



Insight hair Düsseldorf 2026

We look forward to welcoming you in 2027.
hair-duesseldorf.com

HIGHLIGHTS 2026

27,000

trade visitors
from 52 countries

59

stage talks,
workshops &
masterclasses

450

exhibitors & brands
from 24 countries

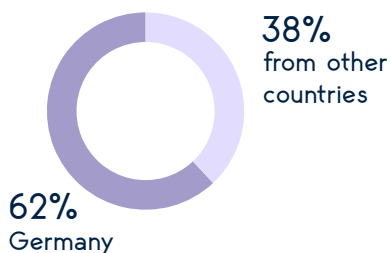
447

journalists
from 15 countries

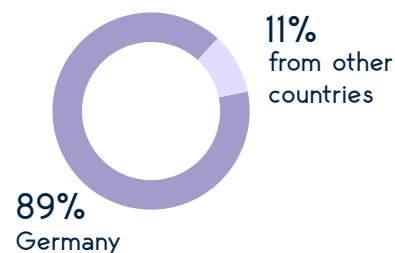
45.2 million

media reach via the
internet, radio, TV & print

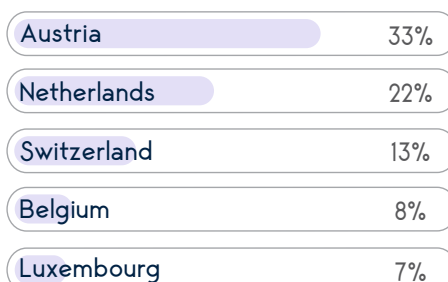
EXHIBITOR BREAKDOWN



VISITOR BREAKDOWN



TOP 5 VISITOR COUNTRIES



HIGH-LEVEL VISITORS



INTEREST IN PRODUCT RANGES*



TRADE VISITORS



REASONS FOR VISIT*



(*Multiple answers possible.)