



MORE THAN
50,000
VISITORS
FROM 136 COUNTRIES

HEIMTEXTIL 2025 LEADS THE WORLD

MORE THAN
3,000
EXHIBITORS
FROM 65 COUNTRIES

TOP 10 VISITOR COUNTRIES

1. GERMANY
2. CHINA (PEOPLE'S REPUBLIC)
3. ITALY
4. TURKEY
5. USA
6. PAKISTAN
7. INDIA
8. GREAT BRITAIN
9. NETHERLANDS
10. SPAIN



FABRICS & FOLLOWER: THE COMMUNITY GROWS



600

JOURNALISTS
FROM 37 COUNTRIES

PR AND ADVERTISING
CAMPAIGNS IN

40 COUNTRIES



MORE THAN 52,000
FACEBOOK
FOLLOWERS



MORE THAN 47,000
INSTAGRAM
FOLLOWERS



MORE THAN 14,000
LINKEDIN
FOLLOWERS

THE TOP 5 TRADE FAIR VISIT OBJECTIVES

1. Find new cooperation partners/suppliers
2. Viewing/discovering new products
3. Obtain information about trends
4. Networking/exchanging information
5. Increasing knowledge

94%
OF TRADE VISITORS
ACHIEVED THEIR
TRADE FAIR OBJECTIVES

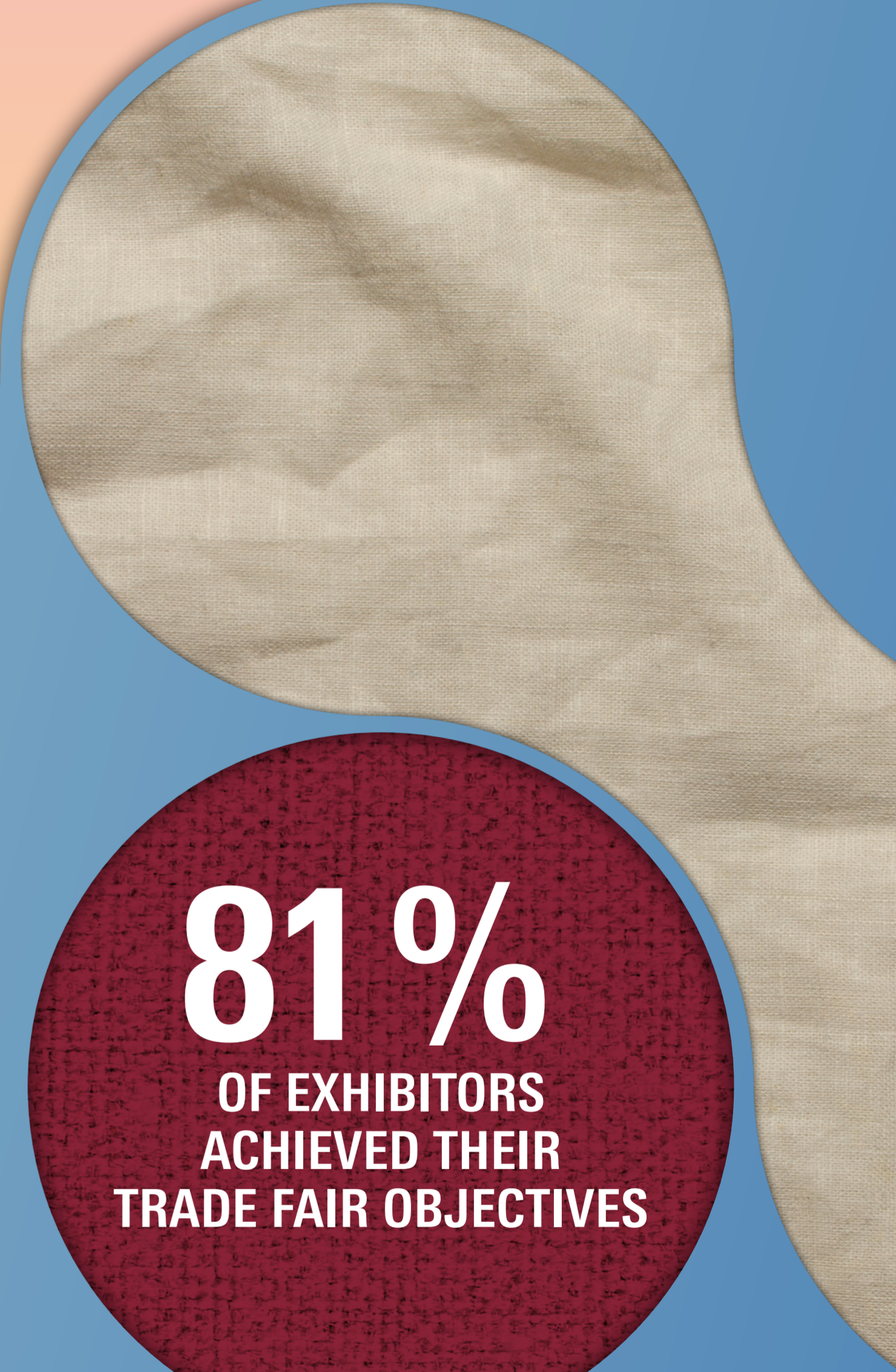




1. Acquire new clients
2. Present innovations, new developments
3. Maintaining existing client relationships
4. Show product variants
5. Sales deals

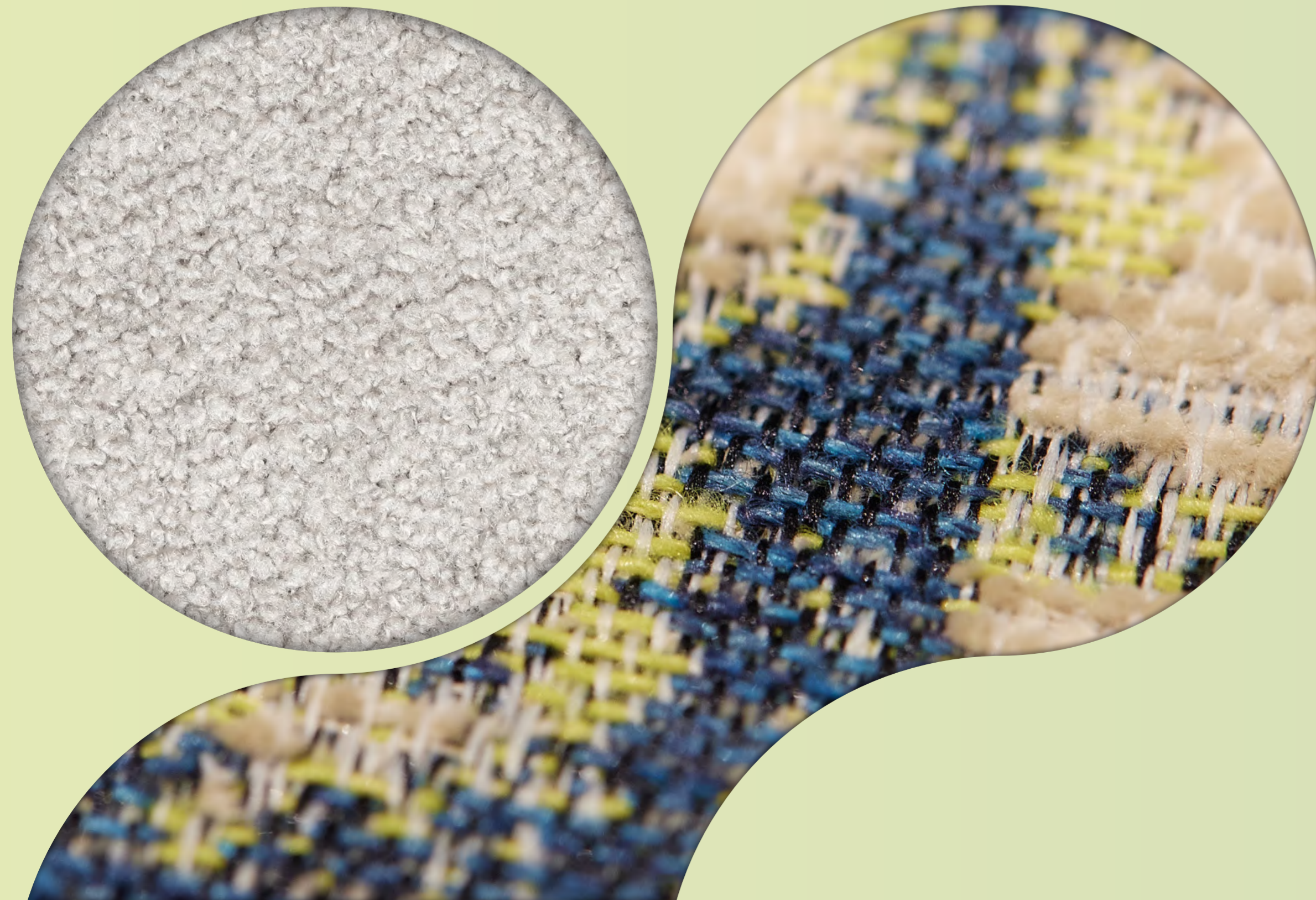


THE TOP 5 TRADE FAIR VISIT OBJECTIVES



81%
OF EXHIBITORS
ACHIEVED THEIR
TRADE FAIR OBJECTIVES

THE PLACE TO BE FOR TOP DECISION MAKER



VISITORS BY ECONOMIC SECTOR

32%

OTHER RETAILERS

Furniture and furnishing stores, retail chains, department stores, online / mail order businesses, DIY and home improvement centres, small / medium-sized specialist shops)

19%

WHOLESALE AND FOREIGN TRADE

(incl. trade brokerage, purchasing co-operations)

16%

SERVICES

(Designers, decorators, hotels, restaurants, interior / architectural office, other services)

15%

MANUFACTURING INDUSTRY

12%

OTHER

(School and college students, not in employment)

6%

SKILLED TRADES

SELF-EMPLOYED BUSINESS PERSON

34%

CEO / DIRECTOR

17%

OTHER EMPLOYEE

12%

DEPARTMENTAL / UNIT HEAD

11%

HEAD OF DIVISION, WORKS MANAGER

11%

IN TRAINING

9%

OTHER

6%

**OCCUPATIONAL
STATUS OF
TRADE VISITORS**

