



HERE IS WHERE

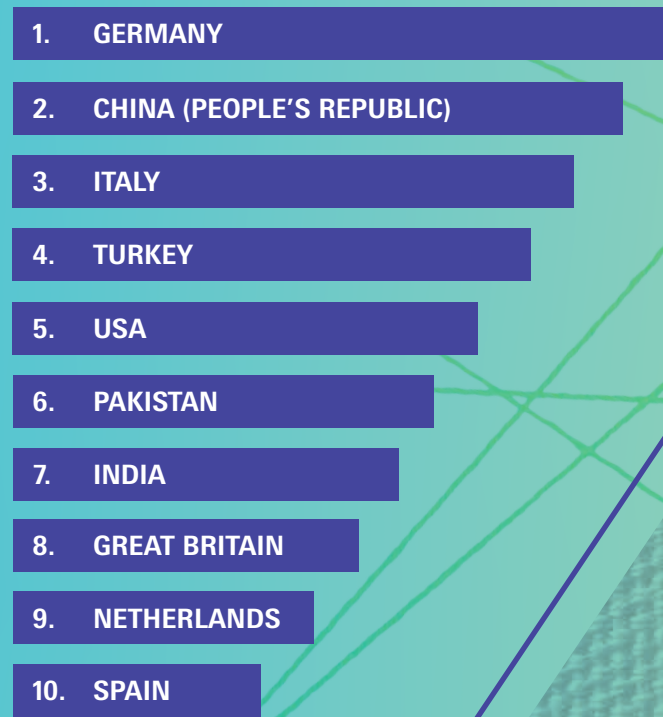
IT ALL

COMES TOGETHER

FRANKFURT WELCOMES THE WORLD:

TOP 10

VISITOR COUNTRIES:



46,000

**VISITORS
FROM 130 COUNTRIES**

92%

**TRADE VISITORS WITH
LIKELIHOOD OF RETURNING**

MORE THAN

2,800

**EXHIBITORS
FROM 60 COUNTRIES**

81%

**EXHIBITORS WITH INTEN-
TION TO RE-PARTICIPATE**

OUR TRADE FAIR TARGET: YOU. **YOUR TRADE FAIR TARGET: ACHIEVED.**

TOP 5 TRADE FAIR VISIT OBJECTIVES TRADE VISITORS

1. Information about trends
2. Find new cooperation partners/suppliers
3. Initiating new business connections
4. Viewing/discovering new products
5. Networking/exchanging information

90% **OF TRADE VISITORS
ACHIEVED THEIR
TRADE FAIR OBJECTIVES**

TOP 5 TRADE FAIR PARTICIPATION OBJECTIVES EXHIBITORS

1. Establishing new business relationships
2. Present innovations, new developments
3. Maintaining existing business relationships
4. Show and discuss product variants
5. Finding new distribution partners

80% **OF EXHIBITORS
ACHIEVED THEIR
OBJECTIVES**

DESTINATION FOR TOP DECISION MAKERS

VISITORS BY ECONOMIC SECTOR

25%

other retailers (Furniture and furnishing stores, retail chains, department stores, online/mail order businesses, DIY and home improvement centres, small/medium-sized specialist shops)

22%

Wholesale and foreign trade
(incl. trade brokerage, purchasing co-operations)

18%

Manufacturing industry

16%

Services (Designers, decorators, hotels, restaurants, interior/architectural office, other services)

12%

Other
(School and college students, not in employment)

7%

Skilled trades

OCCUPATIONAL STATUS OF TRADE VISITORS

35%

self-employed business person

19%

CEO/Director

14%

Departmental/unit head

14%

other employee

11%

Head of division, works manager

4%

in training

3%

other

HEIMTEXTIL 2024

EVEN MORE GROWTH:

THE DECISION QUALITY HAS GROWN

79% OF VISITORS ARE INVOLVED IN PURCHASING DECISIONS.



SOCIAL MEDIA:
MORE THAN **112,000**
FOLLOWER

600
JOURNALISTS
FROM **37** COUNTRIES
WERE ON SITE