

FACTS AND FIGURES

HOME OF
CONSUMER GOODS

ambiente



26.–30. 1. 2024
FRANKFURT/MAIN

AMBIENTE TRADE VISITORS – ECONOMIC SECTORS

36%

retail trade

15%

services

9%

industry

21%

wholesale,
foreign trade

17%

other

2%

skilled trades

TOP 10 VISITOR COUNTRIES INTERNATIONAL*

1. Italy

2. France

3. Great Britain

4. USA

5. Netherlands

6. Spain

7. Turkey

8. Poland

9. Greece

10. Korea (Republic)

THE MOST INTERNATIONAL CONSUMER GOODS TRADE FAIR

109.491

visitors**

3.681

exhibitors**

94%

visitor
satisfaction

67%

visitors degree of
internationality

168

participating
nations

253.800

sqm gross exhibition area**

Source: Messe Frankfurt, market research 2023
*According to visitor registration data, excluding DE
**Source: Status April 2023, Numbers after FKM test

messe frankfurt



OCCUPATIONAL POSITION OF THE TRADE VISITORS

26.–30. 1. 2024
FRANKFURT/MAIN

33%

self-employed entrepreneur

16%

other salaried
staff

17%

managing director,
board member

9%

division manager,
operations manager

11%

department head
group head

7%

other

7%

in training

INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS

16%

consultative

25%

collective

37%

decisive

22%

no influence