

TOP HAIR
DIE MESSE

Düsseldorf

ROCK
YOUR
HEAD

29.+30.5.2021

#tophairmesse



Messe
Düsseldorf

EXHIBITORS

450

EXHIBITORS AND BRANDS

FROM **21** COUNTRIES



VISITORS

41,655

TRADE VISITORS

FROM **46** COUNTRIES








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TOP VISITOR COUNTRIES

Thereof 93% from Germany

Austria.....	35 %	
Netherlands.....	20 %	
Switzerland.....	9 %	
Belgium.....	6 %	
Luxembourg.....	5 %	



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VISITORS

Trade visitors who are
owners or **top managers**

48 %

Trade visitors working in
the **hairdressing field**

92 %



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MOTIVATION OF THE VISITORS

- ☐ New developments & trends
- ☐ Purchase & order
- ☐ Search for new suppliers & business partners
- ☐ Contact to existing suppliers & business partners

69%
of the visitors buy/order
during and after the show

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INTERESTS OF THE VISITORS

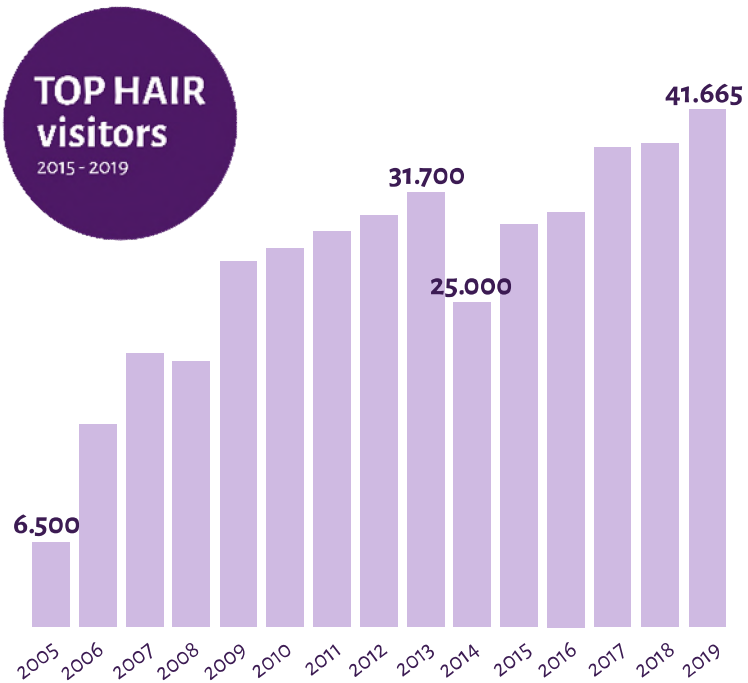
- ☐ Hair cosmetic products
- ☐ Tools & professional items
- ☐ Barbers
- ☐ Wellness products for hairdressers
- ☐ Cosmetics/nails for hairdressers
- ☐ Services
- ☐ Furniture/furnishings
- ☐ Institutions for education/training
- ☐ Wigs & hair pieces
- ☐ Decorative/promotional aids
- ☐ Specialist journals and books
- ☐ Computer
- ☐ Other



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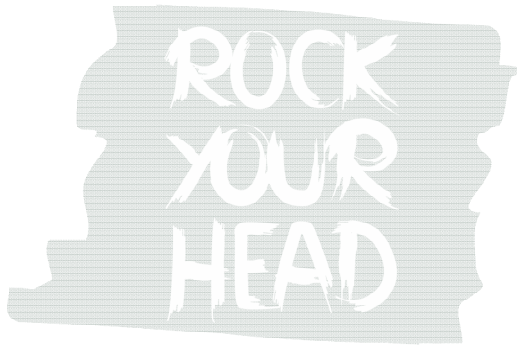
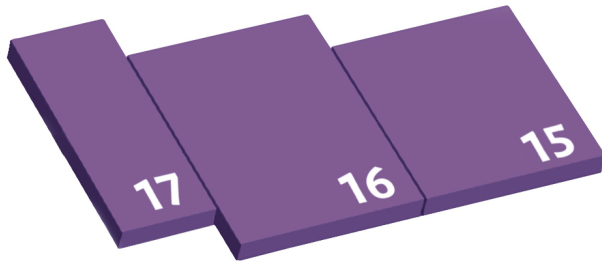
DEVELOPMENT OF VISITOR NUMBERS



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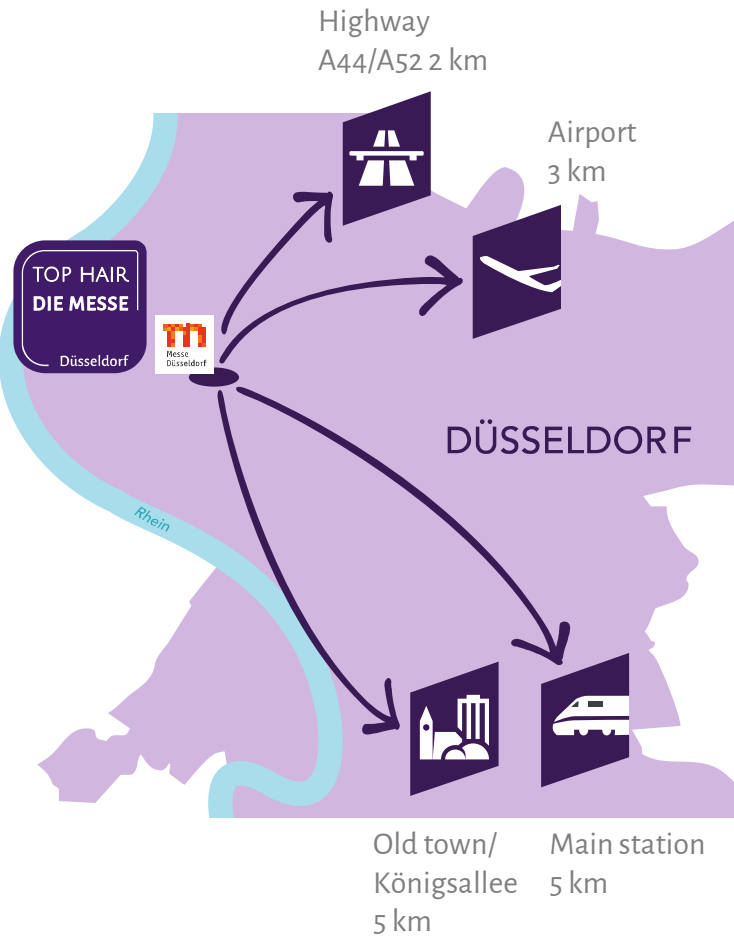
HALL ALLOCATION



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ACCESSIBILITY



**TOP HAIR
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PARALLEL TO TOP HAIR



DIE LEITMESSE | THE LEADING TRADE FAIR

International leading trade fair for the BEAUTY industry: **4 to 6 March 2022**

EXHIBITORS

1,500 EXHIBITORS AND BRANDS
FROM **32** COUNTRIES

VISITORS

58,000 TRADE VISITORS
FROM **76** COUNTRIES



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First-class specialist programme
and high-impact shows, including
the prestigious Saturday evening
party –

for your inspired progress



Separation of order
and direct sales –

for targeted
customer approach



International attractiveness
for all industry players –
for your business success



TOP HAIR
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The hotspot for innovations
and trends in the industry –
to keep you up-to-date



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Hotel, travel and all inclusive
stand construction packages
(up to 160 sqm) –

for your relaxed planning



Exclusive ambience –
for your networking and
successful business deals



Extensive reporting in
print & online –

to increase your brand
awareness



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Leading trade fair of the
hairstylist industry:

- ☐ the only show with certified
visitor numbers
 - ☐ 16 years on the market
 - ☐ high recommendation rates:
 - 95% of visitors give top marks
 - 78% of visitors/73% of exhibitors use the
show as their annual industry get-together
- for a trusting partnership

”

Emotions, power, exchange:
This show is the national magnet
for the hairdressing industry.

**Suzan Schlag, Managing Director of
L'ORÉAL Professionnelle Produkte**

“

”

The quality of the visitors is
phenomenal! We have to keep
this great event in any case.

**Stuart Hamid, Managing Director of
Henkel Beauty Care Professional
Germany**

“

”

The fair was top for us.
What a great atmosphere!

**Cristian Canthal, Marketing
Director of Coty Professional
Beauty DACH**

“

”

It's great that the number of
visitors has increased further!
Our investment was worth it.

**Hendrik Rumpfkeil, Managing
Director of
Gieseke Cosmetic GmbH**

“

”

This fair is an essential driving
force for the industry. We are
glad to be there!

**Noah Wild, Managing Director of
Wild Beauty**

“



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top-hair-international.com/application