

# Insights 2026

## The most important facts at a glance

**45,200**

trade visitors  
from 70 countries

**1,200**

exhibitors & brands  
from 38 countries

**35%**

first-time visitors

**447**

journalists from  
15 countries

**50.4 million**

int. media reach via the  
internet, radio, TV & print

**200+**

talks, masterclasses &  
workshops across 6 stages

## Trade Visitors

**72%**

Top Management

**2%**

Middle Management

**17%**

Others

## Top Industry Sectors

**36%**

Beauty salon

**19%**

Podiatry /  
Foot care

**9%**

Nail studio

**4%**

Beauty farm / Spa /  
Wellness institute

**3%**

Hair salon

**3%**

Cosmetics  
industry /  
Distribution

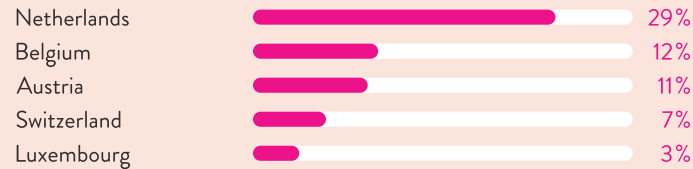
**3%**

Healthcare  
professions

## Exhibitor & Visitor Distribution



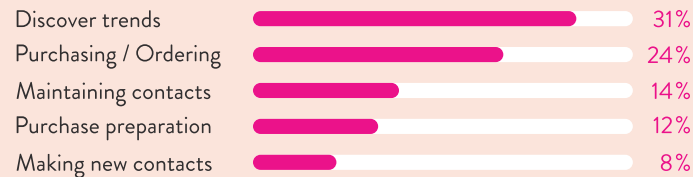
## Top 5 Visitor Countries



## Visitor Interests by Sector



## Visitor Objectives



## Strong Response

**91%**

Satisfaction

**91%**

Recommendation rate

**beauty**  
DÜSSELDORF



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[beauty.de/registration](https://www.beauty.de/registration)

**M**  
Messe  
Düsseldorf