



400
EXHIBITORS AND BRANDS
FROM **17** COUNTRIES

Exhibitors
from **abroad**

32 %

Exhibitors
from **Germany**

68 %

26,000
TRADE VISITORS FROM **48** COUNTRIES

Visitors
from **Germany**

90 %



3 halls with a
total gross area

38,167 sqm

ECONOMIC SECTOR

Trade visitors working
in the **hairdressing field**

94 %

Specialist events

100



POSITION
IN COMPANY

Trade visitors who are
owners or **top managers**

48 %



Visitors giving top marks

95%

Visitors placing orders during and after the fair

69%

Trade visitors with decision-making authority

73%



TOP VISITORS

Austria.....	39%	
Netherlands.....	19%	
Switzerland.....	14%	
Belgium.....	6%	
Luxembourg.....	5%	

50%

regular visitors

VISITOR INTERESTS

64%	Hair cosmetic products
46%	Tools and professional items
20%	Cosmetics/nails for hairdressers
18%	Wigs and hair pieces
18%	Wellness products for hairdressers
16%	Furniture/furnishings
15%	Services
11%	Barbers
11%	Institutions for education/training
7%	Decorative/promotional aids
4%	Computer
3%	Specialist journals and books
14%	Other

PRESS

102

ACCREDITED JOURNALISTS

7

FROM COUNTRIES



We look forward to meeting you.

www.top-hair-international.com/application

#tophairmesse



Messe Düsseldorf