

TOP HAIR
DIE MESSE

Düsseldorf

29.+30.03.2025

ROCK
YOUR
HEAD



www.top-hair-international.com

430

EXHIBITORS AND BRANDS

FROM 21 COUNTRIES

27,000
TRADE VISITORS FROM 28 COUNTRIES

Exhibitors
from abroad
32%

Exhibitors
from Germany
68%



Visitors
from Germany
92%



3 halls with a
total gross area

38,167 sqm

ECONOMIC SECTOR

Trade visitors working
in the hairdressing field

91%

85
Workshops, shows
and conferences



POSITION
IN COMPANY

Trade visitors who are
owners or top managers

62%



Visitors giving top marks

90%

Visitors placing orders during and after the fair






69%

Trade visitors with decision-making authority

82%



TOP VISITORS

Austria.....	36%	
Switzerland.....	20%	
Netherlands.....	17%	
Belgium.....	8%	
Luxembourg.....	4%	

77%

regular visitors

VISITOR INTERESTS

- 68% Hair cosmetic products
- 54% Tools and professional items
- 17% Wigs and hair pieces
- 17% Cosmetics/nails for hairdressers
- 15% Wellness products for hairdressers
- 14% Furniture/furnishings
- 13% Services
- 10% Institutions for education/training
- 10% Barber
- 5% Decorative/promotional aids
- 4% Computer
- 4% Specialist journals and books
- 9% Other

PRESS 371 ACCREDITED JOURNALISTS

FROM 10 COUNTRIES



We look forward to meeting you.

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#tophairmesse



Messe
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