



# FACTS AND FIGURES

ambiente

29.1–2.2.2027  
FRANKFURT/MAIN

## THE MOST INTERNATIONAL CONSUMER GOODS TRADE FAIR

**95.503\***  
visitors

**162**  
participating nations

**3.703\***  
exhibitors

**72%**  
visitors degree of  
internationality

**252.400\***  
sqm gross  
exhibition area

**96%**  
visitor satisfaction

## AMBIENTE TRADE VISITORS ECONOMIC SECTORS

**37%**  
retail trade

**21%**  
wholesale,  
foreign trade

**9%**  
industry

**14%**  
services

**2%**  
skilled trades

**15%**  
other\*

## TOP 10 VISITOR COUNTRIES INTERNATIONAL \*\*

- |                                 |                 |
|---------------------------------|-----------------|
| 1. CHINA (PEOPLE'S<br>REPUBLIC) | 6. FRANCE       |
| 2. ITALY                        | 7. TURKEY       |
| 3. USA                          | 8. SPAIN        |
| 4. GREAT BRITAIN                | 9. INDIA        |
| 5. NETHERLANDS                  | 10. SWITZERLAND |



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## OCCUPATIONAL POSITION OF THE TRADE VISITORS

34%

self-employed  
entrepreneur

17%

managing director,  
board member

12%

department head,  
group head

12%

other salaried  
staff

11%

division manager,  
operations  
manager

7%

in training

7%

other

## INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS

37%

decisive

17%

consultative

25%

collective

21%

no influence