
10	ASSOCIATIONS & ORGANIZATIONS	2.5%

POSITION

26% TOP MANAGEMENT

46% DECISION MAKERS

20% EXECUTIVE POSITION

45% EMPLOYEES AND OTHERS

9% STUDENTS AND APPRENTICES

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	21.7%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	8.2%
3	IT & SOFTWARE DEVELOPMENT	8.2%
4	BUSINESS DEVELOPMENT	4.8%
5	SALES & TRADE	3.6%
6	ADMINISTRATION & MANAGEMENT	3.3%
7	MARKETING & ADVERTISING	1.7%
8	ENERGY & SUSTAINABILITY MANAGEMENT	1.6%
9	SERVICE & MAINTENANCE	1.5%
10	CUSTOMER SERVICE	1.3%



WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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