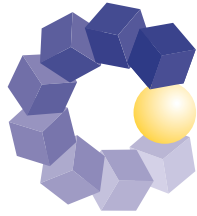




COMPAMED



Visitor profile data

MEDICA 2025 and COMPAMED 2025

Compiled by Messe Düsseldorf GmbH as of 01/2026; subject to change without notice



Total visitors

78,000
from 164 countries

Origin of visitors

Germany	24%
Abroad	76%
Europe	65%
Non Europe	35%
- Asia	22%
- America	9%
- Africa	4%
- Australia	1%

TOP 10 visitor countries

1. Germany
2. Italy
3. Netherlands
4. China
5. Great Britain/
Northern Ireland
6. France
7. Belgium
8. USA
9. Turkey
10. India



Economic sector

Medical trade and Group purchasing organization	30%
Industry and manufacturer	17%
Hospitals, Care facilities and Physicians' offices	17%
Laboratory, research and science	3%

Professional position

Senior and middle management	71%
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Interests of MEDICA visitors

Medical equipment and devices	79%
Imaging and diagnostics	57%
Disposables and consumables	34%
Laboratory equipment	28%
IT systems and IT solutions	17%
Physiotherapy and orthopaedic technology	16%

Interests of COMPAMED visitors

Manufacturing of components	55%
Manufacturing of finished products	38%
Components, modules and OEM equipment	38%
Raw materials, materials and adhesives	37%
Manufacturing equipment	27%
Technical services	20%
Microtechnology	18%
Electrical components and electronical components	16%
Software and IT	9%



Digital reach in 2025

Page impressions	4.75 Mio.
Unique users	565,000
Search queries in exhibitor and product database	2.4 Mio.



Overall evaluation

Recommendation rate	93%
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