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6.–10.2.2026
FRANKFURT/MAIN

FACTS AND FIGURES

THE MOST INTERNATIONAL CONSUMER GOODS TRADE FAIR

170
participating nations

105,291
visitors

71%
visitors degree of internationality

3,726
exhibitors

95%
visitor satisfaction

262,062
sqm gross exhibition area

AMBIENTE TRADE VISITORS – ECONOMIC SECTORS

37%
retail trade

22%
wholesale, foreign trade

16%
services

9%
industry

2%
skilled trades

14%
other

TOP 10 VISITOR COUNTRIES INTERNATIONAL*

1. China (People's Republic)
2. Italy
3. USA
4. Great Britain
5. Netherlands
6. France
7. Spain
8. Turkey
9. India
10. Switzerland

messe frankfurt

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OCCUPATIONAL POSITION OF THE TRADE VISITORS

34%

self-employed entrepreneur

18%

managing director,
board member

14%

other salaried staff

11%

department head,
group head

10%

division manager,
operations manager

7%

in training

6%

other

INFLUENCE ON PURCHASING / PROCUREMENT DECISIONS

40%

decisive

27%

collective

15%

consultative

18%

no influence