



**450**  
EXHIBITORS AND BRANDS  
FROM **21** COUNTRIES

Exhibitors  
from **abroad**

**34%**

Exhibitors  
from **Germany**

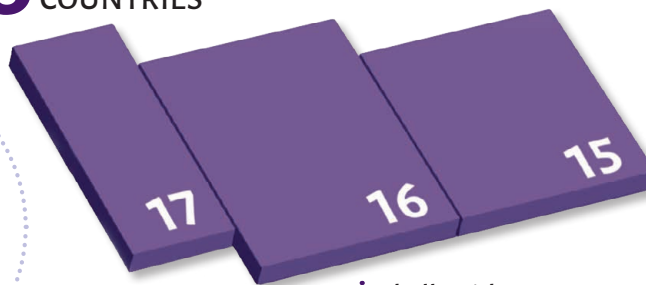
**66%**

**41,655**  
TRADE VISITORS FROM **46** COUNTRIES



Visitors  
from **Germany**

**93%**



3 halls with a  
total gross area

**28,000 sqm**

Exhibitors using the trade  
fair as their **annual  
industry get-together**

**73%**

ECONOMIC SECTOR

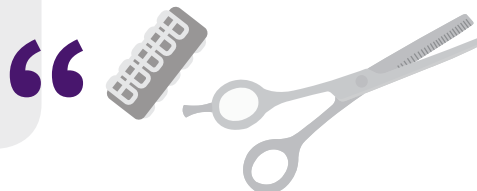
Trade visitors working  
in the **hairdressing field**

**92%**

” Statements from exhibitors:

Stuart Hamid, Managing Director  
Henkel Beauty Care Professional  
Germany:

The quality of the visitors is  
phenomenal! We have to keep  
this great event in any case.



POSITION  
IN COMPANY

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

**48%**



” Statements from exhibitors:

Suzan Schlag,  
Managing Director of L'ORÉAL  
Professional Products:

Emotions, power, exchange:  
This show is the national magnet  
for the hairdressing industry.

“

Visitors giving top marks

95%

Visitors placing orders during and after the fair

69%

Visitors using the trade fair as their annual industry get-together

78%

”

Statements from exhibitors:

**Hendrik Rumpfkeil,  
Managing Director of  
Gieseke Cosmetic GmbH**

It's great that the number of visitors has increased further! Our investment was worth it.

“



#### TOP VISITOR COUNTRIES

Austria	35%	
Netherlands	20%	
Switzerland	9%	
Belgium	6%	
Luxembourg	5%	

#### MOTIVATION OF VISITORS

69% Purchase/order during and after the show

39% New development/trends

12% Contact with existing suppliers/business partners

10% Identifying new suppliers/business partners

7% Initiating purchase decisions

#### VISITOR INTERESTS IN PRODUCT RANGES

76% Hair cosmetic products

69% Tools and professional items

33% Barbers

31% Wellness products for hairdressers

26% Cosmetics/nails for hairdressers

24% Services

24% Furniture/furnishings

24% Institutions for education/training

22% Wigs and hair pieces

16% Decorative/promotional aids

12% Specialist journals and books

9% Computer

16% Other



PRESS **151** ACCREDITED JOURNALISTS



We look forward to meeting you.

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

#tophairmesse



Messe  
Düsseldorf