HANNOVER MESSE 2026 | VISITOR INSIGHTS

SMART MANUFACTURING & AUTOMATION

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

SMART MANUFACTURING & AUTOMATION

Key Technologies for Modern Industry

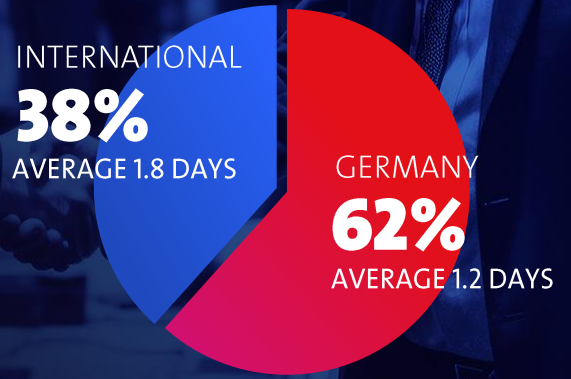
Automation, robotics and production logistics are shaping the future of industrial manufacturing. They boost productivity, increase flexibility and lay the foundation for competitive production processes. At HANNOVER MESSE, innovative technologies meet the real-world needs of industry.

Global Reach and a High Concentration of Decision-Makers

Around 65,400 visitors from 129 countries expressed a specific interest in these technologies at HANNOVER MESSE 2026. They included decision-makers and industry professionals from manufacturing, engineering, IT and energy who evaluate new technologies and help shape investment decisions..

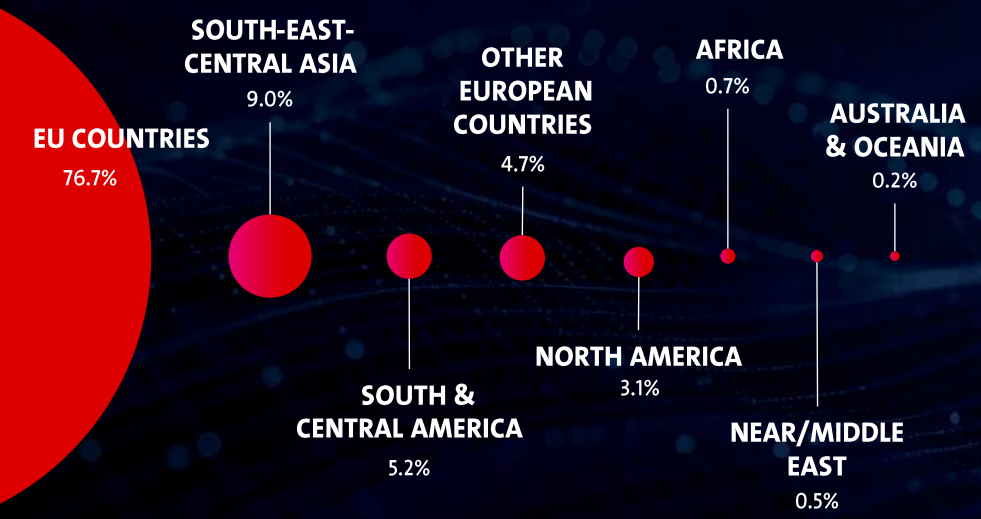
65,355
VISITORS

87% TRADE VISITORS



ORIGIN

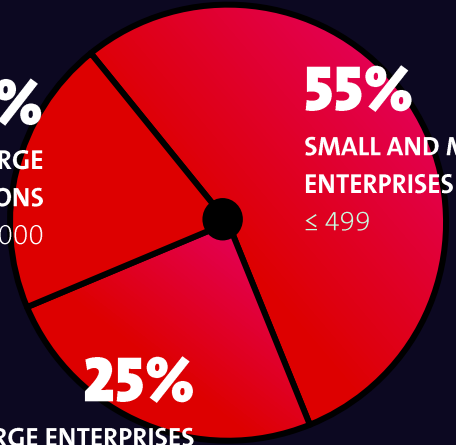
FROM 129 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	61.6%	11	INDIA	1.2%
2	BRAZIL	3.3%	12	UNITED KINGDOM	1.1%
3	NETHERLANDS	2.7%	13	CANADA	1.1%
4	CHINA	2.5%	14	FRANCE	1.0%
5	JAPAN	2.1%	15	SWITZERLAND	1.0%
6	UNITED STATES	2.0%	16	ITALY	0.9%
7	POLAND	1.7%	17	DENMARK	0.9%
8	REPUBLIC OF KOREA	1.6%	18	SPAIN	0.8%
9	TÜRKIYE	1.3%	19	AUSTRIA	0.7%
10	BELGIUM	1.3%	20	SWEDEN	0.7%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	10.7%
2	AUTOMOTIVE & VEHICLE INDUSTRY	8.3%
3	MACHINERY & PLANT CONSTRUCTION	8.0%
4	ENERGY INDUSTRY	6.3%
5	IT INDUSTRY & SOFTWARE	4.7%
6	IT SERVICES & SYSTEM INTEGRATION	3.8%
7	MANAGEMENT CONSULTING	3.7%
8	RESEARCH & DEVELOPMENT	3.7%
9	PUBLIC ADMINISTRATION & SERVICES	3.2%
10	METALWORKING INDUSTRY	2.7%

POSITION

28% TOP MANAGEMENT

22% EXECUTIVE POSITION

43% EMPLOYEES AND OTHERS

7% STUDENTS AND APPRENTICES

50% DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	MANUFACTURING, PRODUCTION, QUALITY CONTROL	13.9%
2	RESEARCH & DEVELOPMENT	11.3%
3	IT & SOFTWARE DEVELOPMENT	9.4%
4	SALES & TRADE	6.2%
5	BUSINESS DEVELOPMENT	5.9%
6	ADMINISTRATION & MANAGEMENT	3.1%
7	SERVICE & MAINTENANCE	2.6%
8	PURCHASING / PROCUREMENT	2.1%
9	MARKETING & ADVERTISING	1.9%
10	CUSTOMER SERVICE	1.9%

WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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