



450
EXHIBITORS AND BRANDS
FROM **21** COUNTRIES

Exhibitors
from **abroad**

34%

Exhibitors
from **Germany**

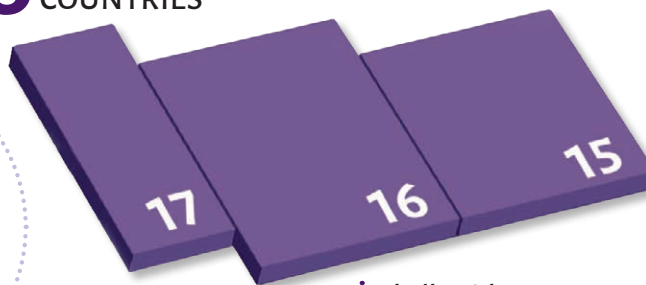
66%

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

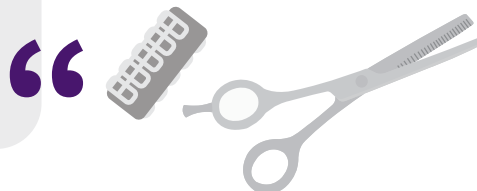
Trade visitors working
in the **hairdressing field**

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

#tophairmesse



Messe
Düsseldorf