

HANNOVER MESSE 2026 | VISITOR INSIGHTS

FOCUS TOPIC

HYDROGEN TECHNOLOGIES



Deutsche Messe

THINK TECH FORWARD



Industrial Energy

HYDROGEN TECHNOLOGIES

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

Global reach and a high concentration of decision-makers

In 2026, approximately 19,500 visitors from 106 countries showed concrete interest in hydrogen technologies.

Your stage for innovation

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

19,470

VISITORS

80% TRADE VISITORS

INTERNATIONAL

30%

Ø 1.8 VISITOR DAYS

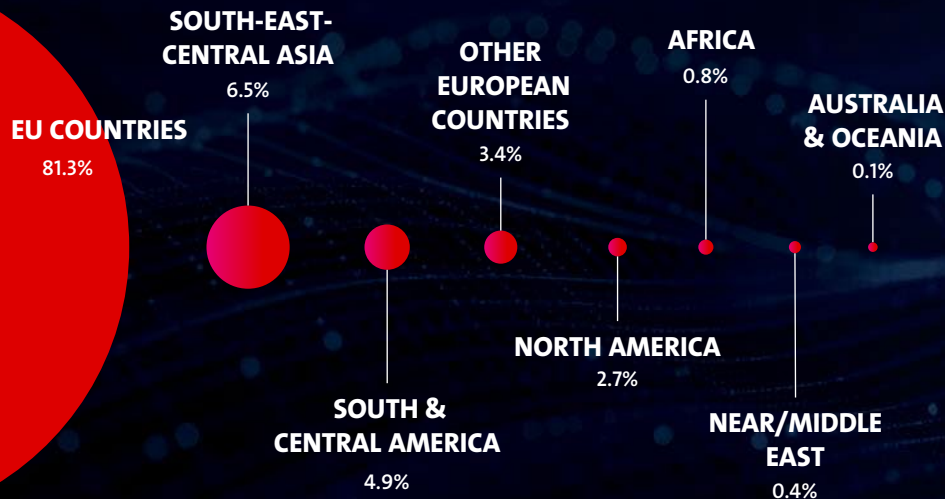
GERMANY

70%

Ø 1.2 VISITOR DAYS

ORIGIN

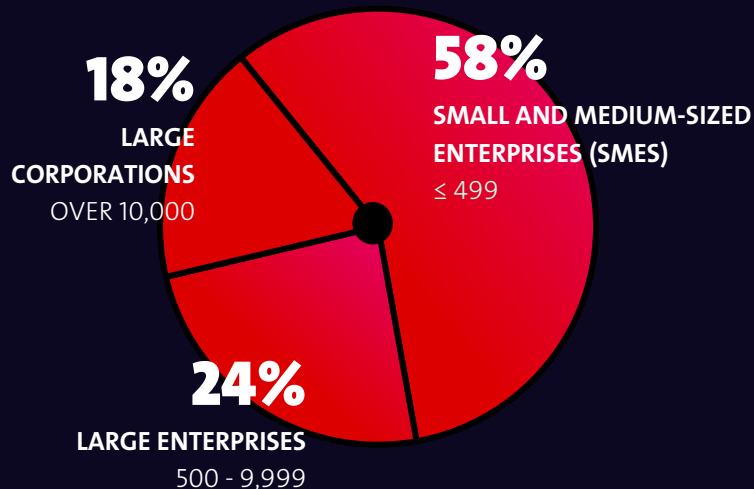
FROM 106 COUNTRIES



TOP 20 COUNTRIES

1	GERMANY	69.5%	11	TÜRKİYE	1.1%
2	BRAZIL	3.6%	12	BELGIUM	0.9%
3	NETHERLANDS	2.4%	13	FRANCE	0.8%
4	CHINA	1.6%	14	SPAIN	0.8%
5	JAPAN	1.3%	15	UNITED KINGDOM	0.8%
6	POLAND	1.3%	16	SWITZERLAND	0.7%
7	REPUBLIC OF KOREA	1.2%	17	SWEDEN	0.6%
8	INDIA	1.2%	18	ITALY	0.6%
9	UNITED STATES	1.2%	19	FINLAND	0.6%
10	CANADA	1.1%	20	ARGENTINA	0.5%

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ENERGY INDUSTRY	14.4%
2	ELECTRICAL ENGINEERING & ELECTRONICS	8.1%
3	AUTOMOTIVE & VEHICLE INDUSTRY	6.9%
4	MACHINERY & PLANT CONSTRUCTION	6.2%
5	PUBLIC ADMINISTRATION & SERVICES	6.0%
6	RESEARCH & DEVELOPMENT	6.0%
7	MANAGEMENT CONSULTING	4.6%
8	HYDROGEN ECONOMY	3.0%
9	CHEMICAL INDUSTRY	2.5%
10	IT INDUSTRY & SOFTWARE	2.1%

POSITION

29% TOP
MANAGEMENT

19% EXECUTIVE
POSITION

42% EMPLOYEES
AND OTHERS

10% PUPILS, TRAINEES,
STUDENTS

48%
DECISION MAKERS

TOP 10 FIELDS OF ACTIVITY

1	RESEARCH & DEVELOPMENT	12.9%
2	MANUFACTURING, PRODUCTION, QUALITY CONTROL	7.6%
3	SALES & TRADE	6.6%
4	CORPORATE DEVELOPMENT	6.5%
5	IT & SOFTWARE DEVELOPMENT	4.4%
6	ADMINISTRATION & MANAGEMENT	3.6%
7	ENERGY & SUSTAINABILITY MANAGEMENT	3.5%
8	CUSTOMER SERVICE	2.0%
9	SERVICE & MAINTENANCE	1.9%
10	MARKETING & ADVERTISING	1.9%

WOULD YOU LIKE TO LEARN MORE?

HANNOVER MESSE 2027 | 5 – 8 APRIL

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