

HANNOVER MESSE 2026 | VISITOR INSIGHTS

TOPIC

ENERGY INFRASTRUCTURE & STORAGE TECHNOLOGIES



Deutsche Messe

THINK TECH FORWARD



Industrial Energy

ENERGY INFRASTRUCTURE & STORAGE TECHNOLOGIES

At HANNOVER MESSE, visitors experience groundbreaking technologies, products, and solutions for a modern energy industry—from power generation and infrastructure to smart integration into industrial processes.

Global reach and high concentration of decision-makers

In 2026, approximately 31,400 visitors from 118 countries showed concrete interest in energy infrastructure and storage technologies.

Your stage for innovation

Present your solutions to an international audience of industry professionals with significant decision-making authority—and become part of the world's leading platform for industrial transformation.

31,395

VISITORS

84% TRADE VISITORS

INTERNATIONAL

36%

Ø 1.8 VISITOR DAYS

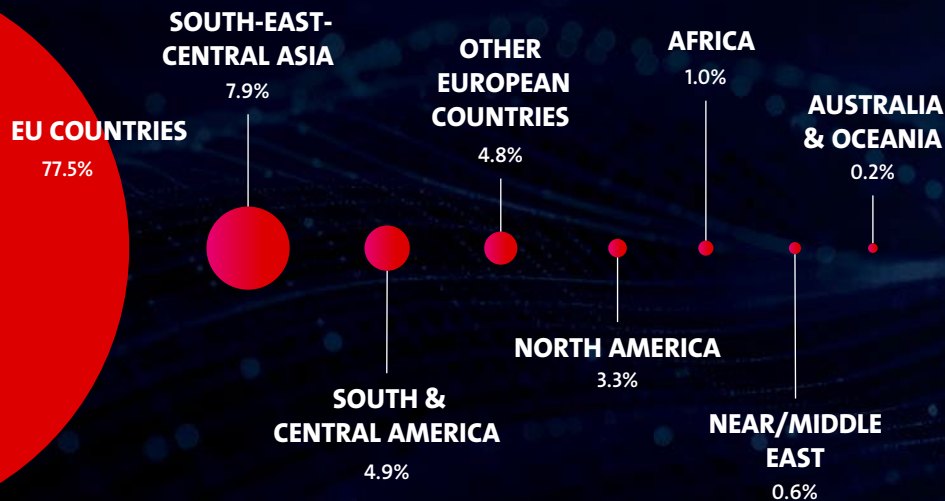
GERMANY

64%

Ø 1.2 VISITOR DAYS

ORIGIN

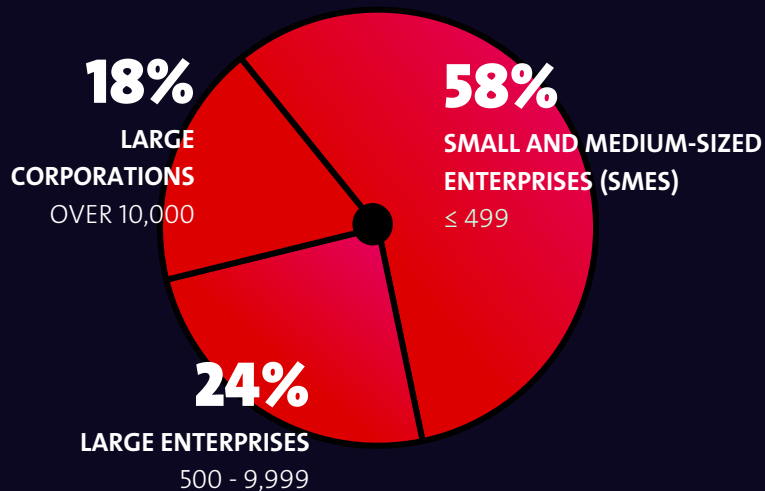
FROM 118 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	64.4%	11	BELGIUM	1.0%
2	BRAZIL	3.4%	12	CANADA	1.0%
3	CHINA	2.5%	13	UNITED KINGDOM	0.9%
4	NETHERLANDS	2.4%	14	SWITZERLAND	0.9%
5	UNITED STATES	1.7%	15	FRANCE	0.8%
6	TÜRKIYE	1.5%	16	SPAIN	0.8%
7	INDIA	1.5%	17	MEXICO	0.6%
8	POLAND	1.4%	18	ITALY	0.6%
9	JAPAN	1.3%	19	DENMARK	0.6%
10	REPUBLIC OF KOREA	1.0%	20	FINLAND	0.6%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ENERGY INDUSTRY	16.2%
2	ELECTRICAL ENGINEERING & ELECTRONICS	11.3%
3	AUTOMOTIVE & VEHICLE INDUSTRY	6.1%
4	PUBLIC ADMINISTRATION & SERVICES	5.0%
5	RESEARCH & DEVELOPMENT	4.8%
6	MACHINERY & PLANT CONSTRUCTION	4.6%
7	MANAGEMENT CONSULTING	4.5%
8	IT INDUSTRY & SOFTWARE	3.0%
9	IT SERVICES & SYSTEM INTEGRATION	2.8%
10	CONSTRUCTION, CRAFT & INTERIOR CONSTRUCTION	2.1%

POSITION

30% TOP
MANAGEMENT

21% EXECUTIVE
POSITION

41% EMPLOYEES
AND OTHERS

8% PUPILS, TRAINEES,
STUDENTS

51%

DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	10.4%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	8.6%
3	BUSINESS DEVELOPMENT	6.7%
4	SALES & DISTRIBUTION	6.5%
5	IT & SOFTWARE DEVELOPMENT	6.2%
6	ENERGY & SUSTAINABILITY MANAGEMENT	4.4%
7	ADMINISTRATION & MANAGEMENT	3.7%
8	SERVICE & MAINTENANCE	2.5%
9	MARKETING & ADVERTISING	2.1%
10	CUSTOMER SERVICE	2.0%

WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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