

# TOP HAIR - DIE MESSE Düsseldorf



LEADING TRADE FAIR FOR THE  
HAIRDRESSING INDUSTRY

DÜSSELDORF, GERMANY  
10 + 11 MARCH 2018

[www.top-hair-international.com](http://www.top-hair-international.com)

<b>Exhibitors total</b>	<b>208</b>
Exhibitors Germany	140
Exhibitors other countries	68
<b>Number of countries</b>	<b>20</b>

<b>Net space total (sqm)</b>	<b>7,693</b>
Net space Germany	6,236
Net space other countries	1.457

<b>Visitors total</b>	<b>37,353</b>
Visitor data from registry:	
From Europe	100%
Germany	92%
Other Europe	8%
<b>Number of countries</b>	<b>45</b>

<b>TOP 10 visitor countries</b>	
Visitor data from registry:	
Austria	40%
Netherlands	23%
Switzerland	9%
Belgium	7%
Luxembourg	5%
Denmark	3%
Italy	2%
Czech Republic	1%
France	1%
Poland	1%

(Basis: all foreign visitors)

583 accredited journalists from 16 countries

Preliminary data; subject to change  
(G1-MF/März 2018)

## QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 424 interviews with trade visitors during TOP HAIR 2018 conducted by means of the Computer-Interview-System

<b>Occupational position</b>	
Top-Management	52%
Middle-Management	2%
Low-Management	46%

<b>Decision-making powers</b>	
Decisively	30%
Contributory	27%
In an advisory capacity	23%
No influence	20%

<b>Economic sector*</b>	
Hairdresser	93%
Industry	2%
Other skilled work/craft/trade	1%
Services	1%
Trade	1%
Other	1%

<b>Interest in product ranges</b>	
(Several answers possible)	
Hair cosmetic products	75%
Tools and professional items	66%
Barbers	31%
Cosmetics/nails for hairdressers	30%
Wellness products for hairdressers	28%
Services	27%
Institutions for education/training	24%
Furniture/furnishings	22%
Decorative/promotional aids	18%
Wigs and hair pieces	17%
Specialist journals and books	17%
Computer	8%
Other	17%

<b>Reasons for visit</b>	
(Several answers possible)	
New developments/trends	38%
Contact to existing suppliers/ business partners	14%
Identifying new suppliers/ business partners	12%
Purchase/Order	11%
Initiating purchase decisions	10%

<b>Overall assessment</b>	
Satisfied	95%

<b>Recommendation</b>	
Yes	97%

\*Difference to 100% = Pupil/student, not employed (1%)



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