

HANNOVER MESSE 2023 VISITOR INSIGHTS



Deutsche Messe

WORLD. LEADING. INDUSTRYSHOW.
hannovermesse.de



HANNOVER MESSE 2023 INSIGHTS

What you always wanted to know about HANNOVER MESSE visitors.

Who visits HANNOVER MESSE? What benefits do visitors expect? And how much decision-making authority do they really bring with them? This document provides answers to these and other questions. You can look forward to comprehensive insights.

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messe.de | hannovermesse.de



VISITORS

127,953

EXHIBITORS

3,962



34,485

33,735

26,998

11,790

20,945

DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

DIGITAL PARTICIPANTS

15,431

JOURNALISTS

1,755



ORIGIN

COUNTRIES
156

FOREIGN
41%

DOMESTIC
59%

EU COUNTRIES
78% / 99,825
VISITORS

**SOUTH-EAST-
CENTRAL-ASIA**
10.8% / 13,835
VISITORS

**CENTRAL AND
SOUTH AMERICA**
3.1% / 3,923
VISITORS

AFRICA
0.5% / 636
VISITORS

**OTHER EUROPEAN
COUNTRIES**
4.7% / 5,978
VISITORS

NORTH AMERICA
2.5% / 3,923
VISITORS

**AUSTRALIA
AND OCEANIA**
0.5% / 590
VISITORS

TOP 20

1 GERMANY
59% / 75,504 VISITORS

2 NETHERLANDS
3.5% / 4,475 VISITORS

3 CHINA
2.8% / 3,551 VISITORS

4 REPUBLIC OF KOREA
2.1% / 2,698 VISITORS

5 POLAND
2.1% / 2,697 VISITORS

6 ITALY
1.8% / 2,283 VISITORS

7 USA
1.7% / 2,181 VISITORS

8 BELGIUM
1.4% / 1,781 VISITORS

9 BRAZIL
1.4% / 1,770 VISITORS

10 DENMARK
1.3% / 1,712 VISITORS

11 TÜRKIYE
1.3% / 1,670 VISITORS

12 FRANCE
1.3% / 1,653 VISITORS

13 INDIA
1.2% / 1,502 VISITORS

14 UNITED KINGDOM
1.1% / 1,445 VISITORS

15 JAPAN
1.1% / 1,441 VISITORS

16 SWEDEN
1% / 1,297 VISITORS

17 SPAIN
0.9% / 1,168 VISITORS

18 SWITZERLAND
0.9% / 1,106 VISITORS

19 AUSTRIA
0.8% / 1,036 VISITORS

20 CANADA
0.8% / 977 VISITORS

AREAS OF INTEREST

TOP 20

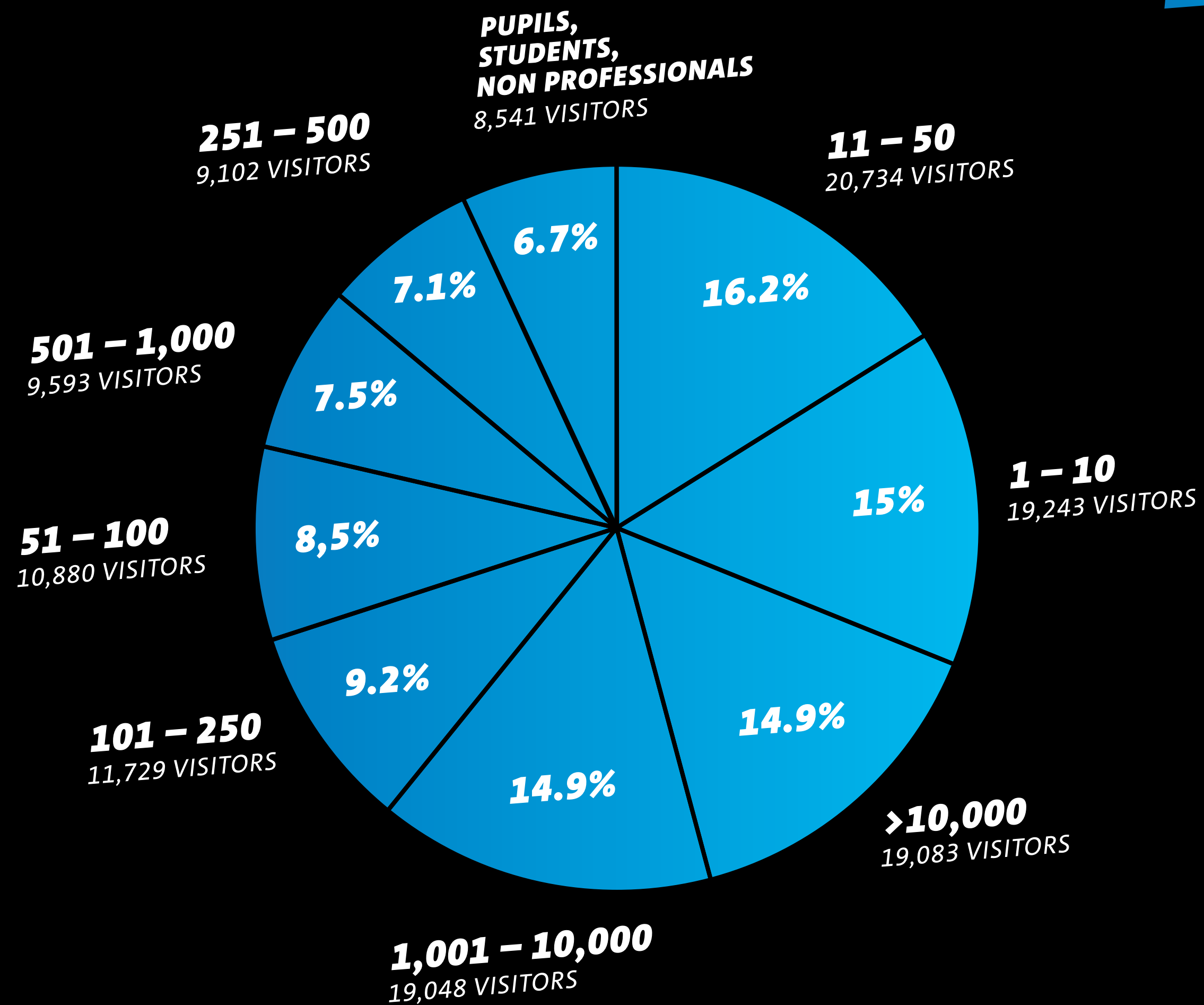


- 1 INDUSTRIE 4.0**
7.3% / 48,282 MENTIONS
- 2 AUTOMATION & SENSOR TECHNOLOGY**
6.3% / 41,682 MENTIONS
- 3 AI & MACHINE LEARNING**
5% / 32,964 MENTIONS
- 4 ROBOTICS**
4.9% / 32,295 MENTIONS
- 5 RESEARCH & DEVELOPMENT**
4.8% / 31,905 MENTIONS
- 6 PROCESS AUTOMATION**
4% / 26,557 MENTIONS
- 7 DIGITAL PLATFORMS**
4% / 26,438 MENTIONS
- 8 HYDROGEN & FUEL CELLS**
3.9% / 25,818 MENTIONS
- 9 E-MOBILITY & CHARGING INFRASTRUCTURE**
3.8% / 24,968 MENTIONS
- 10 DRIVE TECHNOLOGY**
3.7% / 24,656 MENTIONS
- 11 ENERGY MANAGEMENT**
3.5% / 22,828 MENTIONS
- 12 STARTUPS**
3.3% / 21,554 MENTIONS
- 13 DIGITAL ENERGY & ENERGY EFFICIENCY**
3.2% / 21,199 MENTIONS
- 14 FUTURE OF WORK**
3.1% / 20,526 MENTIONS
- 15 ADDITIVE MANUFACTURING**
3% / 20,124 MENTIONS
- 16 CARBON-NEUTRAL PRODUCTION**
2.9% / 19,428 MENTIONS
- 17 METAL PARTS, COMPONENTS & SOLUTIONS**
2,8% / 18.256 MENTIONS
- 18 CLOUD & INFRASTRUCTURE**
2.7% / 17,740 MENTIONS
- 19 ENGINEERING & OFFICE SOFTWARE**
2.3% / 15,383 MENTIONS
- 20 IT SECURITY**
2.3% / 15,370 MENTIONS

COMPANY SIZE

INDUSTRIES

TOP 20



- 1 ELECTRICAL ENGINEERING & ELECTRONICS**
9.3% / 11,953 VISITORS
- 2 RESEARCH & DEVELOPMENT**
7.5% / 9,560 VISITORS
- 3 AUTOMOTIVE & VEHICLE INDUSTRY (INCL. SUPPLIERS)**
5.2% / 6,666 VISITORS
- 4 AUTOMATION TECHNOLOGY**
4.7% / 6,059 VISITORS
- 5 OTHER SECTORS**
4.5% / 5,763 VISITORS
- 6 MACHINERY & PLANT CONSTRUCTION**
4.3% / 5,532 VISITORS
- 7 STUDENTS**
2.6% / 3,386 VISITORS
- 8 AVIATION & TRANSPORT**
2.6% / 3,322 VISITORS
- 9 POWER GENERATION**
2.4% / 3,104 VISITORS
- 10 IT CONSULTING**
2.3% / 2,984 VISITORS
- 11 POWER TRANSMISSION**
2.1% / 2,732 VISITORS
- 12 METALWORKING INDUSTRY**
2.1% / 2,688 VISITORS
- 13 OTHER AUTHORITIES & PUBLIC SERVICES**
2.1% / 2,661 VISITORS
- 14 ELECTROMOBILITY**
1.9% / 2,488 VISITORS
- 15 PUBLIC ADMINISTRATION & SERVICES**
1.9% / 2,379 VISITORS
- 16 INFORMATION & TELECOMMUNICATIONS INDUSTRY**
1.8% / 2,354 VISITORS
- 17 OTHER WHOLESALE TRADE**
1.8% / 2,333 VISITORS
- 18 OTHER MANUFACTURING INDUSTRY**
1.7% / 2,212 VISITORS
- 19 HYDROGEN & FUEL CELLS**
1.7% / 2,193 VISITORS
- 20 OTHER BUSINESS OR PROFESSIONAL SERVICES**
1.5% / 1,983 VISITORS

POSITION

TOP 20

LEADING
POSITIONS

61,484

SHARE OF
TOTAL VISITORS

48%

22,911

BOARD OF DIRECTORS,
EXECUTIVE BOARD,
MANAGEMENT

14,712

GROUP &
TEAM MANAGEMENT,
PROJECT MANAGER

12,875

HEAD OF DEPARTMENT,
SENIOR EXECUTIVE

9,207

DIVISIONAL & DEPARTMENT
MANAGEMENT

1,458

BRANCH, BRANCH OFFICE,
BRANCH MANAGEMENT

321

OPERATIONS MANAGEMENT
(POLICE, RESCUE SERVICE,
FIRE BRIGADE)

VISITORS WITH LEADING POSITION

- 1** **EMPLOYEE**
18.6% / 23,797 VISITORS
- 2** **BOARD OF DIRECTORS, EXECUTIVE BOARD, MANAGEMENT**
17.9% / 22,911 VISITORS
- 3** **GROUP & TEAM MANAGEMENT, PROJECT MANAGER**
11.5% / 14,712 VISITORS
- 4** **HEAD OF DEPARTMENT, SENIOR EXECUTIVE**
10.1% / 12,875 VISITORS
- 5** **STUDENTS**
7.6% / 9,668 VISITORS
- 6** **DIVISIONAL AND DEPARTMENT MANAGEMENT**
7.2% / 9,207 VISITORS
- 7** **OTHER PROFESSIONAL STATUS**
6.2% / 7,991 VISITORS
- 8** **(SENIOR) OFFICIAL**
4.1% / 5,307 VISITORS
- 9** **OTHER EMPLOYEE, OTHER PUBLIC SECTOR**
3.9% / 4,954 VISITORS
- 10** **SELF-EMPLOYED, FREELANCE**
2.4% / 3,039 VISITORS
- 11** **SKILLED WORKER**
2.0% / 2,611 VISITORS
- 12** **TRAINEE**
1.3% / 1,650 VISITORS
- 13** **PUPILS**
1.2% / 1,591 VISITORS
- 14** **ASSISTANT, DOCTORAL STUDENT, RESEARCH ASSISTANT**
1.2% / 1,550 VISITORS
- 15** **BRANCH, BRANCH OFFICE, BRANCH MANAGEMENT**
1.1% / 1,458 VISITORS
- 16** **MASTER CRAFTSMAN**
0.9% / 1,117 VISITORS
- 17** **NOT WORKING**
0.8% / 1,039 VISITORS
- 18** **PROFESSOR**
0.5% / 618 VISITORS
- 19** **TEACHER, TRAINEE TEACHER, EDUCATOR**
0.4% / 545 VISITORS
- 20** **TRAINEE**
0.4% / 450 VISITORS

FIELD OF ACTIVITY

TOP 20



- 1 BOARD OF DIRECTORS, EXECUTIVE BOARD, MANAGEMENT**
16.7% / 21,413 VISITORS
- 2 ENGINEERING & TECHNICAL PROFESSIONS**
13.5% / 17,302 VISITORS
- 3 DISTRIBUTION & TRADE**
8.2% / 10,443 VISITORS
- 4 PROJECT MANAGEMENT**
7.4% / 9,443 VISITORS
- 5 RESEARCH, TEACHING & DEVELOPMENT**
6.1% / 7,763 VISITORS
- 6 STUDENTS**
6.0% / 7,693 VISITORS
- 7 OTHER FIELDS OF ACTIVITY**
5.8% / 7,484 VISITORS
- 8 IT & SOFTWARE DEVELOPMENT**
5.3% / 6,817 VISITORS
- 9 DIVISIONAL & DEPARTMENT MANAGEMENT**
4.1% / 5,279 VISITORS
- 10 PURCHASING/PROCUREMENT**
3.2% / 4,087 VISITORS
- 11 MARKETING & ADVERTISING**
3% / 3,804 VISITORS
- 12 SERVICE/MAINTENANCE**
2.2% / 2,795 VISITORS
- 13 CORPORATE DEVELOPMENT**
1.9% / 2,439 VISITORS
- 14 CONSULTING**
1.8% / 2,338 VISITORS
- 15 PRODUCTION PLANNING & CONTROL**
1.7% / 2,178 VISITORS
- 16 ADMINISTRATION, PROCESSING & MANAGEMENT**
1.6% / 2,060 VISITORS
- 17 PUPILS**
1.2% / 1,513 VISITORS
- 18 APPRENTICES**
1.1% / 1,371 VISITORS
- 19 CUSTOMER SERVICE & CUSTOMER CARE**
1% / 1,276 VISITORS
- 20 PRODUCTION/QUALITY CONTROL**
1% / 1,237 VISITORS