

# FACTS AND FIGURES



ambiente

7. – 11. 2. 2025  
FRANKFURT / MAIN

## TOP 10 VISITOR COUNTRIES INTERNATIONAL\*

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

## THE MOST INTERNATIONAL CONSUMER GOODS TRADE FAIR

**93 %**  
visitor satisfaction

**75 %**  
visitors degree of internationality

**171**  
participating nations

**96,550**  
visitors\*\*

**4,004**  
exhibitors\*\*

**2.7**  
days average length of stay\*\*

**264,700**  
sqm gross exhibition area\*\*

## AMBIENTE TRADE VISITORS – ECONOMIC SECTORS

**33 %**  
retail trade

**17 %**  
services

**10 %**  
industry

**25 %**  
wholesale, foreign trade

**1 %**  
skilled trades

**14 %**  
other

Source: Messe Frankfurt Exhibition GmbH, market research | Ambiente 2024

\* According to visitor registration data, excluding DE

\*\* Source: Messe Frankfurt Exhibition GmbH, market research | Ambiente 2024 figures after FKM test

messe frankfurt

# FACTS AND FIGURES



ambiente

7. – 11. 2. 2025  
FRANKFURT / MAIN

## OCCUPATIONAL POSITION OF THE TRADE VISITORS

**34 %**

self-employed  
entrepreneur

**14 %**

other salaried staff

**19 %**

managing director,  
board member

**4 %**

other

**11 %**

division manager,  
operations manager

**13 %**

department head,  
group head

**5 %**

in training

## INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS

**40 %**

decisive

**17 %**

consultative

**25 %**

collective

**18 %**

no influence