

TOP HAIR INTERNATIONAL 2018



| | | | |
|----------------------------|------------|------------------------------|--------------|
| Exhibitors total | 208 | Net space total (sqm) | 7,693 |
| Exhibitors Germany | 140 | Net space Germany | 6,236 |
| Exhibitors other countries | 68 | Net space other countries | 1,457 |
| Number of countries | 20 | | |

Visitor data from registry:

| | |
|-----------------------|---------------|
| Visitors total | 37,353 |
| From Europe | 100% |
| - Germany | 92% |
| - Other Europe | 8% |
| Number of countries | 45 |

Visitor data from registry:

| | |
|---------------------------------|-----|
| TOP 10 visitor countries | |
| (Basis: all foreign visitors) | |
| Austria | 40% |
| Netherlands | 23% |
| Switzerland | 9% |
| Belgium | 7% |
| Luxembourg | 5% |
| Denmark | 3% |
| Italy | 2% |
| Czech Republic | 1% |
| France | 1% |
| Poland | 1% |

Leading Trade Fair
for the Hairdressing Industry

Düsseldorf • Germany
10th to 11th of March 2018

www.top-hair-international.com

583 accredited journalists from 16 countries

(G1-MF/April 2018)

Quality and structure of trade visitors

Based on the results of 424 interviews with trade visitors during TOP HAIR 2018 conducted by means of the Computer-Interview-System

| Occupational position | Interest in product ranges | Reasons for visit |
|-----------------------|---------------------------------------|---|
| Top-Management | <i>(Several answers possible)</i> | <i>(Several answers possible)</i> |
| Middle-Management | Hair cosmetic products | New developments/trends |
| Low-Management | Tools and professional items | Contact to existing suppliers/ business partners |
| | Barbers | Identifying new suppliers/ business partners |
| | Cosmetics/nails for hairdressers | Initiating purchase decisions |
| | Wellness products for hairdressers | Purchase/Order |
| | Services | |
| | Institutions for education/training | |
| | Furniture/furnishings | |
| | Decorative/promotional aids | |
| | Wigs and hair pieces | |
| | Specialist journals and books | |
| | Computer | |
| | other | |

| Decision-making powers | Overall assessment |
|-------------------------|--------------------|
| Decisively | Satisfied |
| Contributory | |
| In an advisory capacity | |
| No influence | |

| Economic sector* | Recommendation |
|--------------------------------|----------------|
| Hairdresser | Yes |
| Other skilled work/craft/trade | |
| Industry | |
| Services | |
| Trade | |
| other | |

*Difference to 100% = Pupil/student, not employed (1%)



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211 45 60-01
Fax +49 (0) 211 45 60-53
www.messe-duesseldorf.de

