

TOP HAIR - DIE MESSE Düsseldorf



LEADING TRADE FAIR FOR THE
HAIRDRESSING INDUSTRY

DÜSSELDORF, GERMANY
30 + 31 MARCH 2019

www.top-hair-international.com

exhibitors and brands total	450
Exhibitors Germany	66%
Exhibitors other countries	34%
Number of countries	21

Net space total (sqm)	7,597
Net space Germany	6.222
Net space other countries	1.375

Visitors total	41,655
Visitor data from registry:	
From Europe	100%
Germany	93%
Other Europe	7%
Number of countries	46

TOP 10 visitor countries	
Visitor data from registry:	
Austria	35%
Netherlands	20%
Switzerland	9%
Belgium	6%
Luxembourg	5%
Russian Federation	3%
France	3%
Denmark	3%
Italy	2%
Israel	1%

(Basis: all foreign visitors)

151 accredited journalists from one country

Preliminary data; subject to change
(G1-MF/May 2019)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 477 interviews with trade visitors during TOP HAIR 2019 conducted by means of the Computer-Interview-System

Occupational position	
Top-Management	48%
Middle-Management	4%
Low-Management	48%

Decision-making powers	
Decisively	31%
Contributory	26%
In an advisory capacity	24%
No influence	19%

Economic sector*	
Hairdresser	92%
Trade	2%
Other skilled work/craft/trade	1%
Cosmetic-/pharmaceutical-/	
Chemical industry	1%
Other	1%

Interest in product ranges	
(Several answers possible)	
Hair cosmetic products	76%
Tools and professional items	69%
Barber	33%
Wellness products for hairdressers	31%
Cosmetics/nails for hairdressers	26%
Services	24%
Furniture/furnishings	24%
Institutions for education/training	24%
Wigs and hair pieces	22%
Decorative/promotional aids	16%
Specialist journals and books	12%
Computer	9%
Other	16%

Reasons for visit	
(Several answers possible)	
New developments/trends	39%
Contact to existing suppliers/ business partners	12%
Purchase/Order	12%
Identifying new suppliers	7%
Initiating purchase decisions	7%
Identifying new business partners	3%

Overall assessment	
Satisfied	95%

Recommendation	
Yes	96%

*Difference to 100% = Pupil/student, not employed (3%)



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