

Structural Data Exhibitors

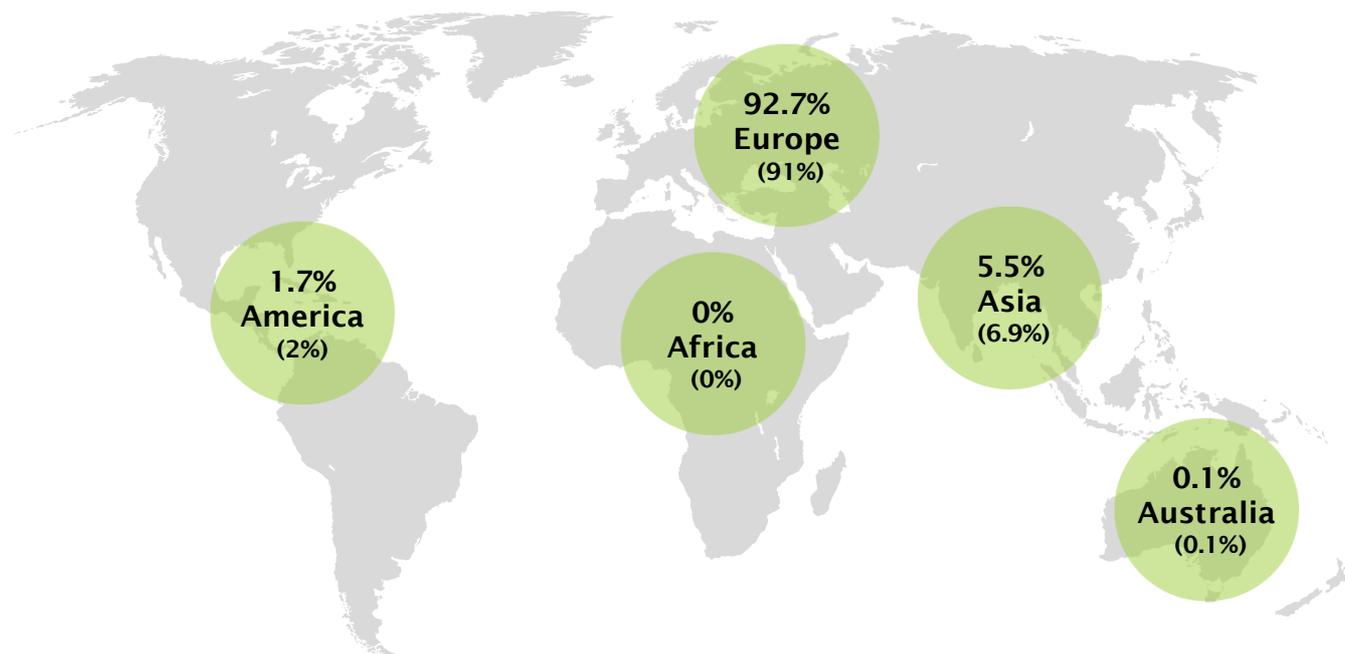
In brackets the results from IPM ESSEN 2024

1,434 exhibitors from **45** nations
 (1,403 from 43 nations)

including
31.2% (34%) exhibitors from Germany
 and
68.8% (66%) international exhibitors

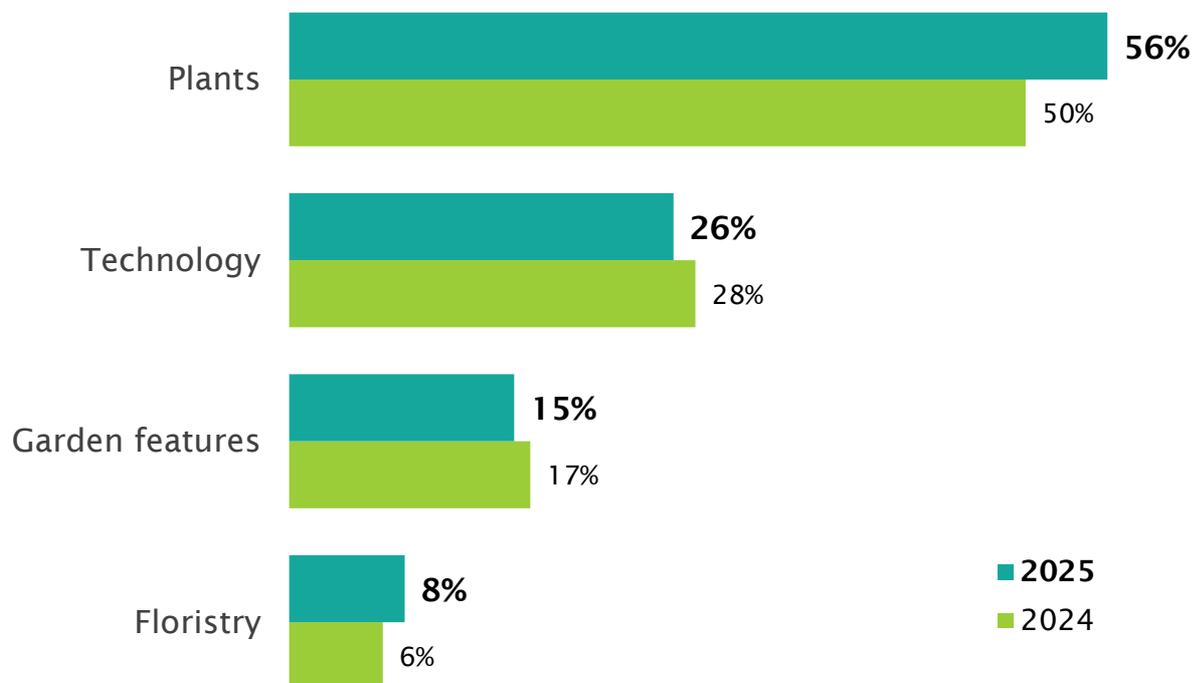
105,000m² total exhibition space
 (105,000 m²)

International composition



Focal product groups

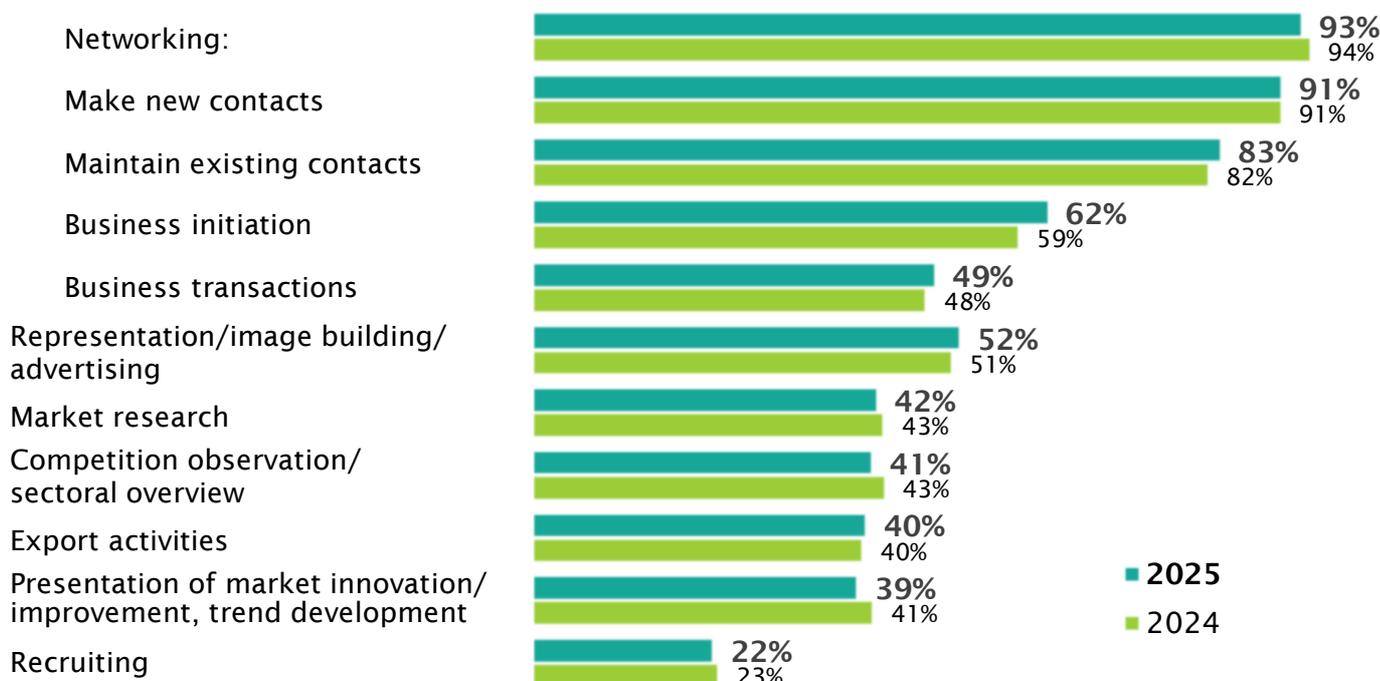
(Multiple answers)



Exhibitor survey

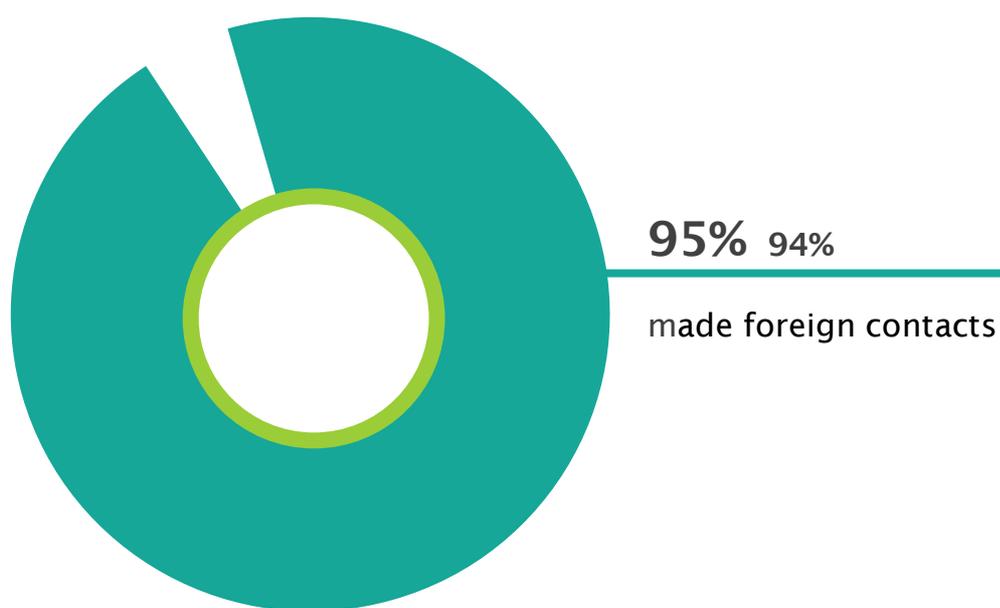
Exhibitors' objectives

(Multiple answers)



Contacts to international trade visitors

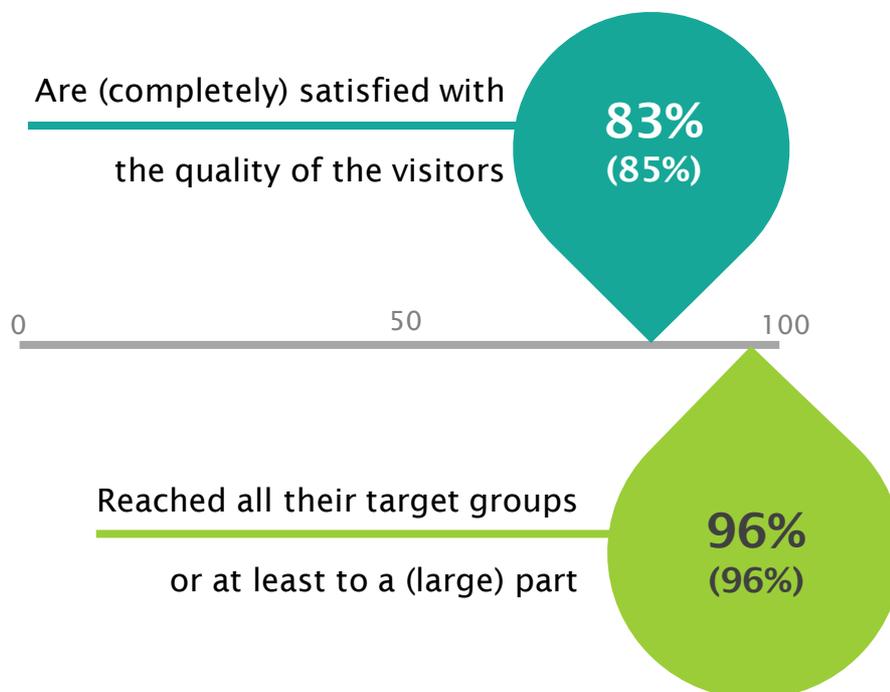
Basis with data



Target groups quality and reaching

Results 2025/2024

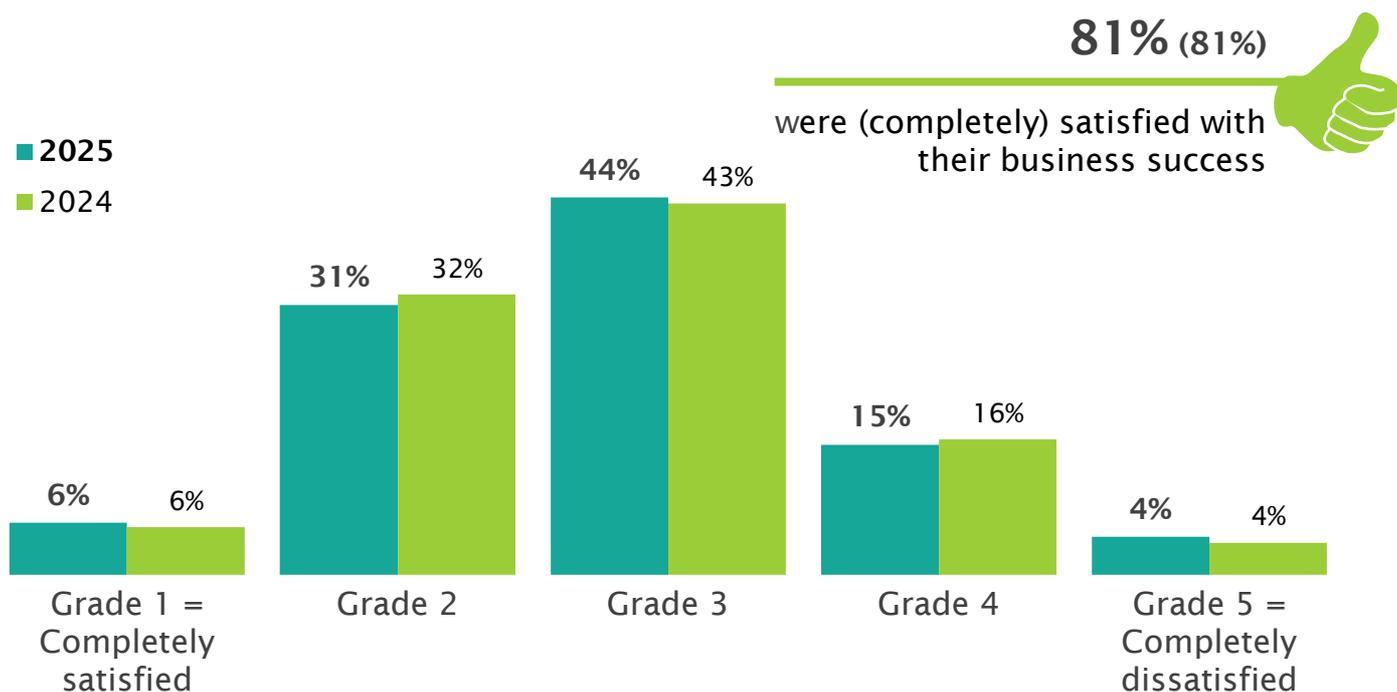
Basis with data



Business success

Results 2025/2024

Basis with data



Exhibitor survey

Follow-up business

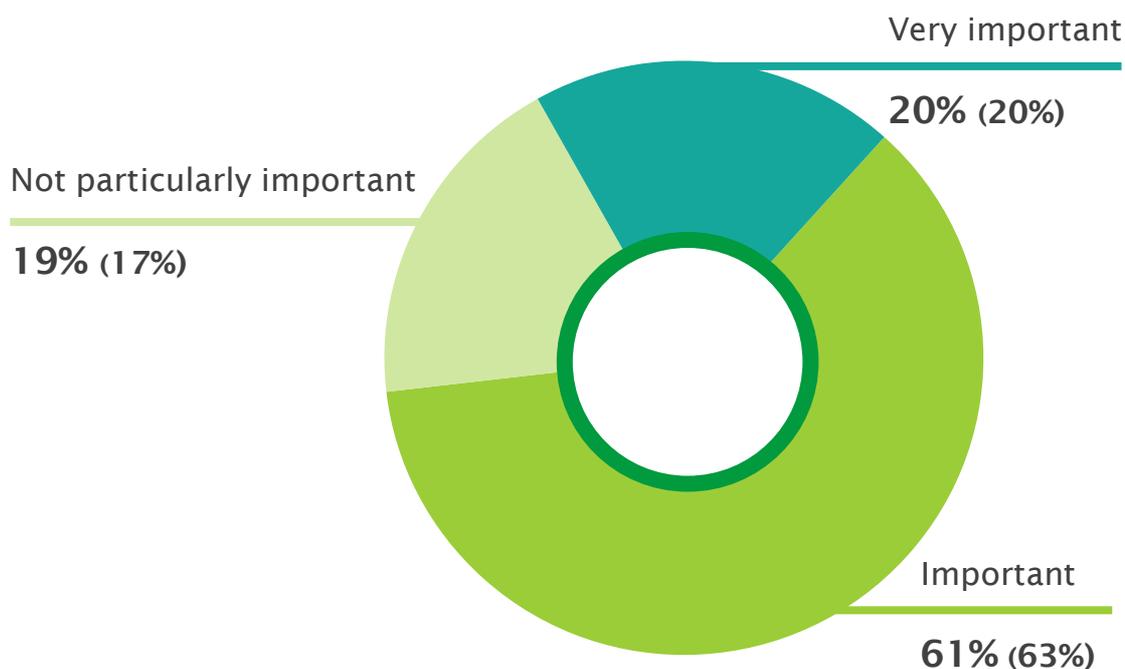
Results 2025/2024

Basis with data



Importance of participation

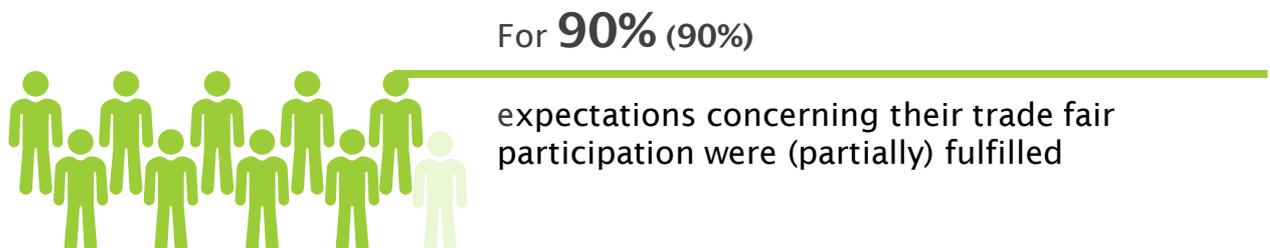
Basis with data



Expectations from participation

Results 2025/2024

Basis with data

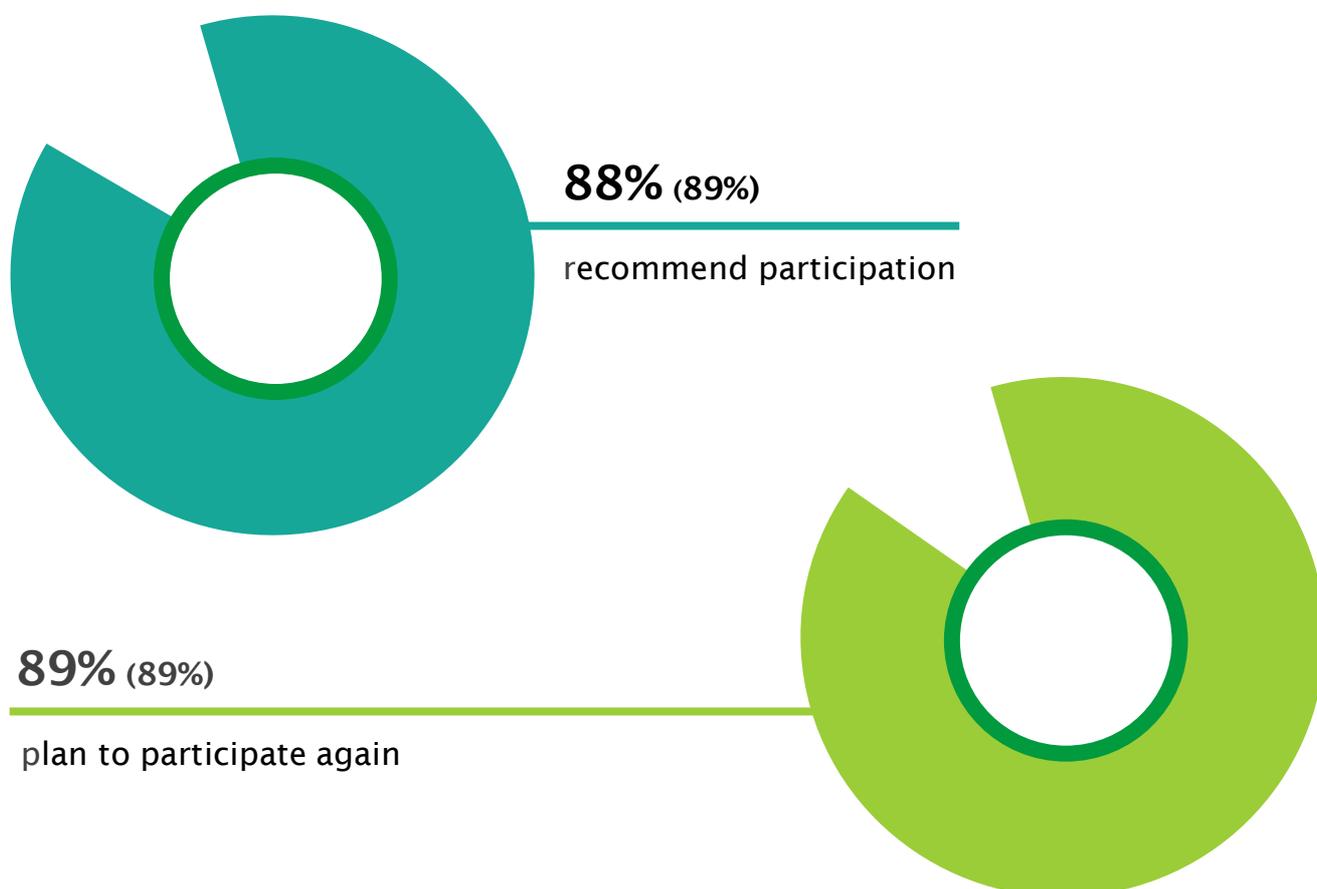
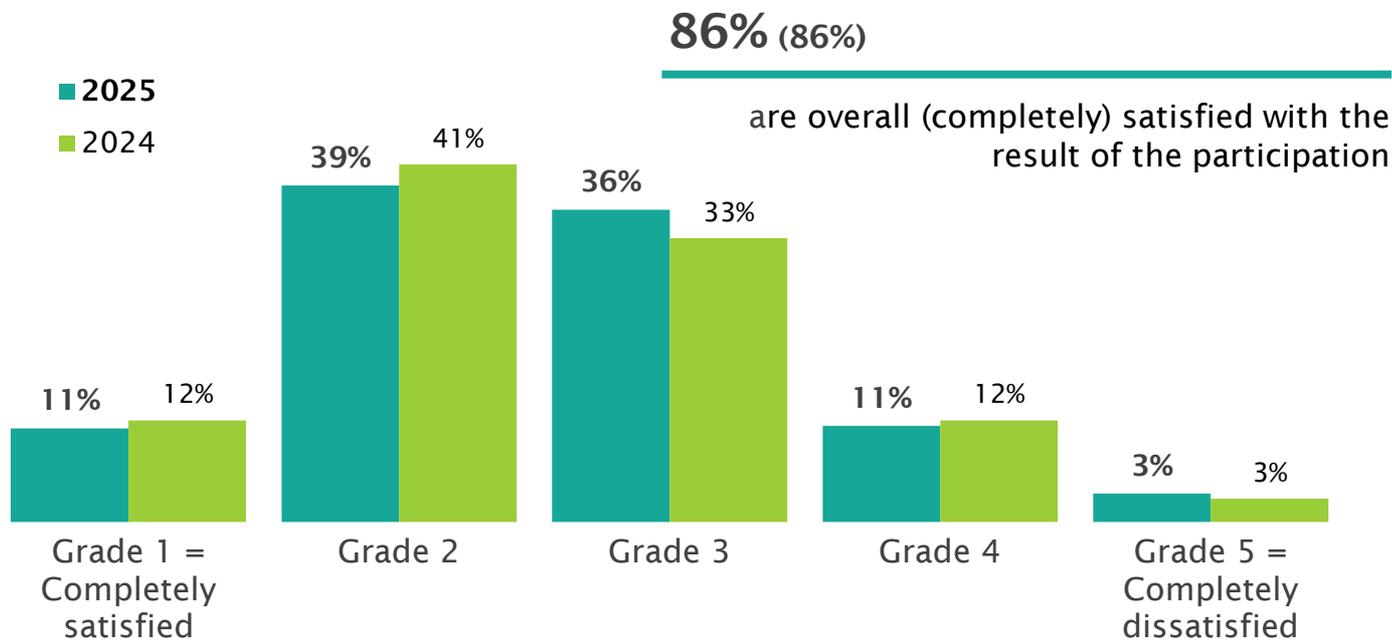


Exhibitor survey

Overall result, willingness to recommend and intention to participate again

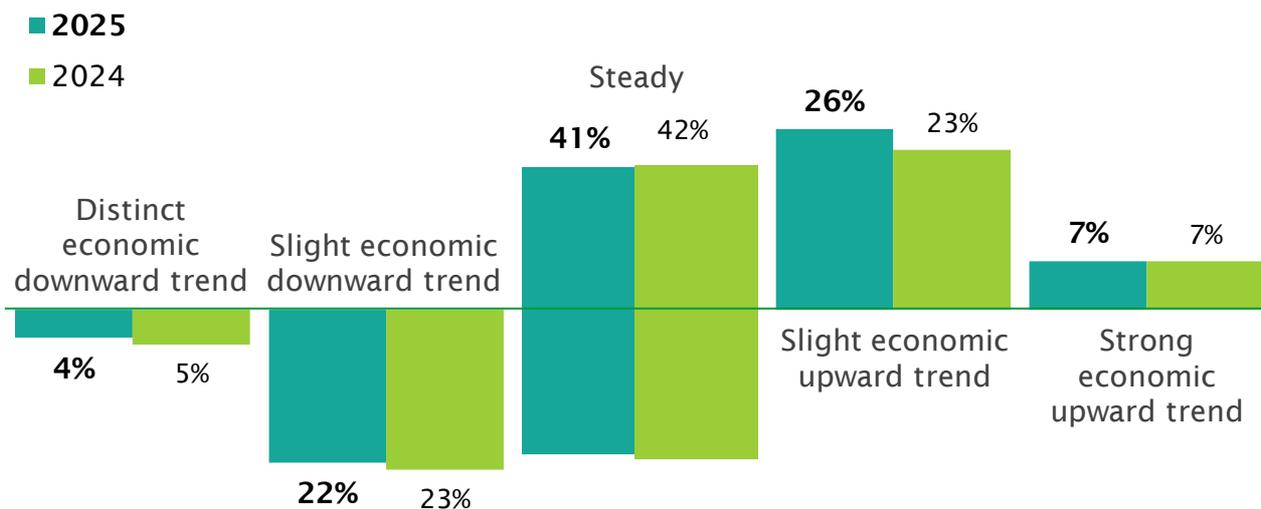
Results 2025/2024

Basis with data



Forecasts for horticulture 2025/2026

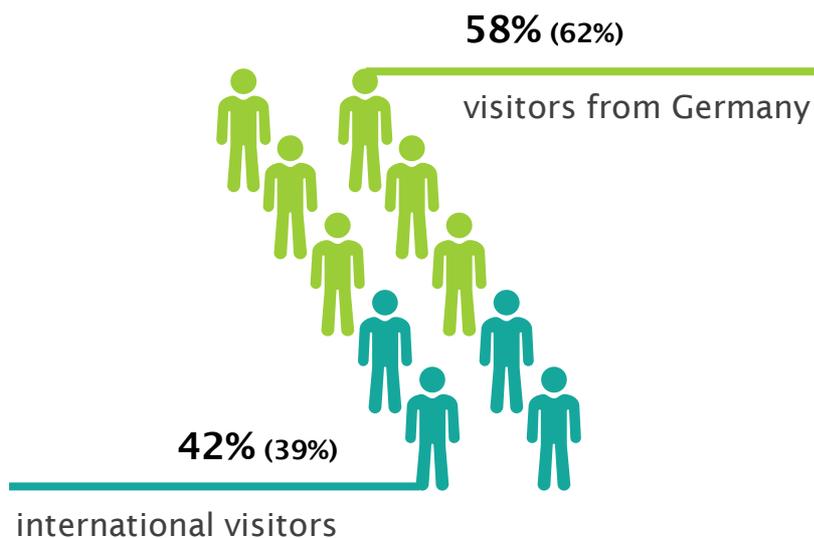
Basis with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2024

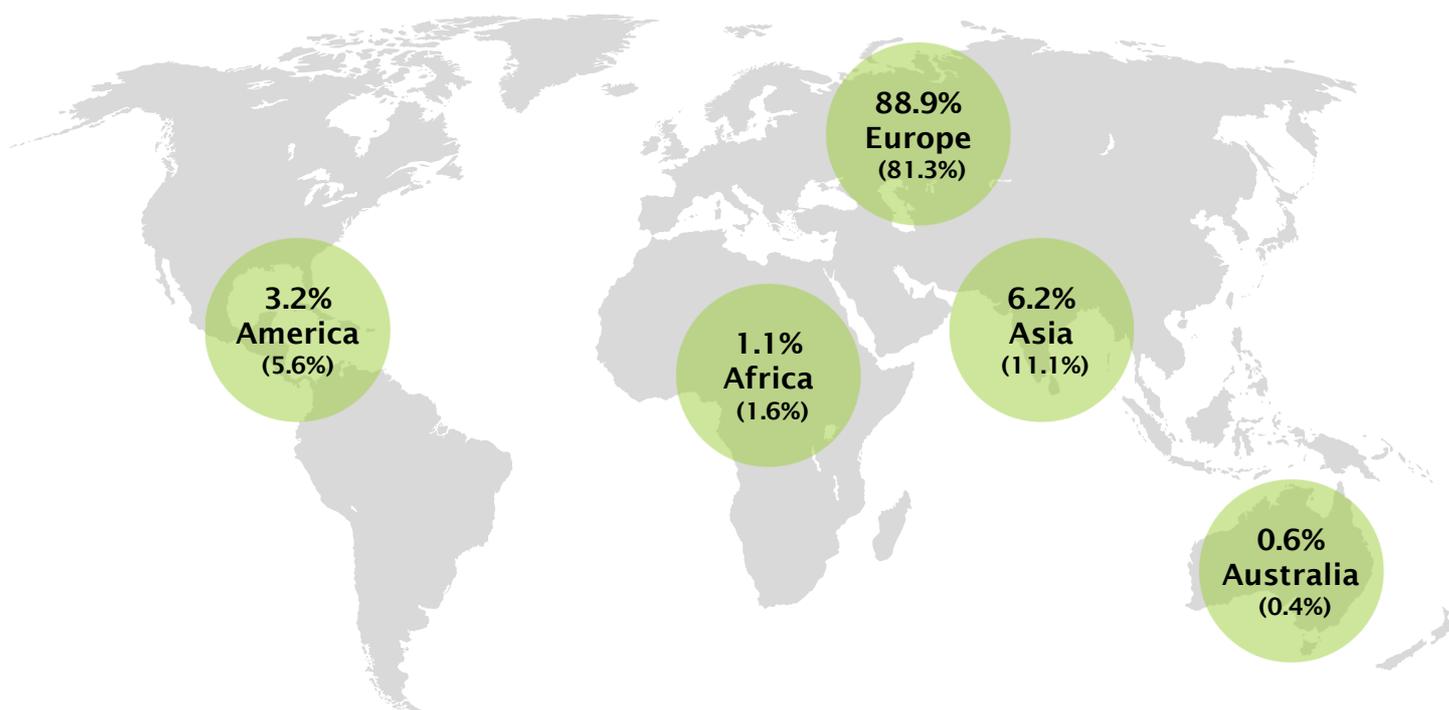
41,251 participants from **110** nations
(36,147 from 101 nations)



Geographical origin

In brackets the results from IPM ESSEN 2024

The following percentages refer to foreign trade visitors



TOP 9

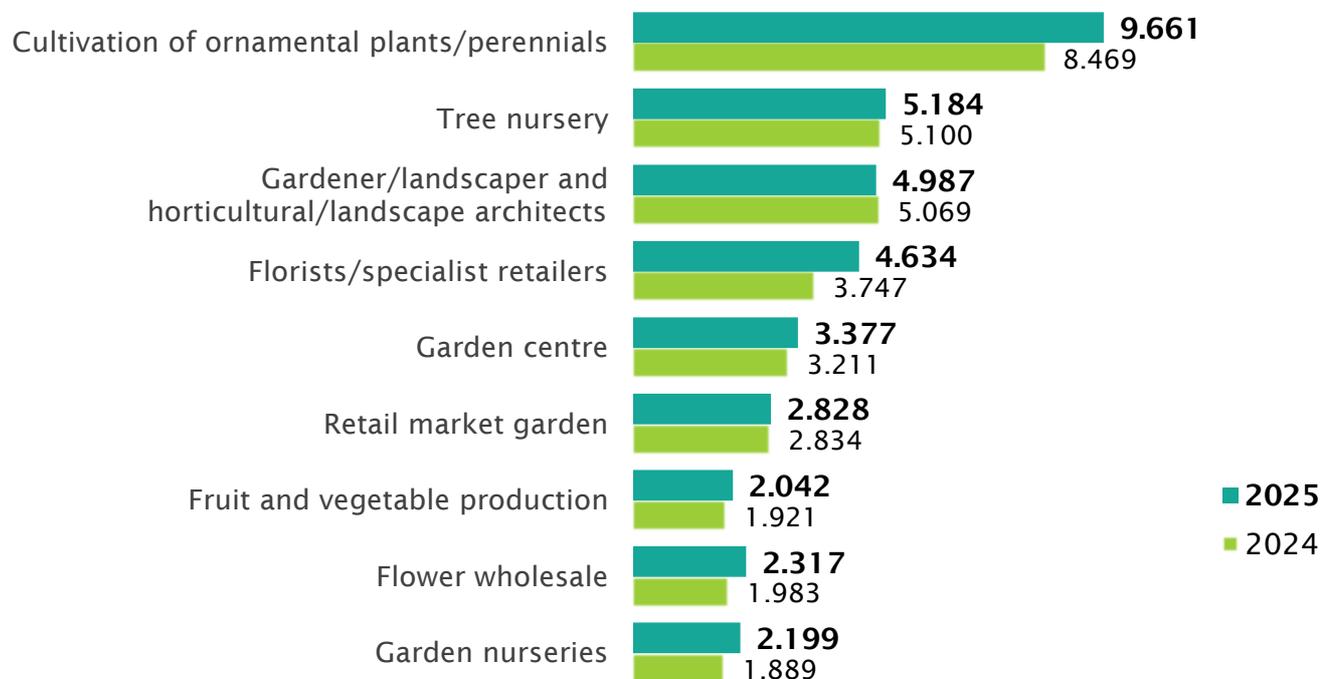
The Netherlands	19.9%	(18.3%)
Belgium	9.2%	(4.4%)
Italy	7.1%	(5.2%)
France	4.3%	(7.5%)
Austria	4.1%	(4.0%)
Poland	3.9%	(4.0%)
Great Britain and Northern Ireland	3.9%	(3.2%)
Czech Republic	3.6%	(2.4%)
Spain	3.0%	(3.6%)

Trade visitor survey

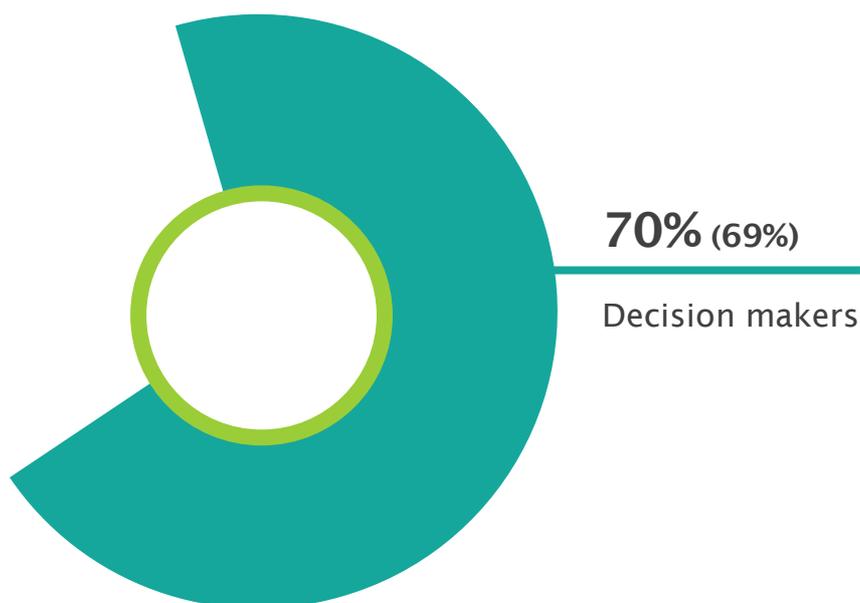
Sector of economy

Data number of visitors

(Multiple answers)



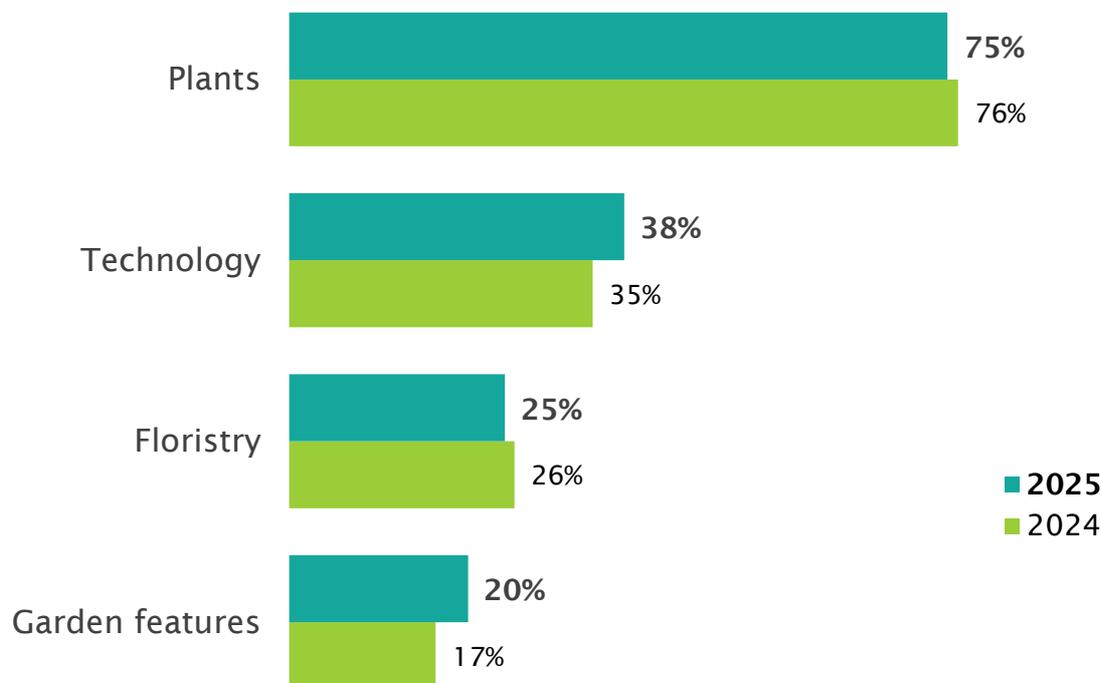
Purchasing and procurement decisions



Trade visitor survey

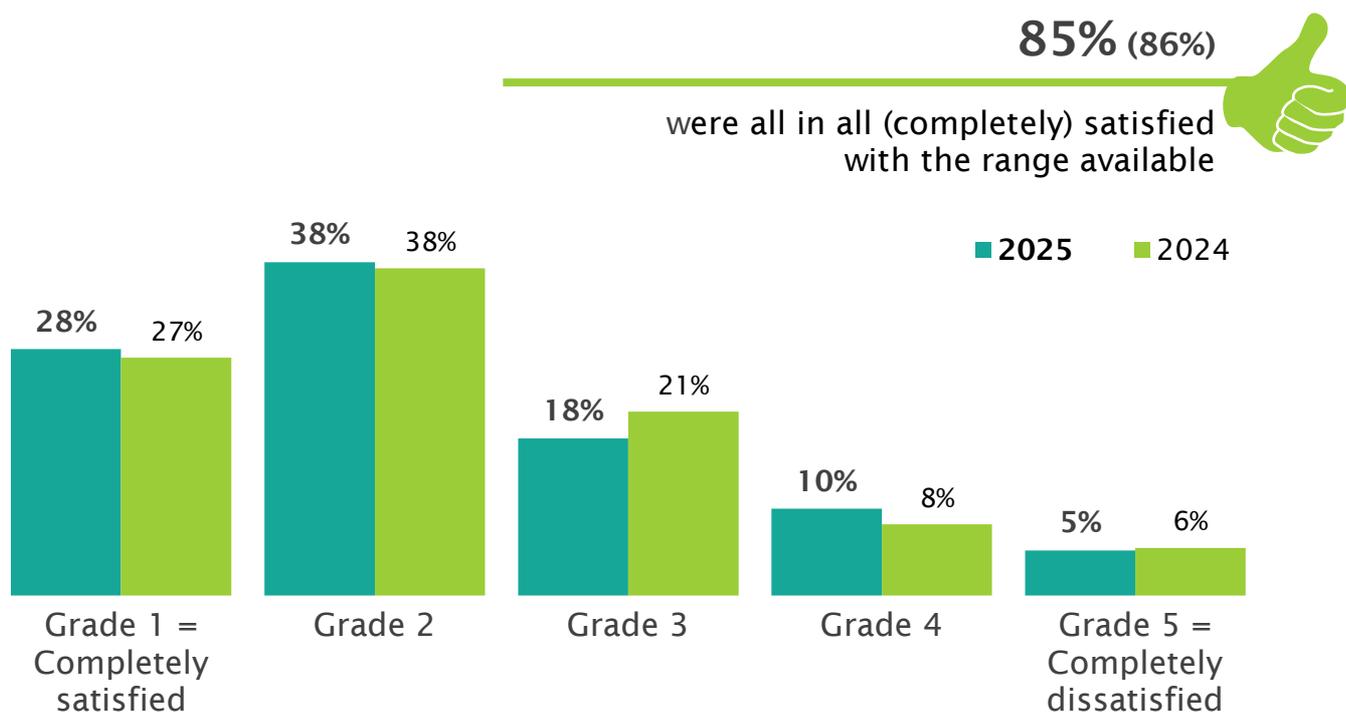
Interest of offer

(Multiple answers)



Rating of offer

Basis with data



Range of new services/products

Basis with data



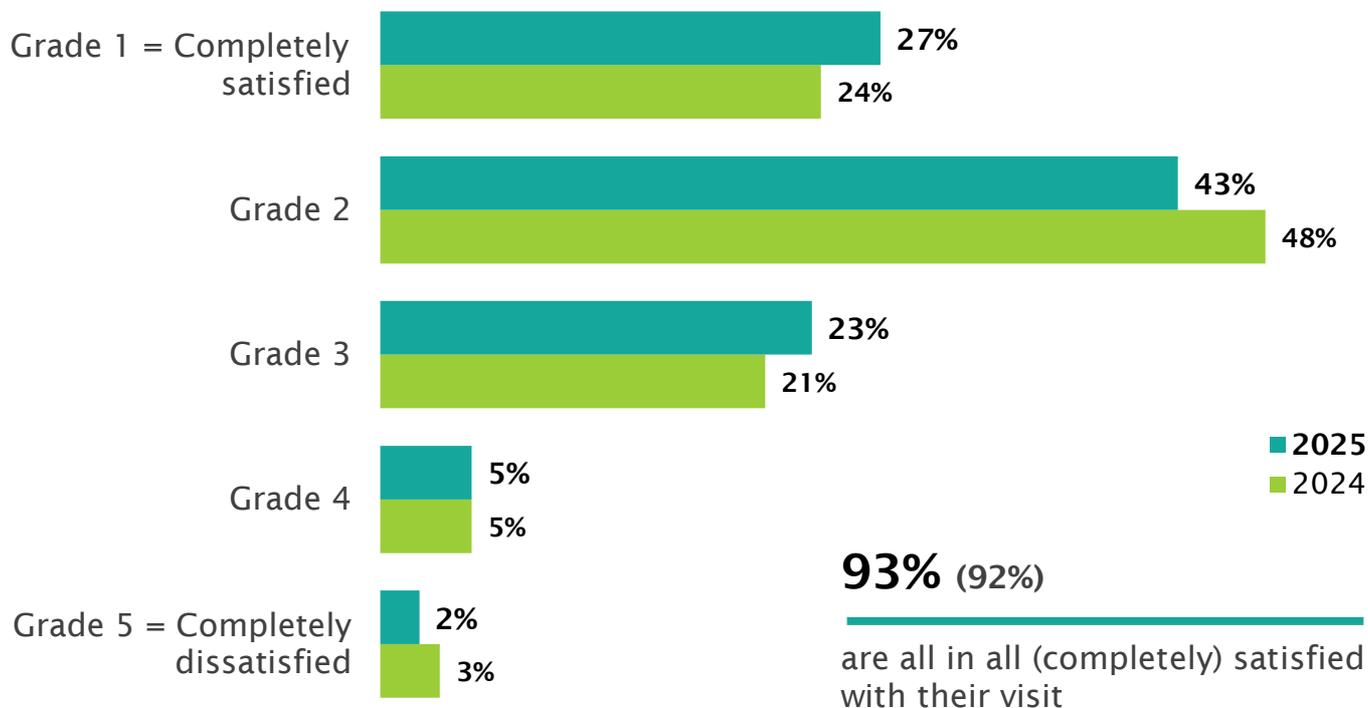
85% (86%)

are (completely) satisfied with the range of new services/products

Trade visitor survey

Overall result

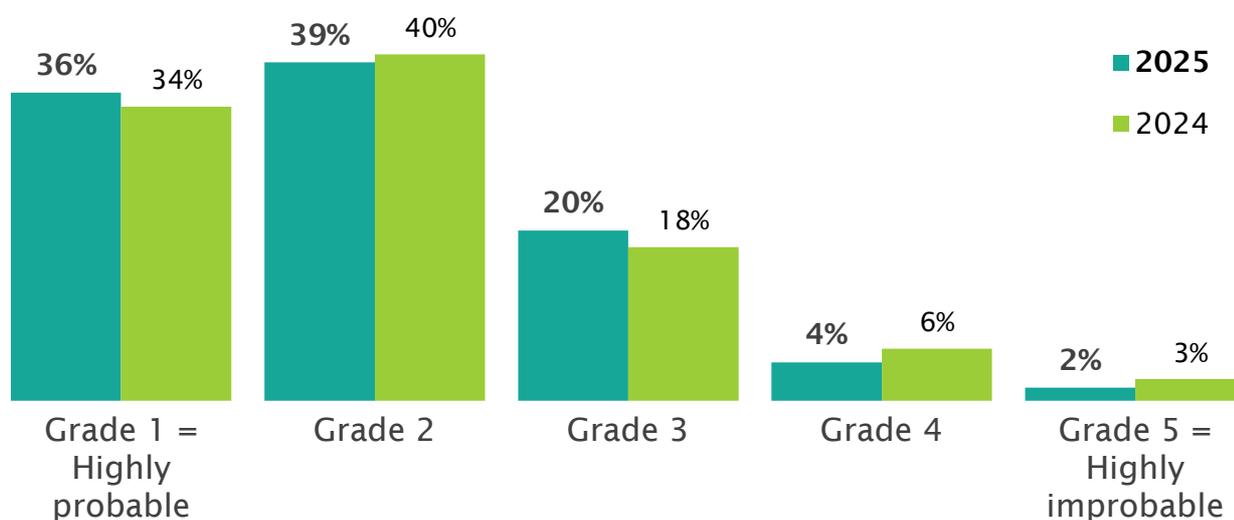
Basis with data



Willingness to recommend

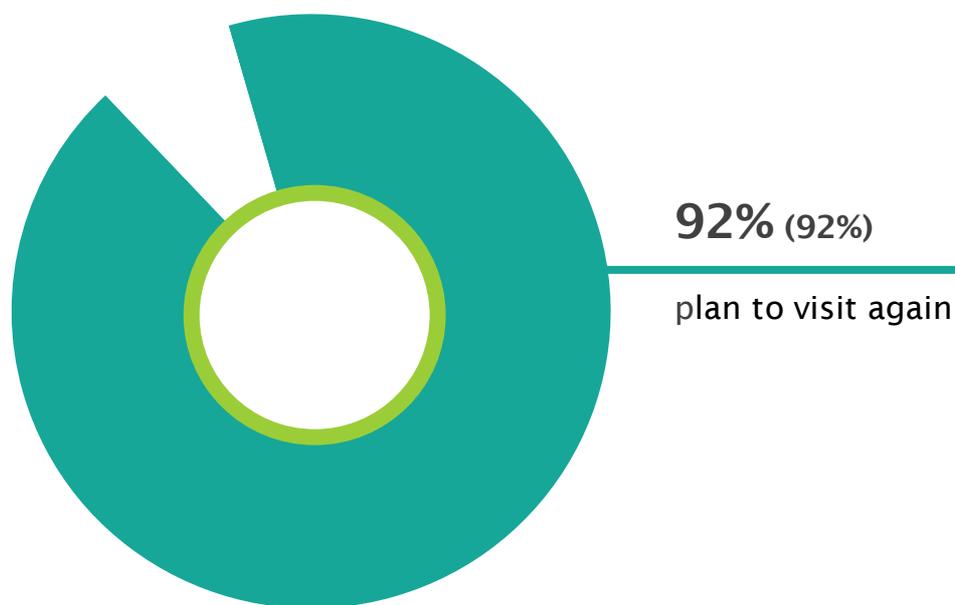
Basis with data

94% (92%) recommend others to visit the fair

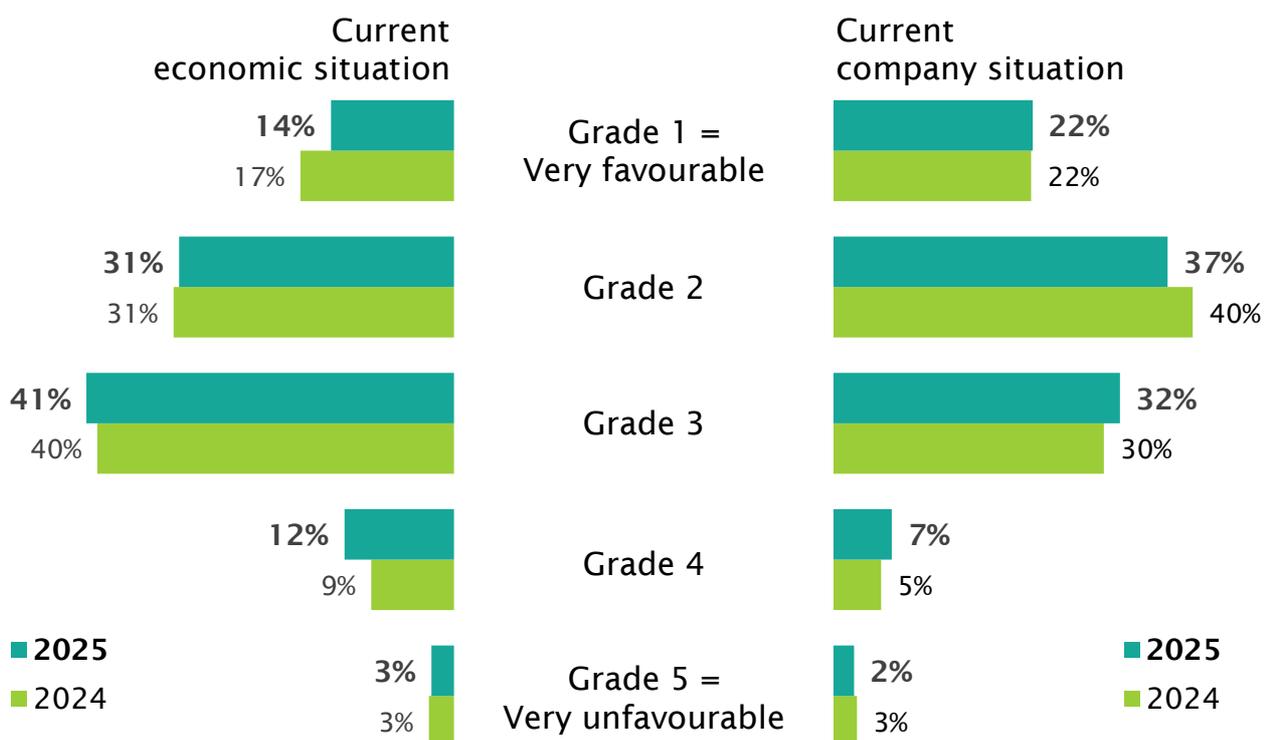


Intention to visit again

Basis with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2024

259 accredited journalists
from **18 countries** (302 from 20 countries)

