

VISITOR INSIGHTS HANNOVER MESSE

125,000

VISITORS

150 NATIONS

EU COUNTRIES
76.8%

SOUTH-EAST-
CENTRAL-ASIA
10.9%

NORTH AMERICA
3.6%

MIDDLE EAST
1.0%

AUSTRALIA &
OCEANIA
0.3%

CENTRAL &
SOUTH AMERICA
2.7%

AFRICA
0.7%

OTHER
EUROPEAN
COUNTRIES
4.2%

GERMANY
60%

INTERNATIONAL
40%

90%
TRADE VISITORS

47%
DECISION-MAKERS

28% TOP
MANAGEMENT

19% EXECUTIVE
POSITION

45% EMPLOYEES
AND OTHERS

8% PUPILS, TRAINEES,
STUDENTS

17%
LARGE CORPORATIONS
OVER 10,000

24%
LARGE COMPANIES
500 - 9,999

59%
SMALL & MEDIUM-SIZED
ENTERPRISES (SME)
BIS 499

FIELDS OF INTEREST

1	AI & MACHINE LEARNING	37.3%	11	IT/OT SECURITY	17.4%
2	AUTOMATION & SENSOR TECHNOLOGY	34.9%	12	ADDITIVE MANUFACTURING	17.2%
3	ROBOTICS	31.0%	13	ENGINEERING SOFTWARE	16.7%
4	PROCESS AUTOMATION	25.0%	14	CLOUD/EDGE COMPUTING	15.3%
5	DIGITAL PLATFORMS	23.5%	15	ENERGY MANAGEMENT & CONSULTING	14.4%
6	POWER ENGINEERING & ENERGY EFFICIENCY	20.8%	16	METAL PARTS, COMPONENTS & SOLUTIONS	14.4%
7	DRIVE TECHNOLOGY	20.4%	17	LOGISTICS AUTOMATION	13.4%
8	RESEARCH & TECHNOLOGY TRANSFER	19.2%	18	PLASTICS & INNOVATIVE MATERIALS	12.7%
9	HYDROGEN & FUEL CELLS	18.7%	19	MATERIAL HANDLING & ASSEMBLY	12.2%
10	E-MOBILITY & CHARGING INFRASTRUCTURE	18.2%	20	WIRELESS TECHNOLOGY & 5G	11.9%

MULTIPLE CHOICE POSSIBLE

VISITORS

123,035

87%

TRADE VISITORS

GERMANY

60%

Ø 1.2 VISITOR DAYS

INTERNATIONAL

40%

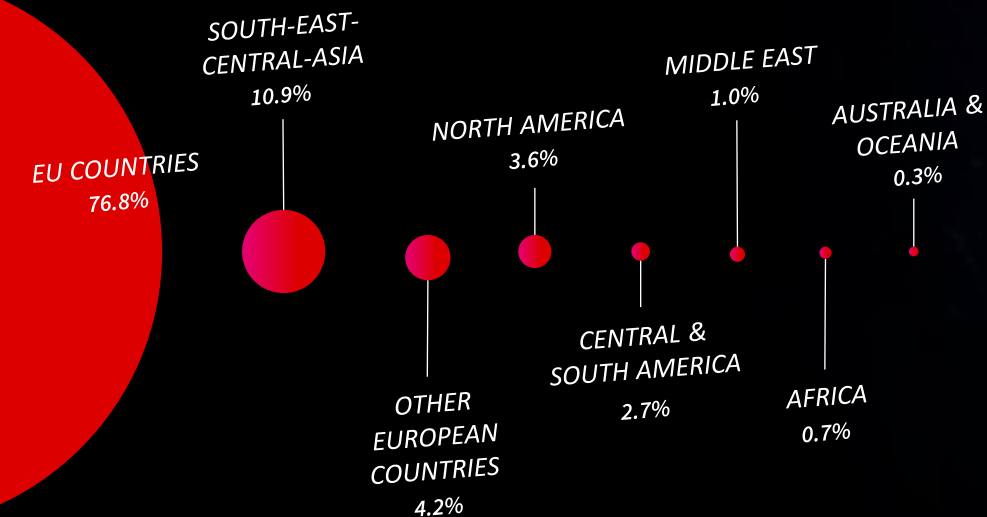
Ø 1.8 VISITOR DAYS



VISITING DAYS

ORIGIN

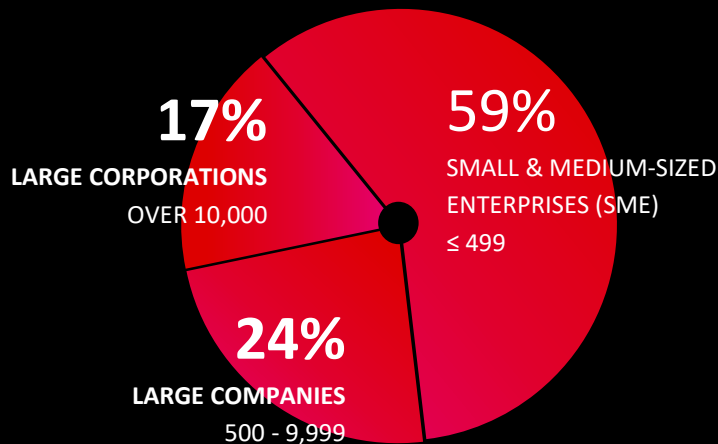
FROM 150 NATIONS



TOP 20

1	GERMANY	60.5%	11	DENMARK	1.3%
2	CHINA	4.7%	12	UNITED KINGDOM	1.1%
3	NETHERLANDS	3.1%	13	BELGIUM	1.1%
4	CANADA	1.9%	14	BRAZIL	1.1%
5	JAPAN	1.8%	15	TÜRKIYE	1.0%
6	POLAND	1.7%	16	FRANCE	1.0%
7	UNITED STATES OF AMERICA	1.7%	17	SPAIN	0.9%
8	REPUBLIC OF KOREA	1.7%	18	SWEDEN	0.8%
9	INDIA	1.3%	19	FINLAND	0.8%
10	ITALY	1.3%	20	SWITZERLAND	0.7%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	8.8%
2	MACHINERY & PLANT CONSTRUCTION	6.6%
3	AUTOMATION TECHNOLOGY	6.2%
4	RESEARCH & DEVELOPMENT	3.9%
5	AUTOMOTIVE & VEHICLE INDUSTRY (INCL. SUPPLIERS)	3.8%
6	IT CONSULTING	3.3%
7	PUBLIC ADMINISTRATION & SERVICES	2.9%
8	CLOUD/EDGE COMPUTING	2.8%
9	MANAGEMENT CONSULTANCY	2.5%
10	METALWORKING INDUSTRY	2.1%

POSITIONS

28% TOP
MANAGEMENT

19% EXECUTIVE
POSITION

45% EMPLOYEES
AND OTHERS

8% PUPILS, TRAINEES,
STUDENTS

47%
DECISION
MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	11.6%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	9.9%
3	IT & SOFTWARE DEVELOPMENT	8.8%
4	DISTRIBUTION & TRADE	7.4%
5	BUSINESS DEVELOPMENT	5.4%
6	ADMINISTRATION & MANAGEMENT	4.8%
7	MARKETING & ADVERTISING	3.3%
8	PURCHASING & PROCUREMENT	3.2%
9	SERVICE & MAINTENANCE	2.7%
10	CUSTOMER SERVICE	2.3%