

Structural Data Exhibitors

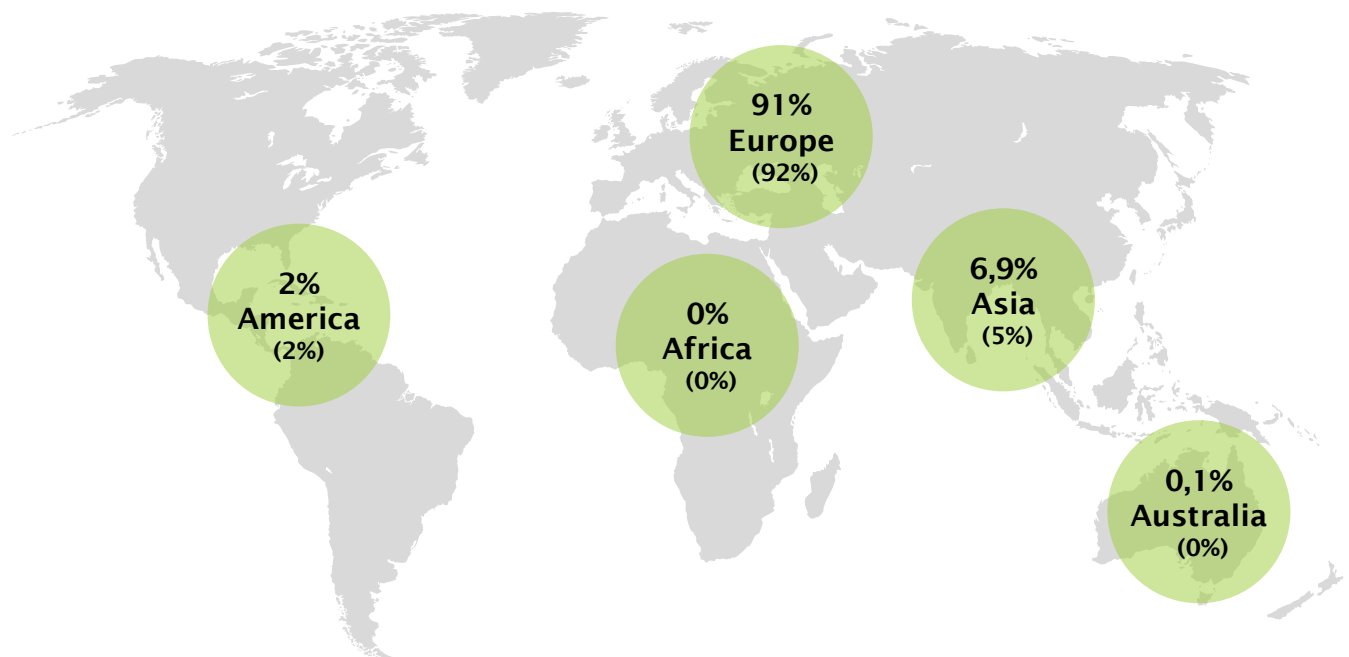
In brackets the results from IPM ESSEN 2023

1,403 exhibitors from **43** nations
(1,338 from 46 nations)

including
34% (36%) exhibitors from Germany
and
66% (64%) international exhibitors

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

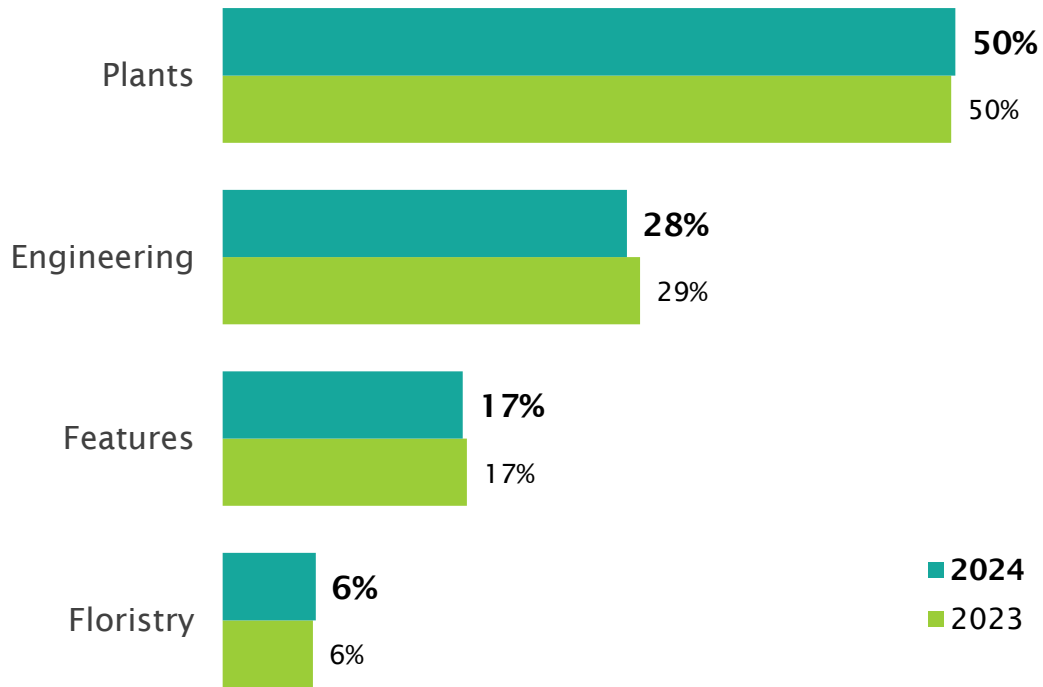
International composition



Exhibitor survey

Focal product groups

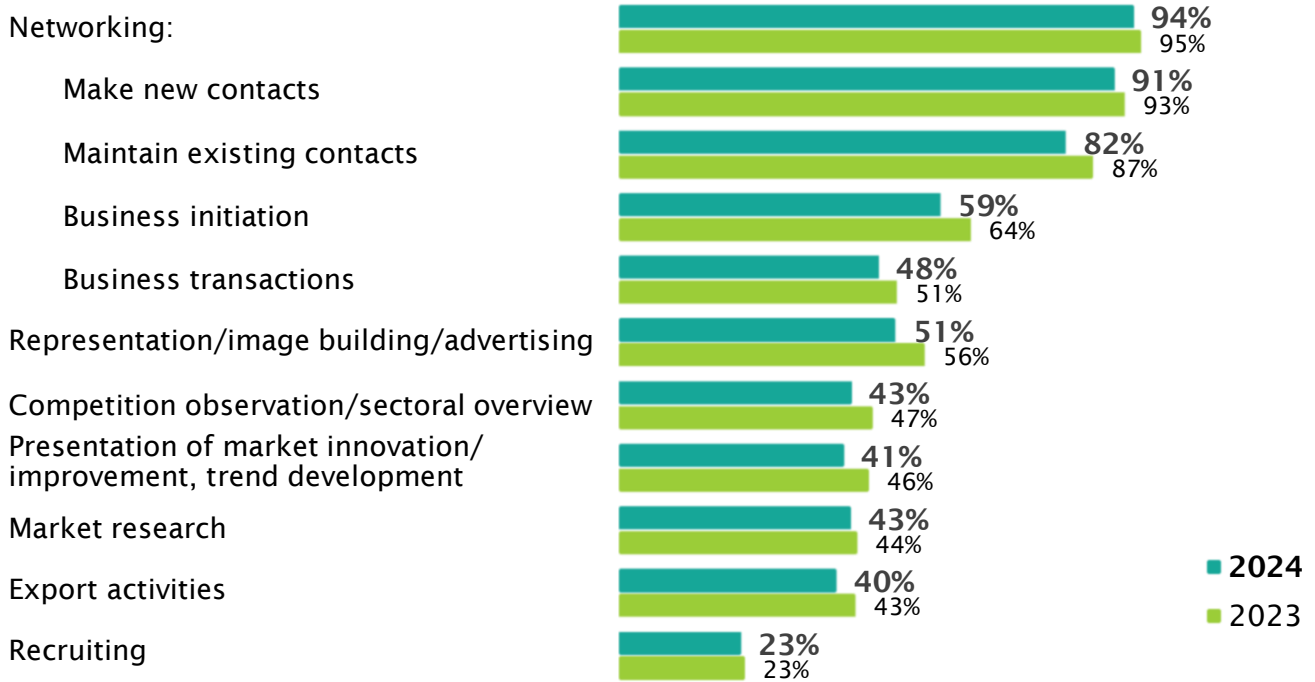
(Multiple answers)



Exhibitor survey

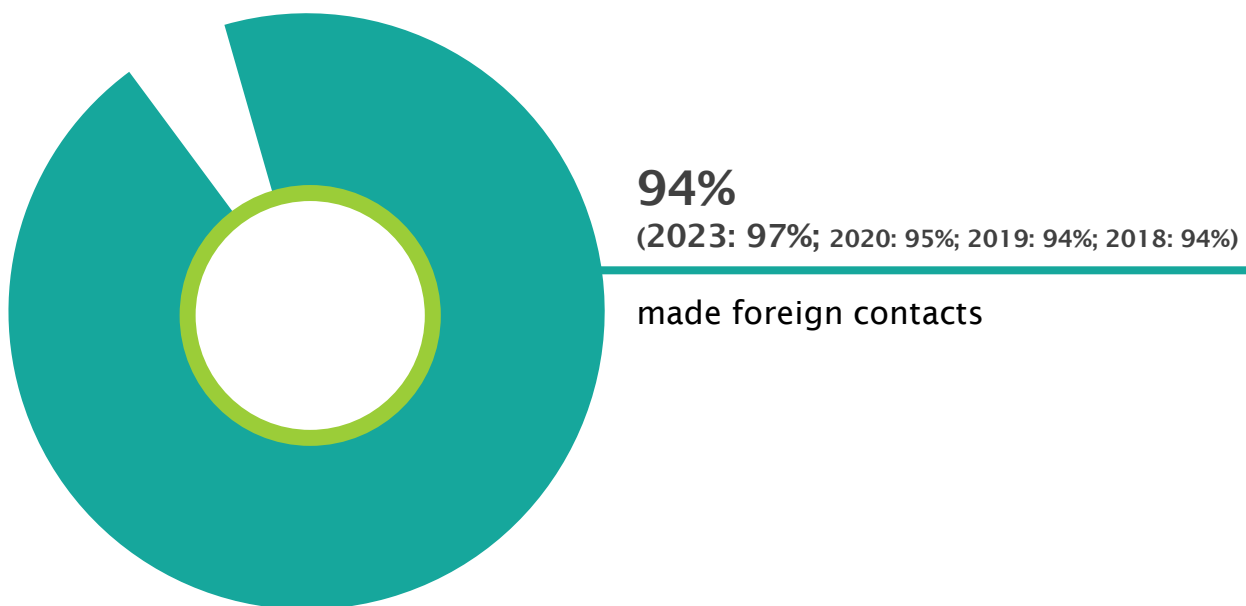
Exhibitors' objectives

(Multiple answers)



Contacts to international trade visitors

Basis with data

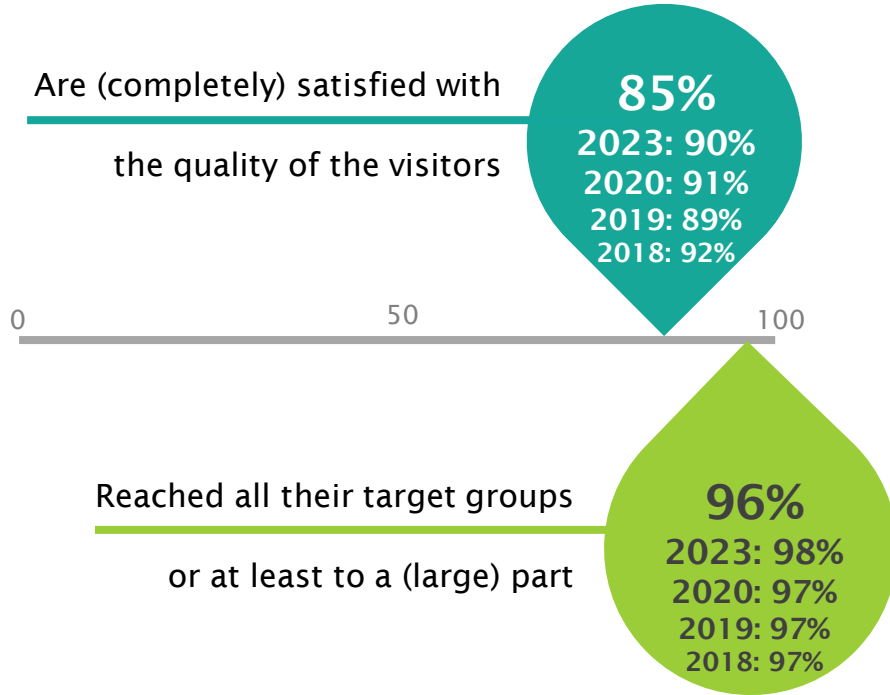


Exhibitor survey

Target groups quality and reaching

Results 2024/2023/2020/2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

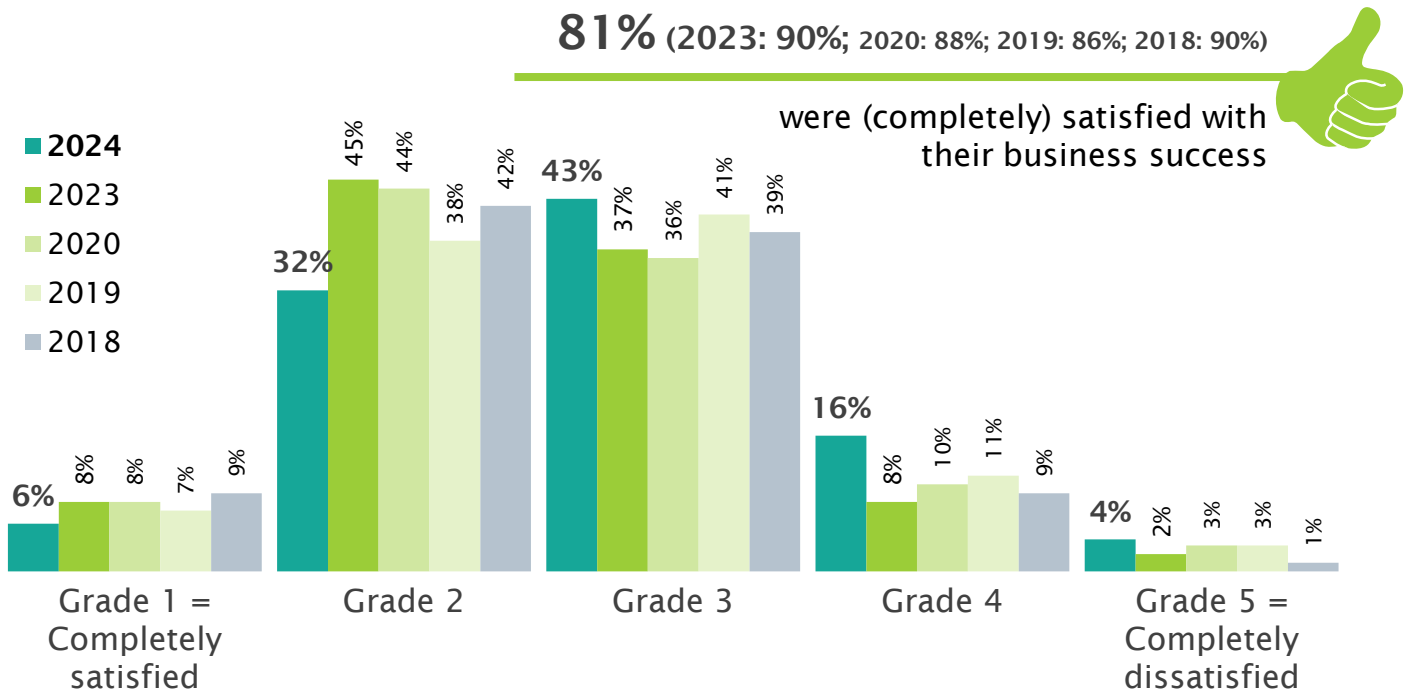
Basis with data



Business success

Results 2024/2023/2020/2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data



Exhibitor survey

Follow-up business

Results 2024/2023/2020/2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data

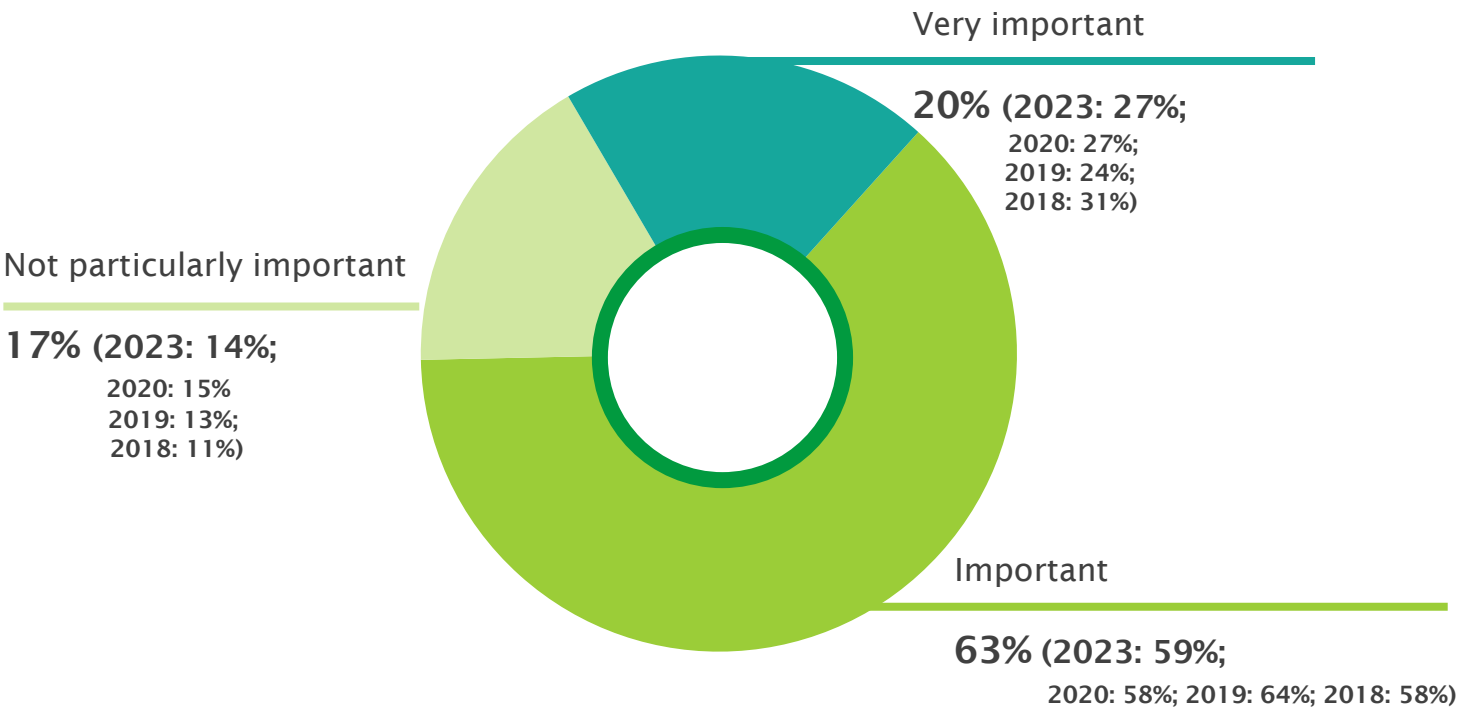


89% (2023: 95%; 2020: 92%; 2019: 92%; 2018: 94%)

of the company representatives expect very good to satisfactory business following the IPM ESSEN

Importance of participation

Basis with data



Expectations from participation

Results 2024/2023/2020/2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data

For **90%** (2023: 95%; 2020: 95%; 2019: 93%; 2018: 95%)



expectations concerning their trade fair participation were (partially) fulfilled

Exhibitor survey

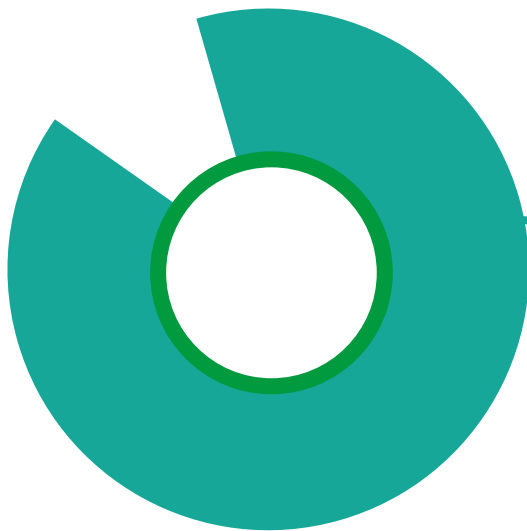
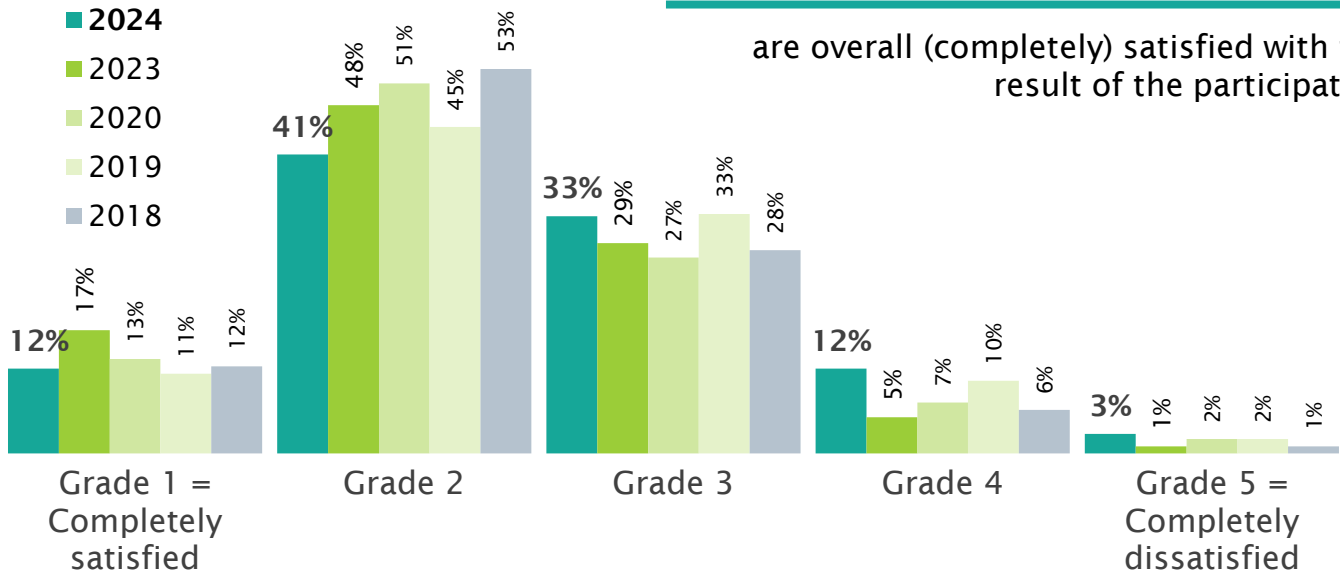
Overall result, willingness to recommend and intention to participate again

Results 2024/2023/2020/2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data

86% (2023: 94%; 2020: 91%; 2019: 89%; 2018: 93%)

are overall (completely) satisfied with the result of the participation



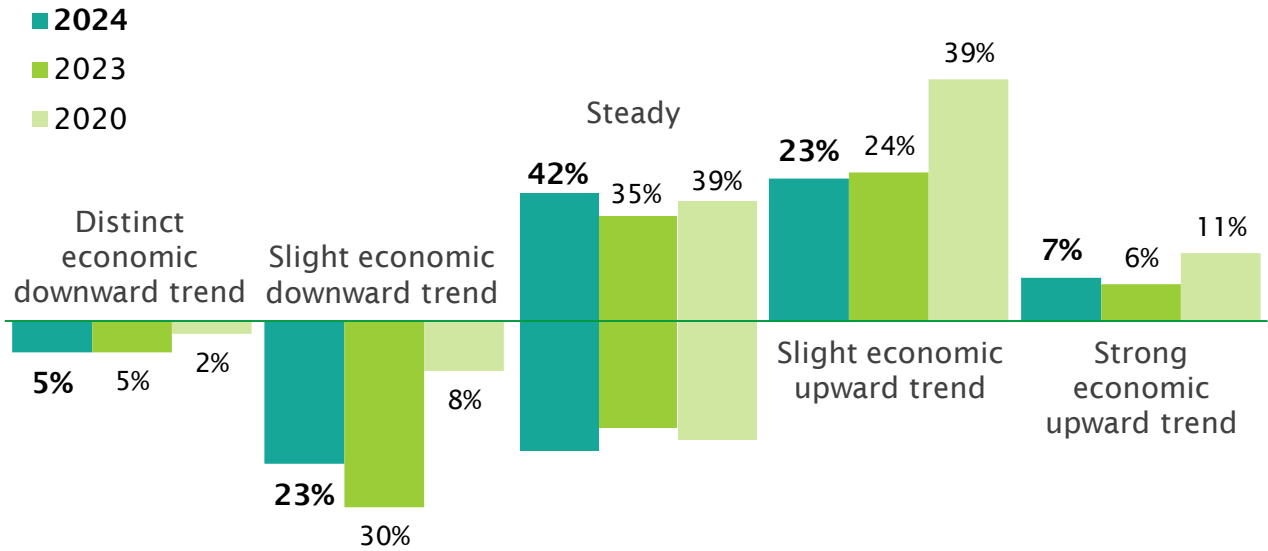
89% (2023: 93%; 2020: 95%; 2019: 94%; 2018: 94%)

plan to participate again



Forecasts for horticulture 2024/2025

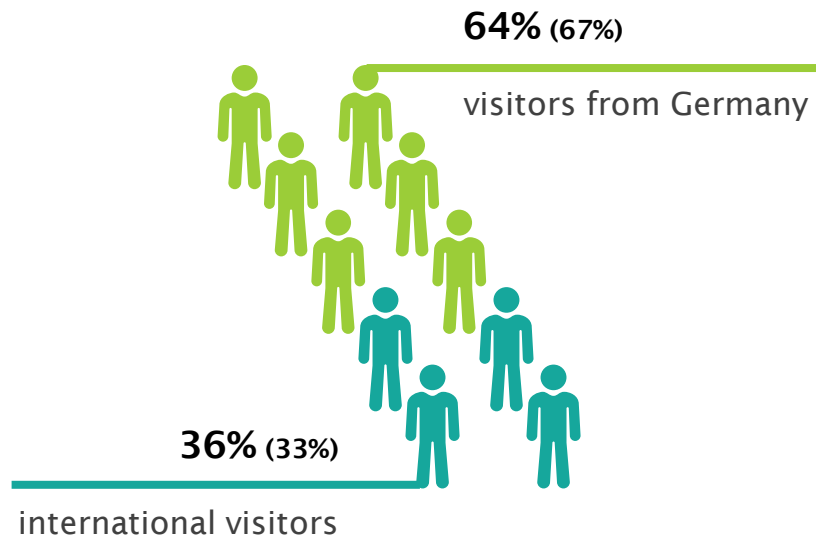
Basis with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2023

36,147 (40,059) (trade) visitors

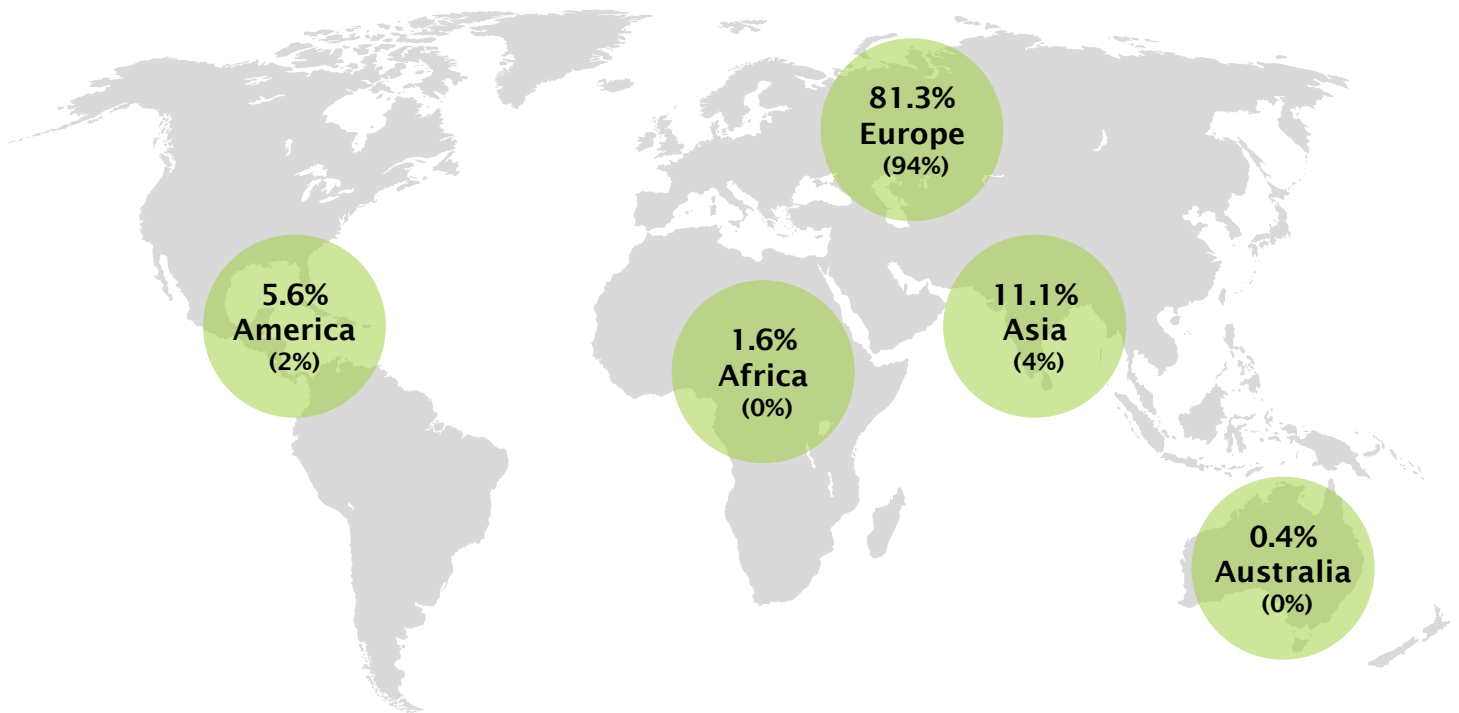


Trade visitor survey

Geographical origin

In brackets the results from IPM ESSEN 2023

The following percentages refer to foreign trade visitors



TOP 9

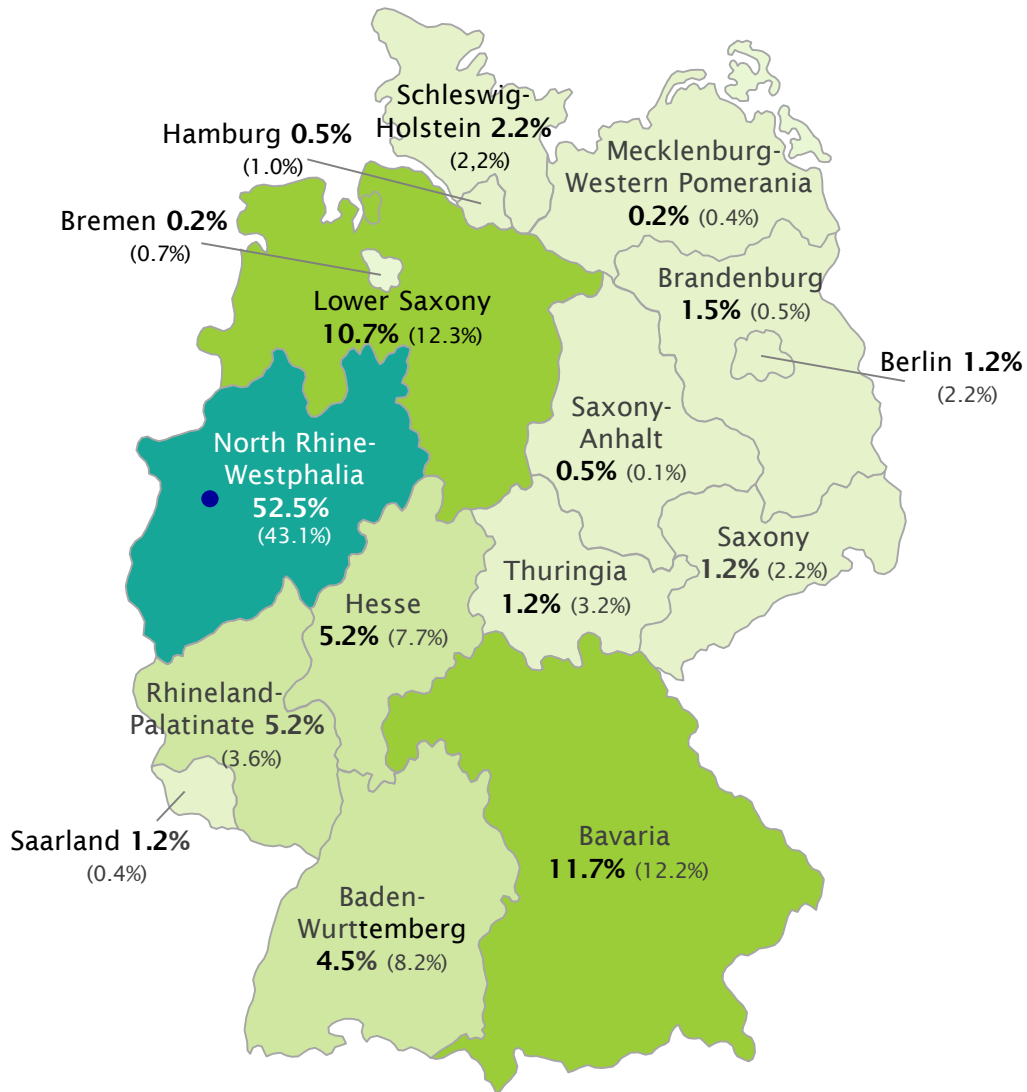
The Netherlands	18,3%	(22,6%)
France	7,5%	(4,1%)
Italy	5,2%	(4,7%)
Belgium	4,4%	(7,1%)
Poland	4,0%	(1,8%)
Austria	4,0%	(4,7%)
Spain	3,6%	(4,7%)
Great Britain and Northern Ireland	3,2%	(3,5%)
Türkiye	3,2%	(0,9%)

Trade visitor survey

Origin

In brackets the results from IPM ESSEN 2023

The %-figures concerning the Federal States relate to German trade visitors



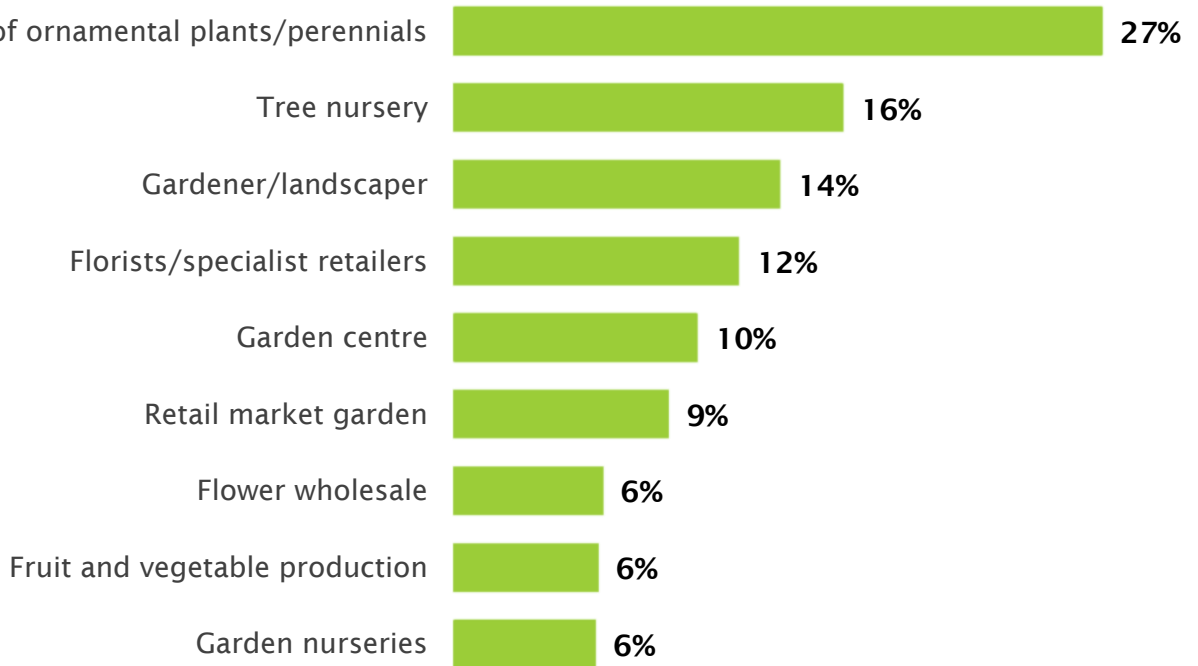
Journey distance of the German trade visitors

Live in Essen	1.7%	(2.0%)
Up to 50 km	14.4%	(11.8%)
51 km to 100 km	13.5%	(12.7%)
101 km to 300 km	24.5%	(27.5%)
Over 300 km	46.0%	(46.0%)

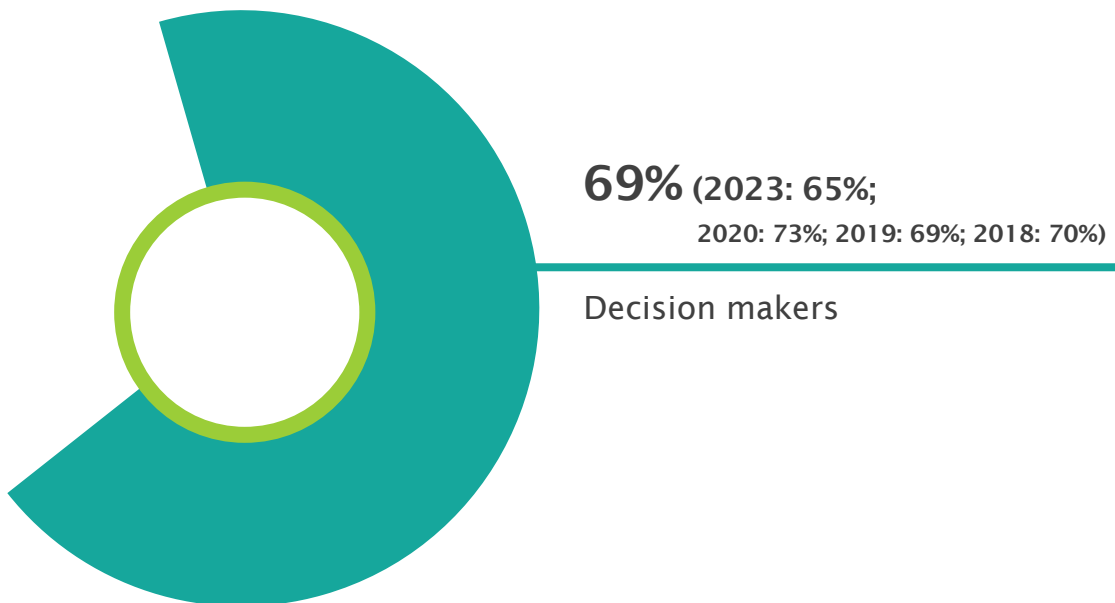
Trade visitor survey

Sector of economy

(Multiple answers/ extract >=6%)



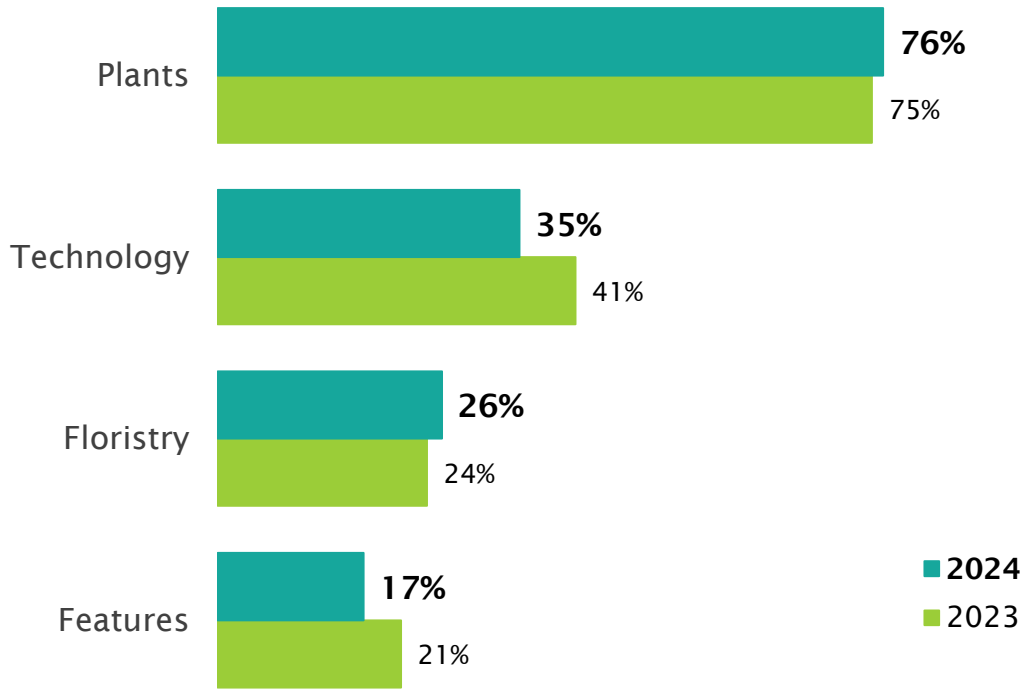
Purchasing and procurement decisions



Trade visitor survey

Interest of offer

(Multiple answers)



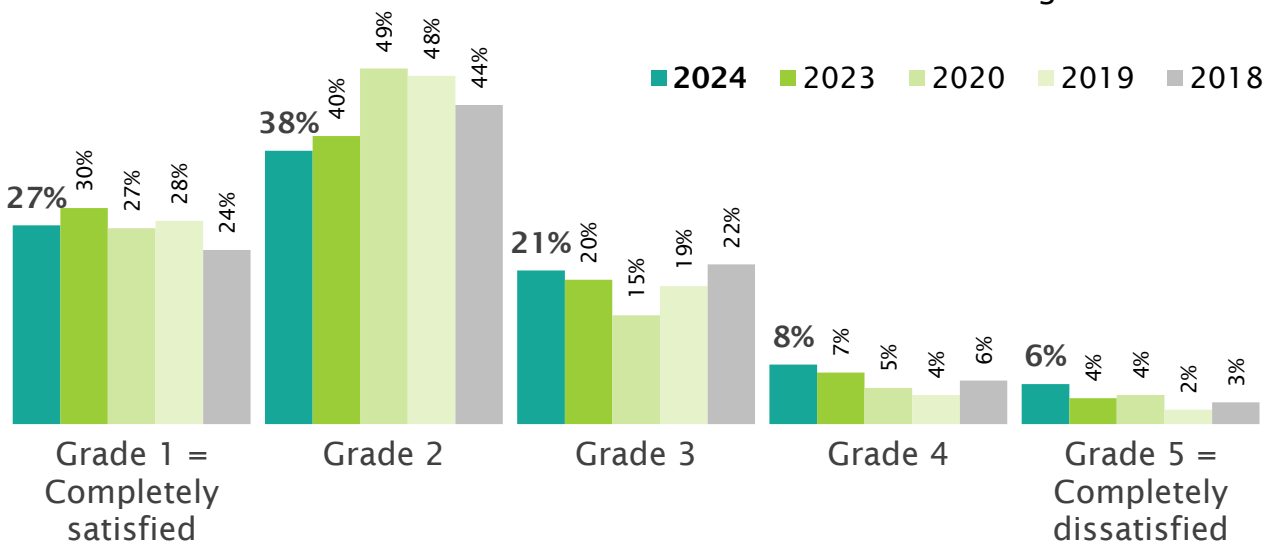
Rating of offer

Basis with data

86% (2023: 90%; 2020: 91%; 2019: 95%; 2018: 91%)



were all in all (completely) satisfied with the range available



Range of new services/products

Basis with data



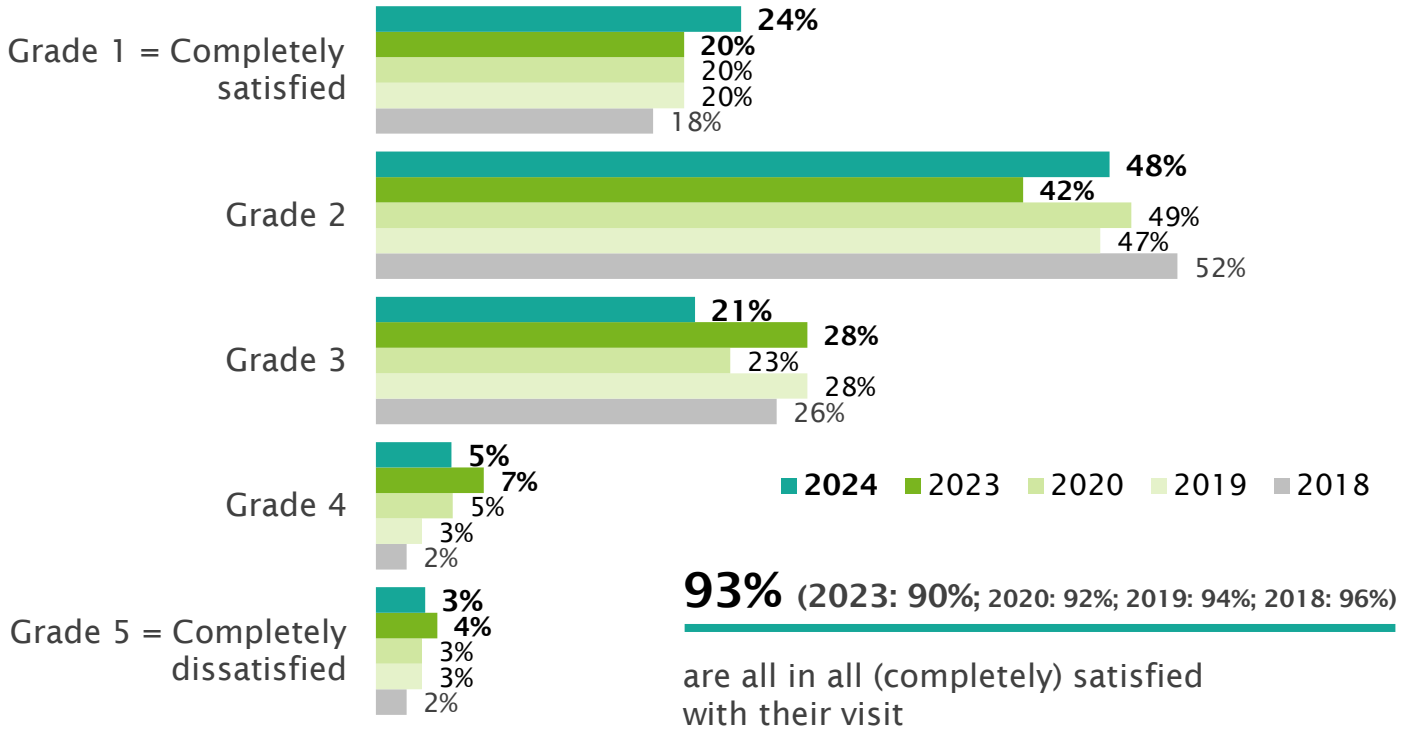
86% (2023: 88%; 2020: 88%; 2019: 91%; 2018: 89%)

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

Trade visitor survey

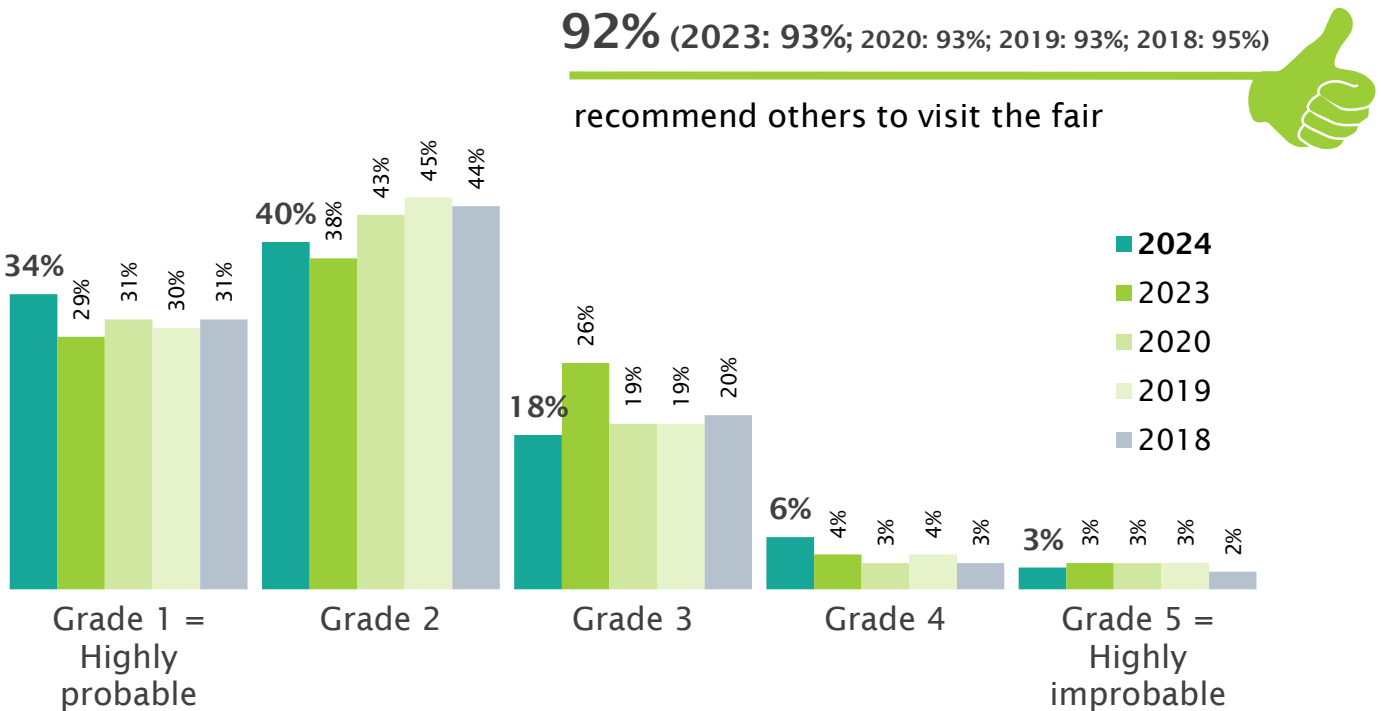
Overall result

Basis with data



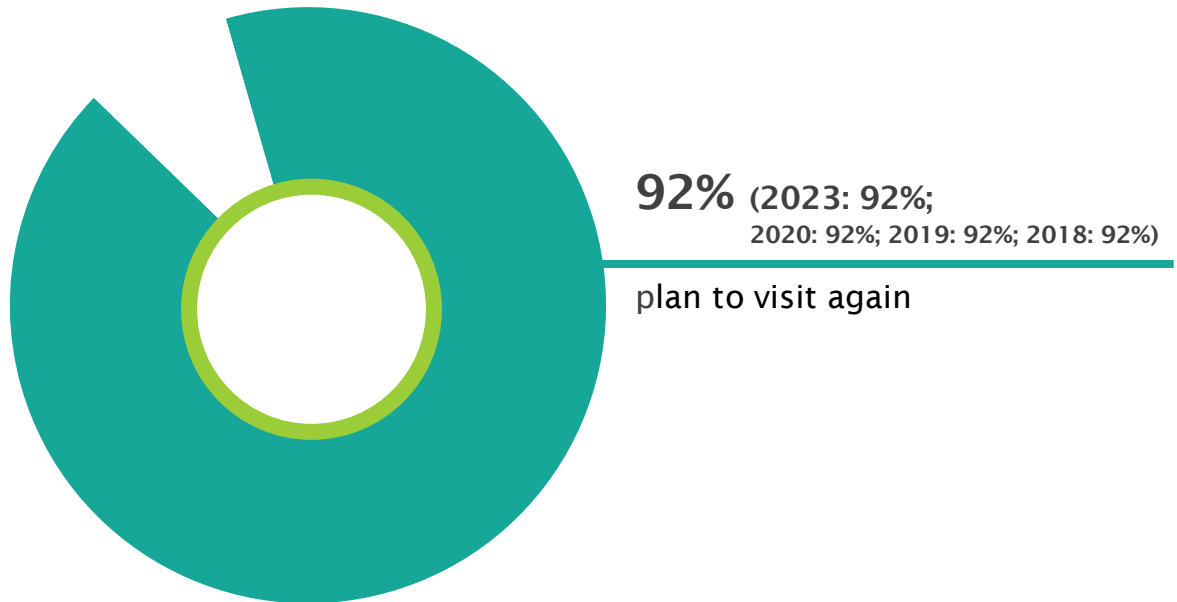
Willingness to recommend

Basis with data

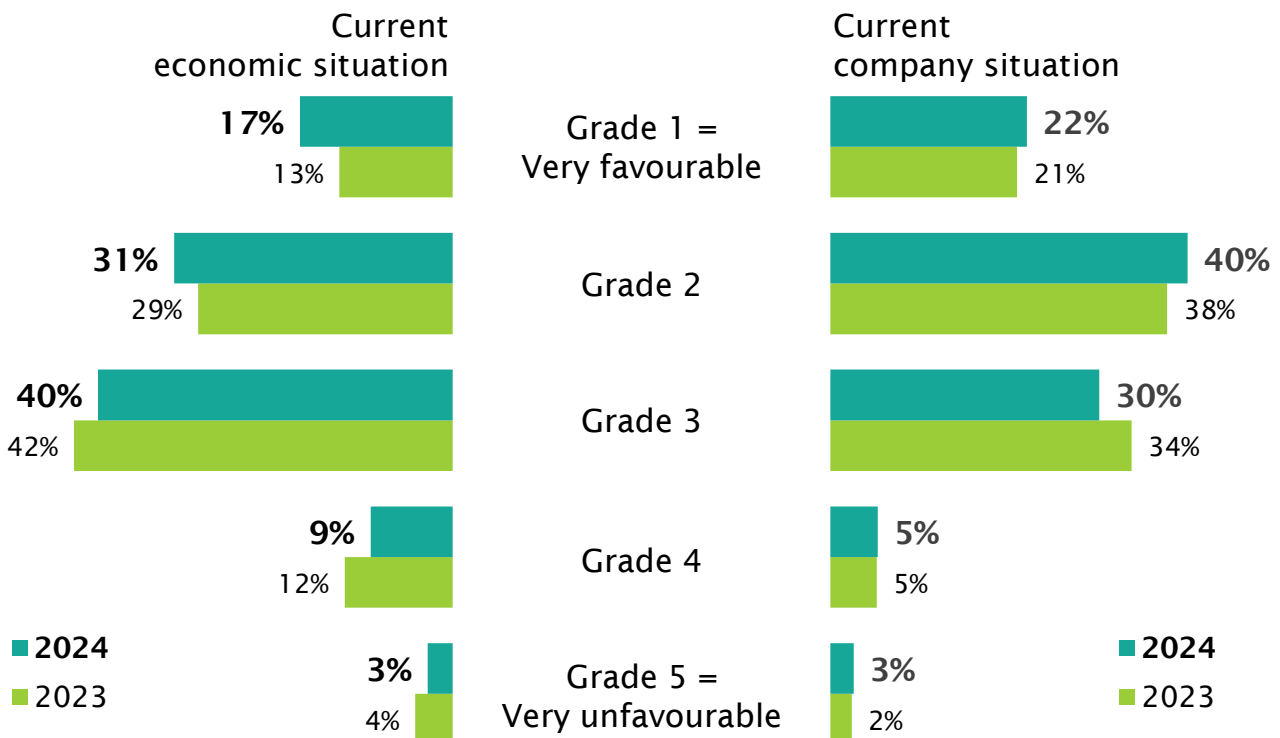


Intention to visit again

Basis with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2023

302 accredited journalists
from **105 countries** (302 from 26 countries)

