

TOP HAIR INTERNATIONAL 2017

Exhibitors total	188	Net space total (sqm)	6,804
Exhibitors Germany	144	Net space Germany	5,899
Exhibitors other countries	44	Net space other countries	905
Number of countries	18		

Visitor data from registry:

Visitors total	37,045
From Europe	100%
- Germany	93%
- Other Europe	7%
From Non-European countries	0%
- Asia	0%
- America	0%
- Africa	0%
- Australia/Oceania	0%
Number of countries	49

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Austria	33%
Netherlands	25%
Switzerland	10%
Luxembourg	7%
Belgium	6%
France	2%
Italy	2%
Czech Republic	2%
Poland	1%
Denmark	1%

494 accredited journalists from 15 countries



Trade Fair - Show - Congress for the international Hairdressing Industry

Dusseldorf, Germany

1. - 2. April 2017

www.top-hair-international.com

Preliminary data;
Subject to change

(G1-MF/April 2017)

Quality and structure of trade visitors

Based on the results of 729 interviews with trade visitors during TOP HAIR 2017 conducted by means of the Computer-Interview-System

Area of responsibility	
General management	59%
Sales, distribution	20%
Manufacture, production, quality control	4%
Other	17%

Occupational position	
Top-Management	60%
Middle-Management	0%
Low-Management	40%

Decision-making powers	
Decisively	57%
Contributory	16%
In an advisory capacity	14%
No influence	13%

Economic sector	
Hairdresser	95%
Other skilled trade	1%
Industry	2%
Services	1%
Other	1%

Interest in product ranges	
<i>(Several answers possible)</i>	
Hair care products	78%
Tools and professional items	70%
Programs for professionals	47%
Institutions for further education and training	28%
Cosmetics/nails for hairdressers	25%
Infrastructure, decorative/publicity articles	23%
Wigs and hair pieces	22%
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Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	86%
Contact to existing suppliers/business partners	20%
Identifying new suppliers/business partners	14%
Initiating purchase decisions	11%
Purchase/Order	45%

New suppliers were found	
Yes	22%

Overall assessment	
Satisfied	96%

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