

Structural Data Exhibitors

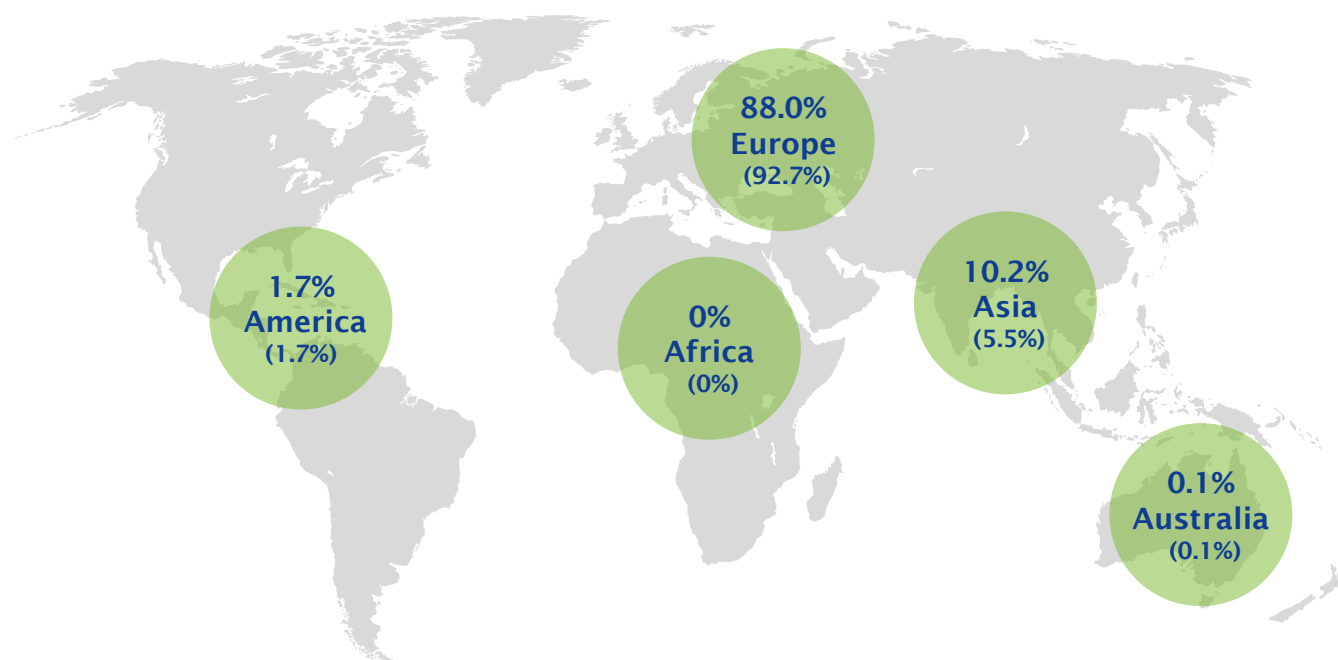
In brackets the results from IPM ESSEN 2025

1,476 exhibitors from 41 nations
 (1,434 from 45 nations)

including
32% (31%) exhibitors from Germany
 and
68% (69%) international exhibitors

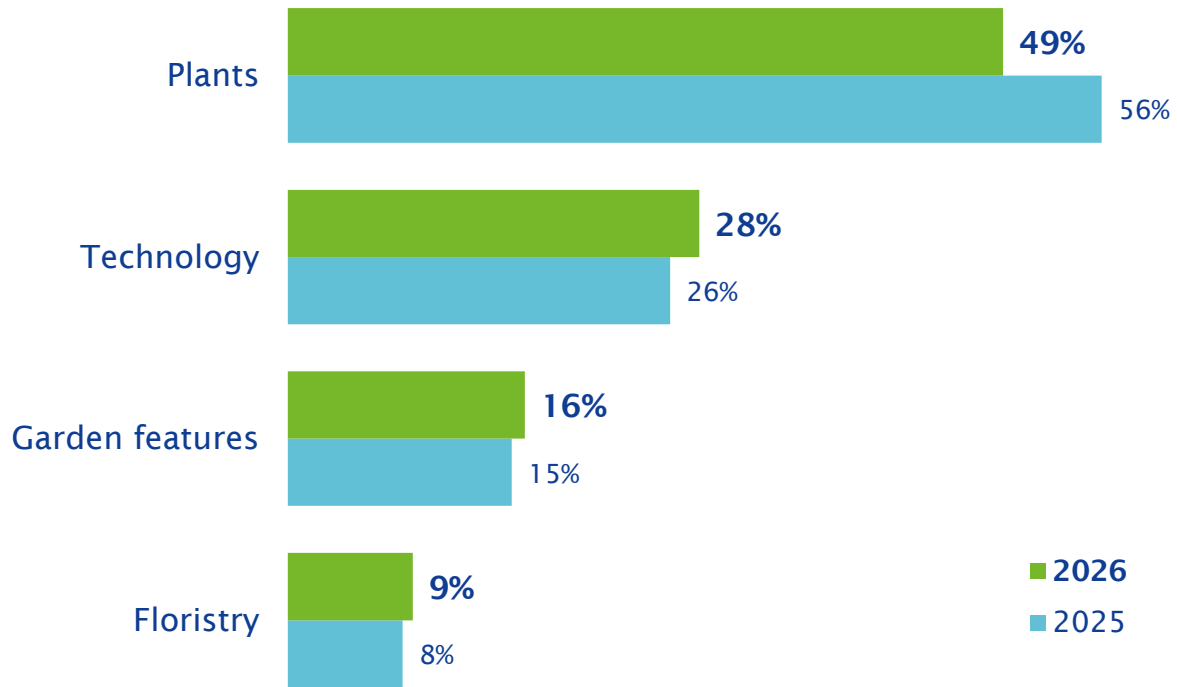
105,000 m² total exhibition space
 (105,000 m²)

International composition



Focal product groups

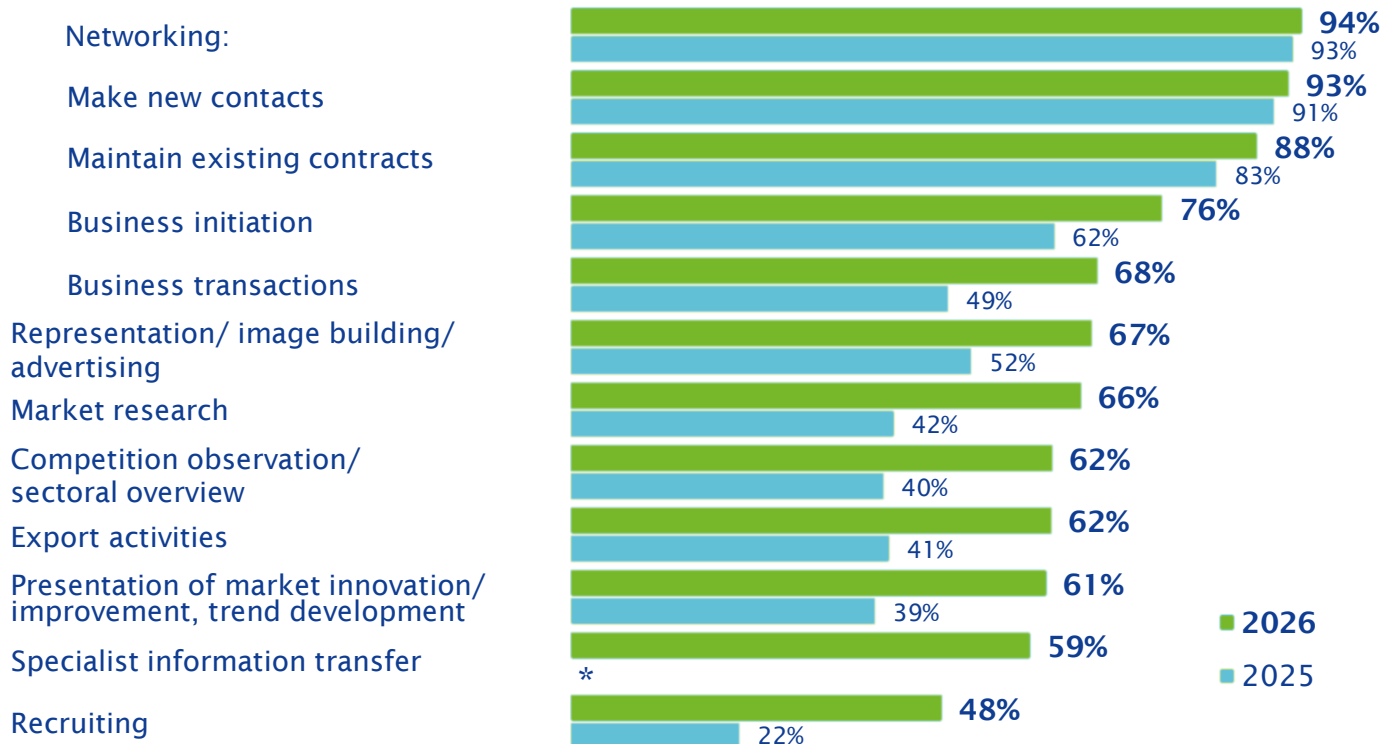
(Multiple answers)



Exhibitors' objectives

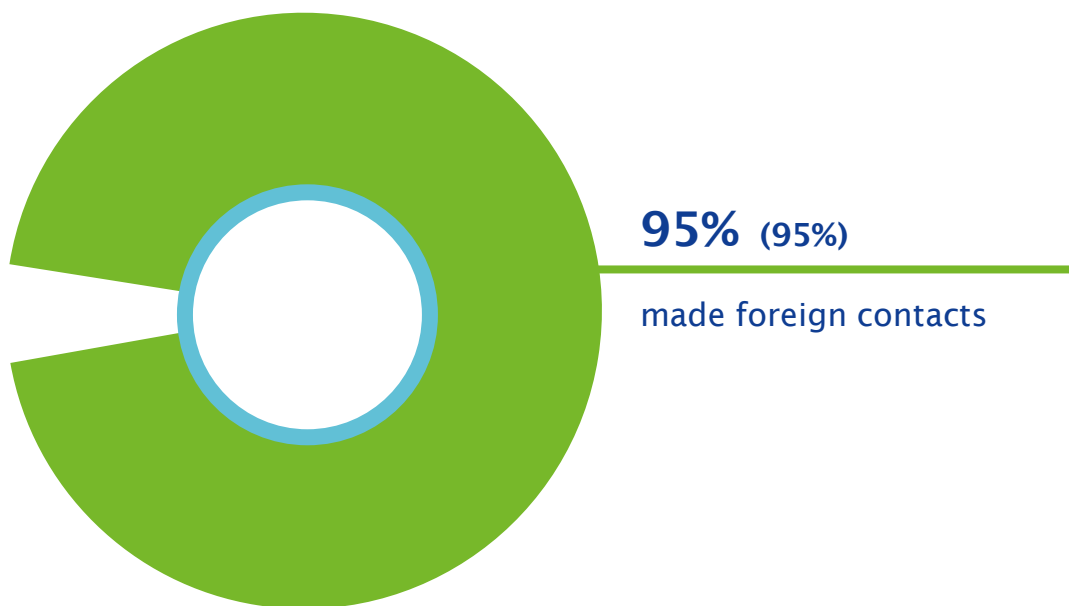
* = No comparison available

(Multiple answers)



Contacts to international trade visitors

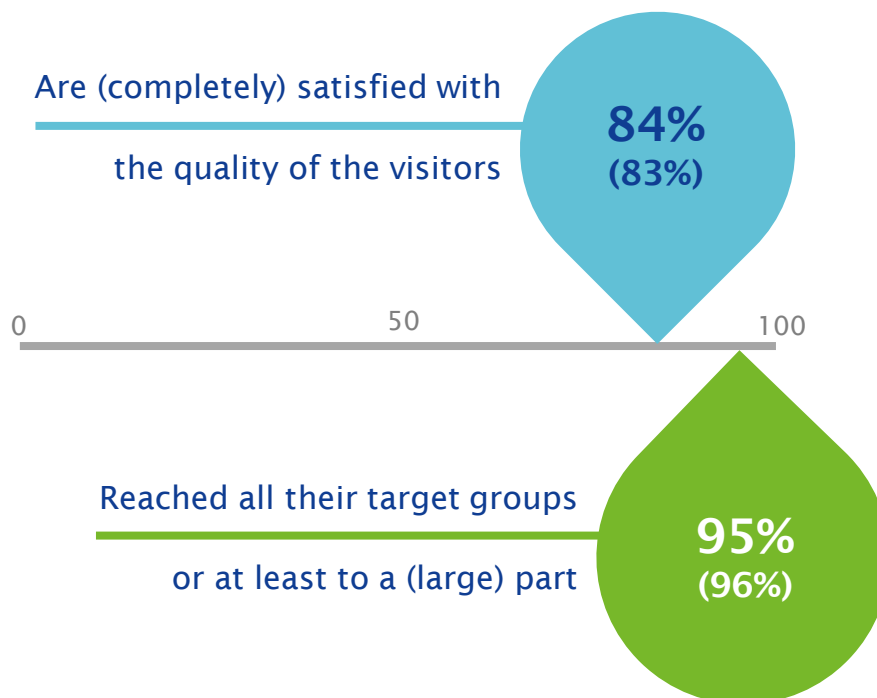
Base with data



Target groups quality and reaching

Results 2026/2025

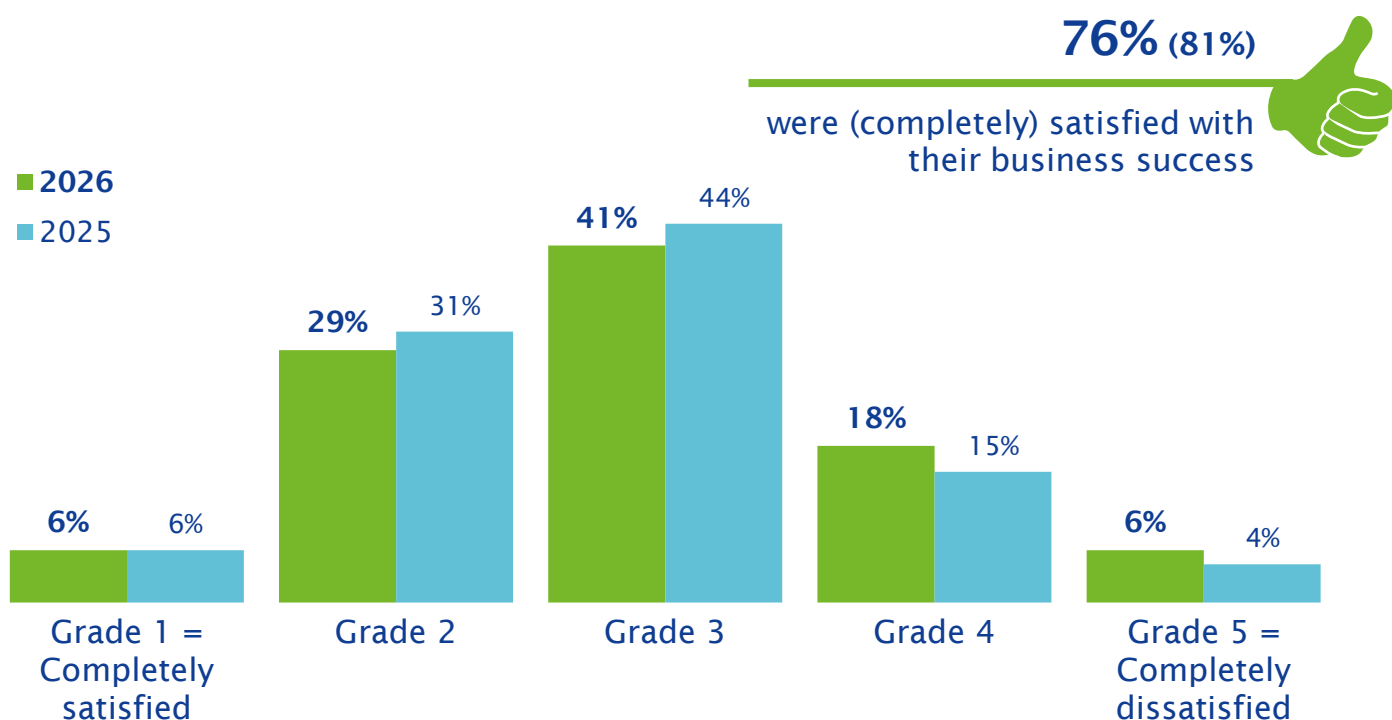
Base with data



Business success

Results 2026/2025

Base with data



Follow-up business

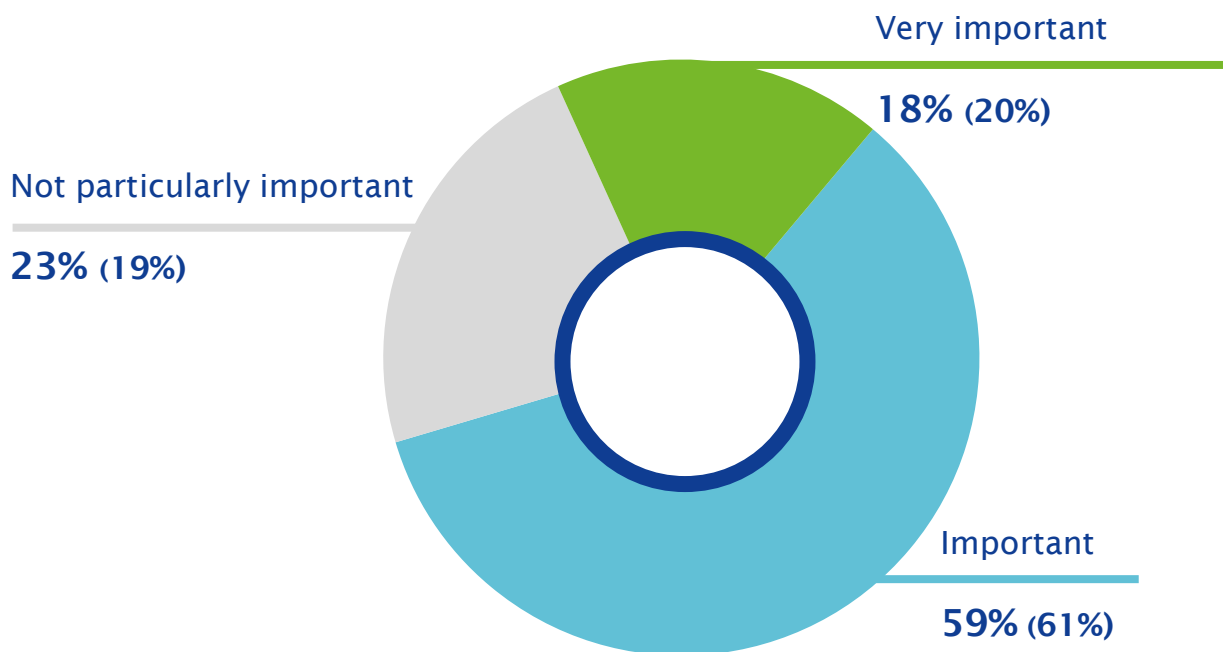
Results 2026/2025

Base with data



Importance of participation

Base with data



Expectations from participation

Results 2026/2025

Base with data

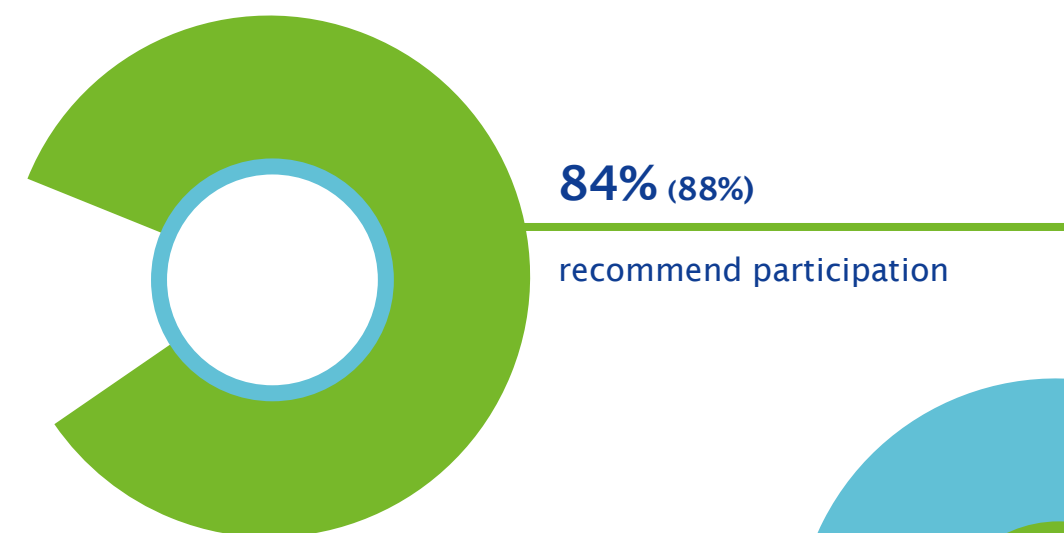
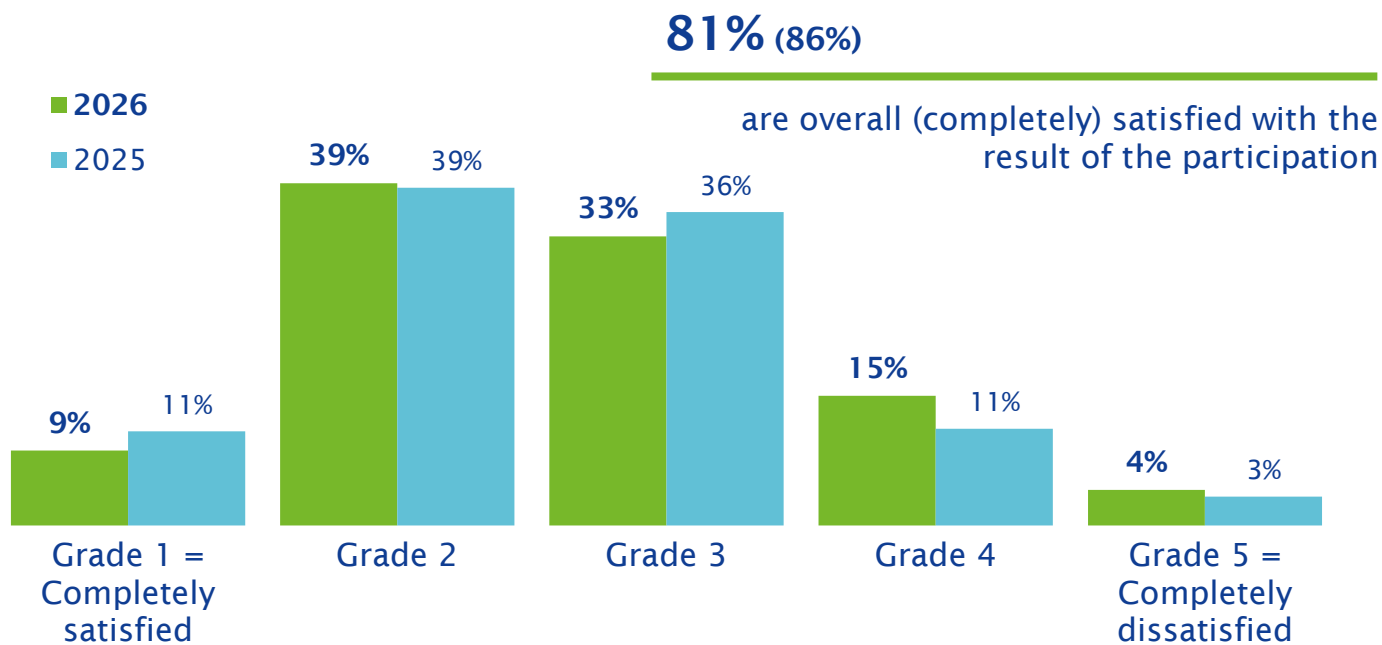


Exhibitor survey

Overall result, willingness to recommend and intention to participate again

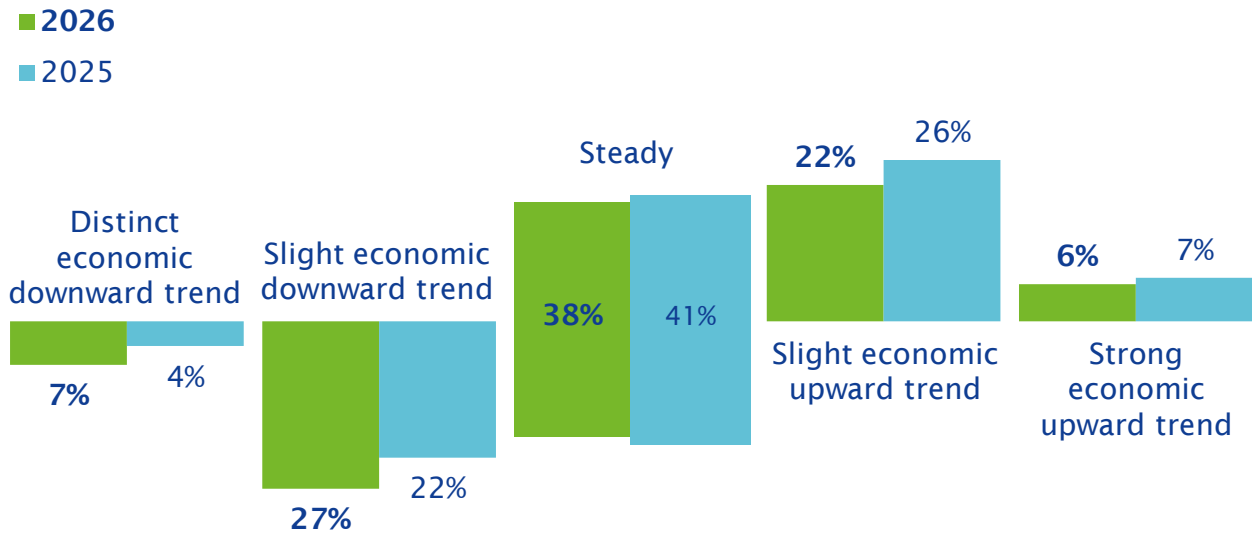
Results 2026/2025

Base with data



Forecasts for horticulture 2026/2027

Base with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2025

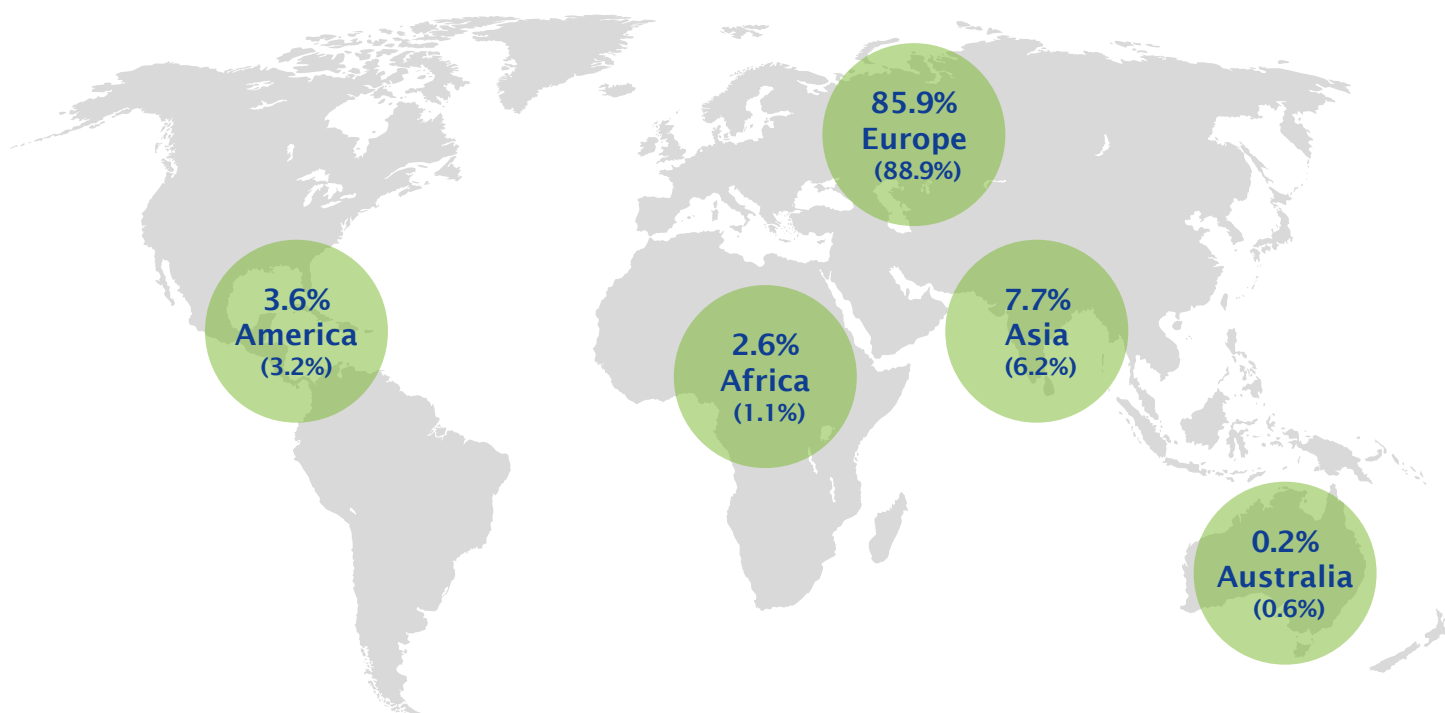
39,135 participants from **111** nations
(41,251 from 110 nations)



Geographical origin

In brackets the results from IPM ESSEN 2025

The following percentages refer to foreign trade visitors



TOP 10

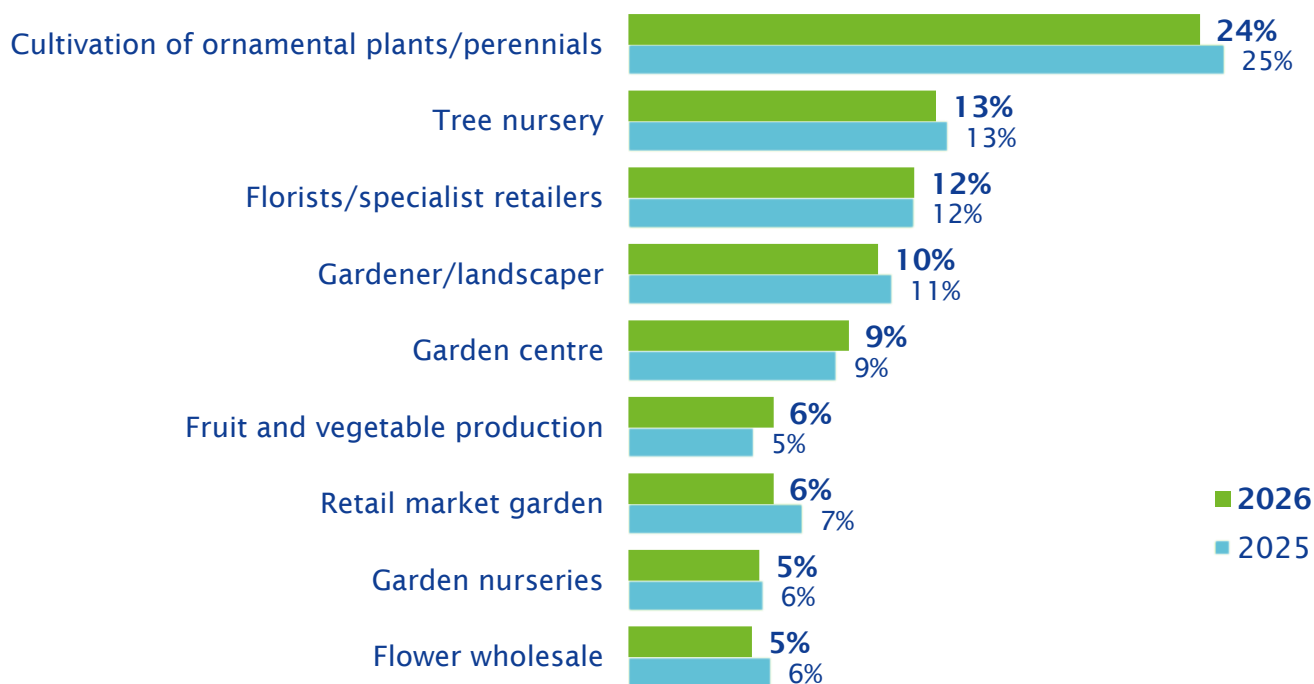
The Netherlands	22%	(20%)
Italy	8%	(7%)
France	6%	(4%)
Belgium	5%	(9%)
Czech Republic	4%	(4%)
Spain	4%	(3%)
Great Britain and Northern Ireland	3%	(4%)
Romania	3%	(3%)
USA	3%	(2%)
Poland	3%	(4%)

Trade visitor survey

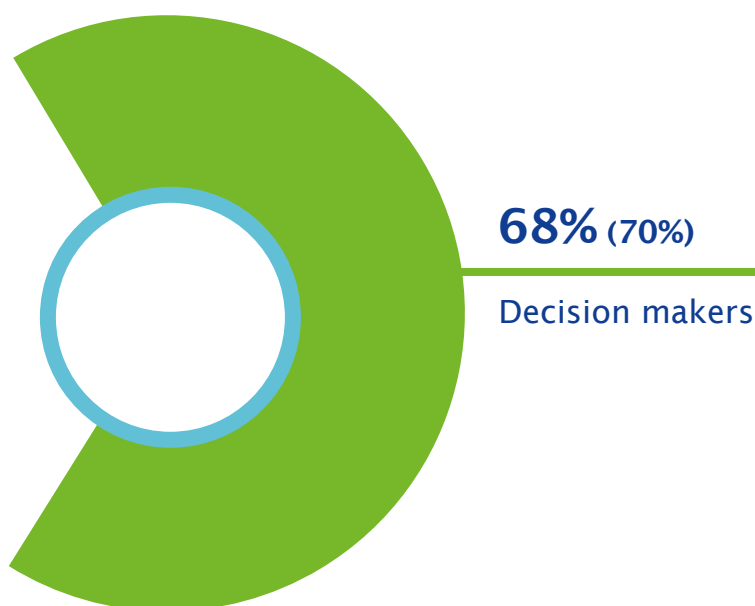
Sector of economy

Data number of visitors

(Multiple answers/extract)



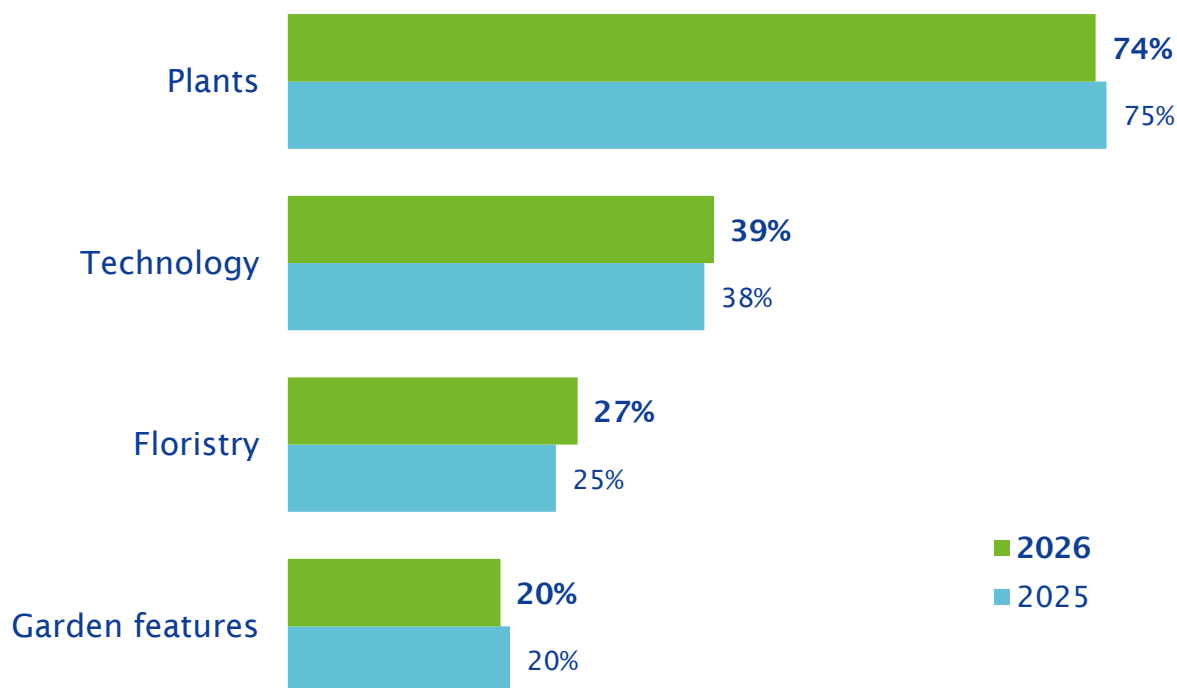
Purchasing and procurement decisions



Trade visitor survey

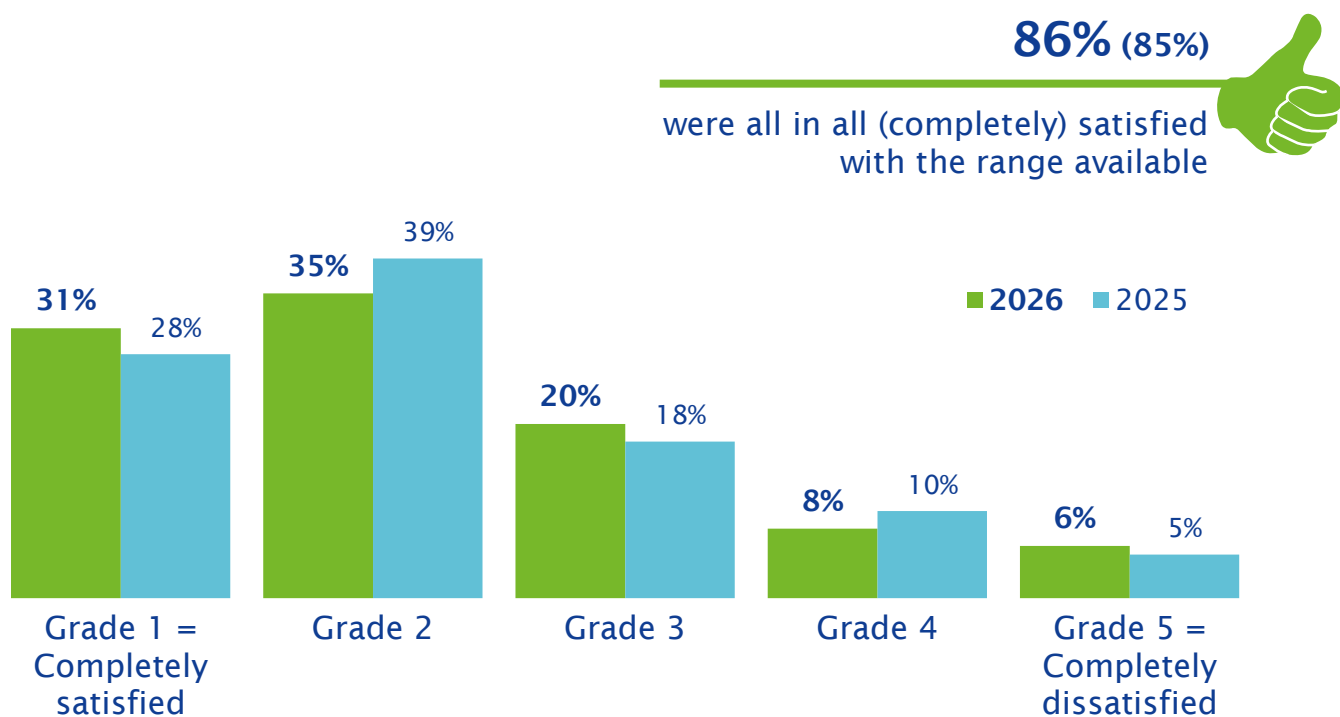
Interest of offer

(Multiple answers)



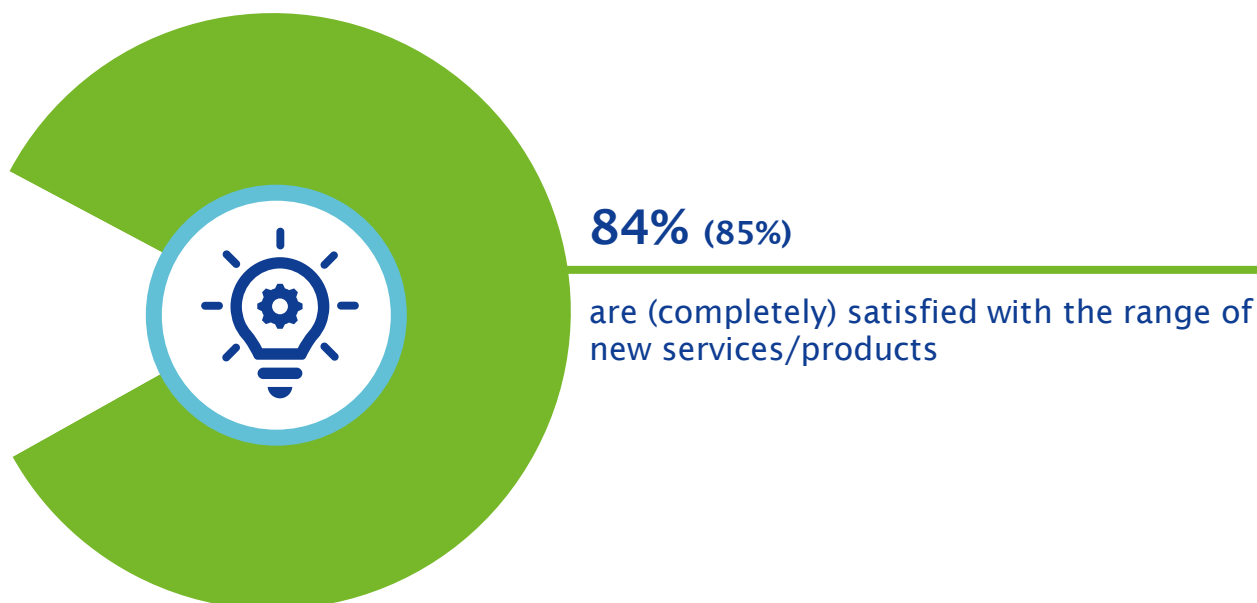
Rating of offer

Base with data



Range of new services/products

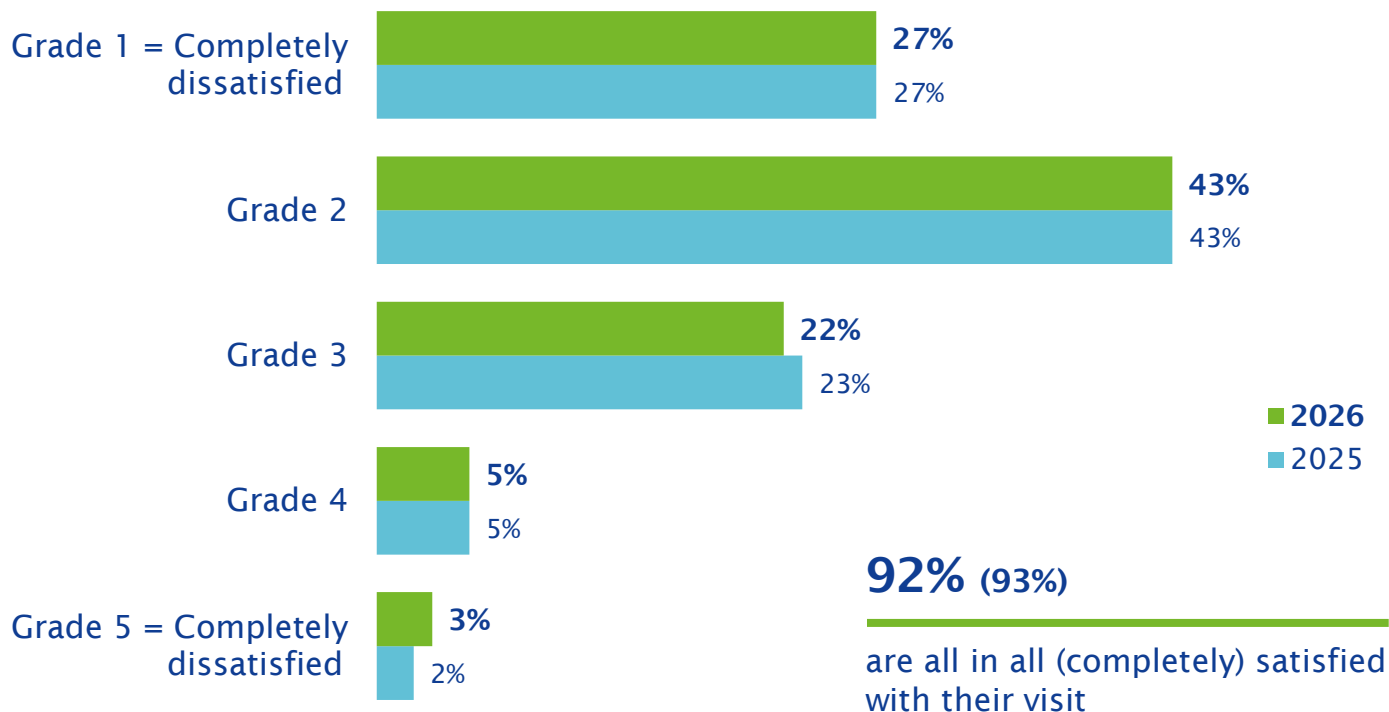
Base with data



Trade visitor survey

Overall result

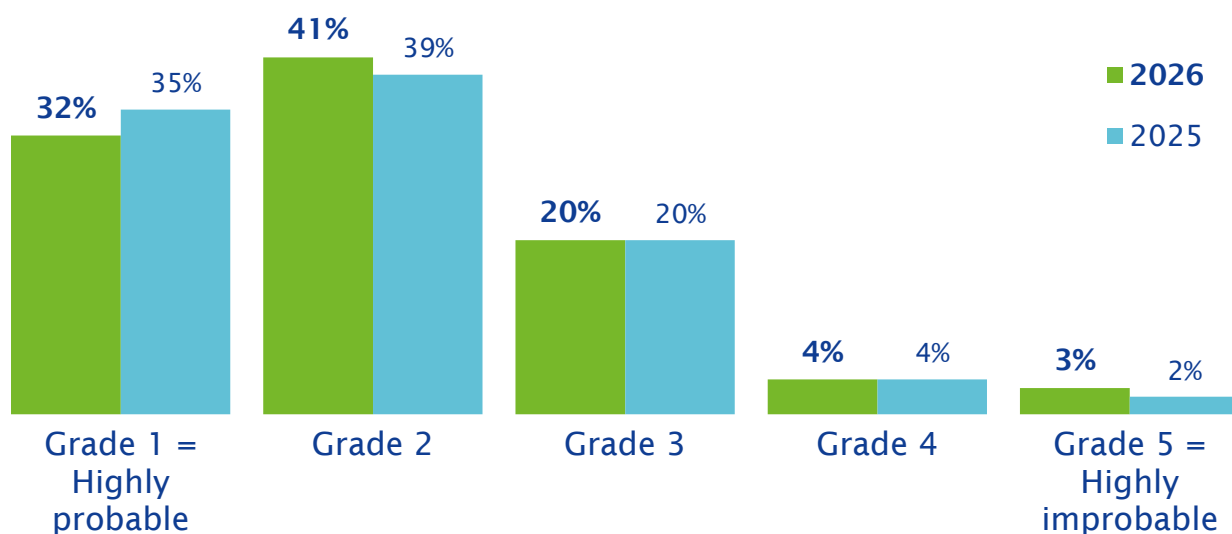
Base with data



Willingness to recommend

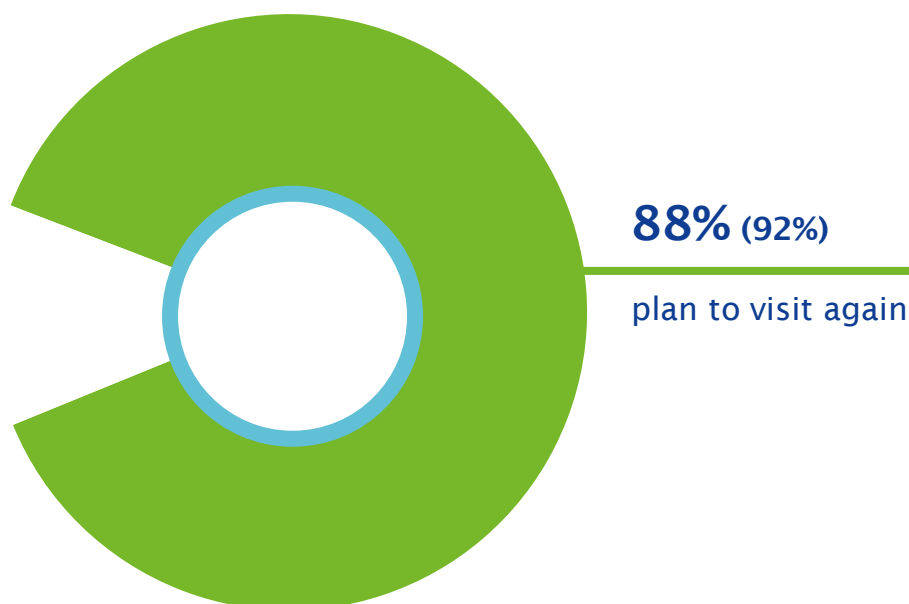
Base with data

93% (94%)
recommend others to visit the fair

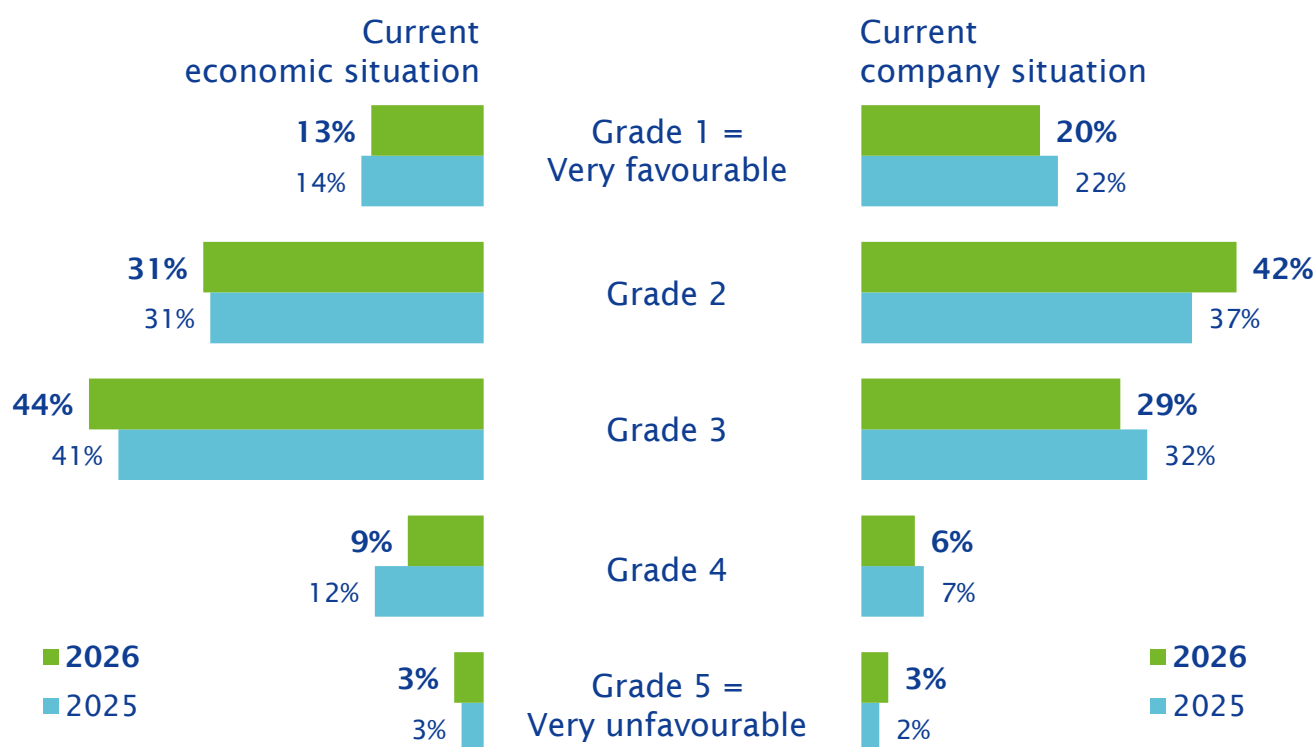


Intention to visit again

Base with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2025

272 accredited journalists
from **16** countries (259 from 18 countries)

