



TOP
HAIR
DÜSSELDORF

10. + 11.04.2027

INSIGHT TOP HAIR 2026

We look forward to welcoming you in 2027.
top-hair-international.com

HIGHLIGHTS 2026

27,000
trade visitors
from **52** countries

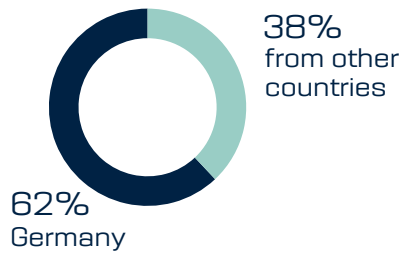
59
stage talks,
workshops &
masterclasses

450
exhibitors & brands
from **24** countries

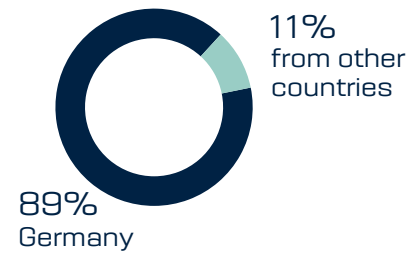
447
journalists
from **15** countries

45.2 million
media reach via the
internet, radio, TV & print

EXHIBITOR BREAKDOWN



VISITOR BREAKDOWN



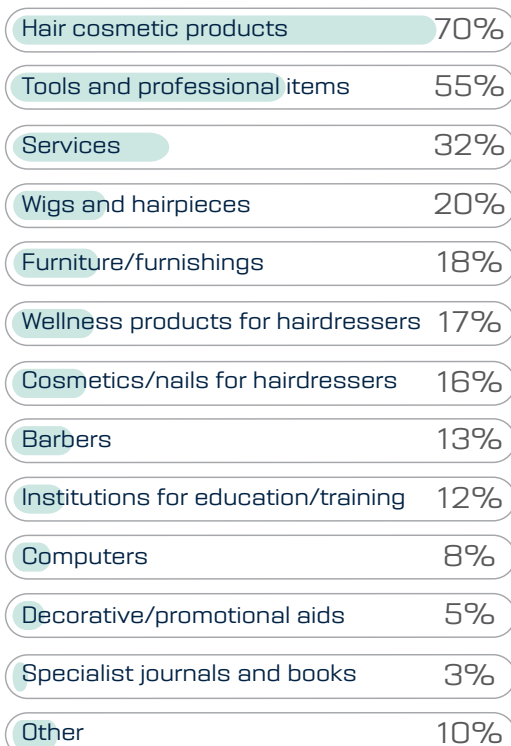
TOP 5 VISITOR COUNTRIES



HIGH-LEVEL VISITORS



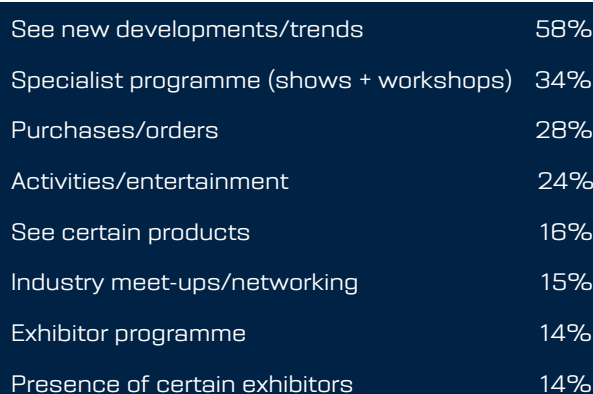
INTEREST IN PRODUCT RANGES*



TRADE VISITORS



REASONS FOR VISIT*



(*Multiple answers possible)

