

drupa 2024 - fair profile



Exhibitors total	1.614
Exhibitors Germany	391
Exhibitors other countries	1.223
Number of countries	49

Net space total (sqm)	138.773
Net space Germany	41.676
Net space other countries	97.097

Visitor data from registry:

Visitors total	165.551
From Europe	61%
- Germany	20%
- Other Europe	41%
From Non-European countries	39%
- Asia	22%
- America	12%
- Africa	4%
- Australia/Oceania	1%
Number of countries	173

Visitor data from registry:

TOP 10 visitor countries*	
<i>(Basis: all foreign visitors)</i>	
India	7%
Italy	6%
Netherlands	5%
France	4%
China	4%
Brasil	4%
United States	4%
Great Britain and Northern Ireland	3%
Turkey	3%
Spain	3%

no. 1 for printing technologies

Düsseldorf • Deutschland
28th of May to 7th of June 2024

www.drupa.de

866 accredited journalists from 55 countries

VG-GE-MF / September 2024

Quality and structure of trade visitors

Based on the results of a total of 3.051 interviews including 2.981 interviews with trade visitors (98%) during drupa 2024 conducted as CASI (Computer Assisted Self Interview)

Industrial sector*	
Printing industry	53%
Packaging industry	15%
Publishing and media industry	2%
Food industry	2%
other industry	9%
Services	6%
Trade (Retail/Wholesale/Specialist)	2%
Other	6%

Decision making powers*	
Decisive	34%
Contributory (jointly decisive)	25%
Advisory function (consultative)	19%
Not involved	17%

Interest in product ranges	
<i>(Several answers possible)</i>	
Print	68%
Packaging production (finishing, label printing, functional printing)	46%
Materials (graphic papers, card, cardboard, films, glass, ceramics, textiles, paint, varnishes, inks, toner, etc.)	36%
Future Technologies (3D printing, printed electronics, functional printing)	28%
Prepress	27%
Equipment, Services, Infrastructure (prepress technologies, press, postpress/ professional graphics trade)	27%
Postpress, Converting	27%
Sustainable production	23%
Premedia, multichannel	6%
Other	10%

Area of responsibility*	
Business/company/plant management	28%
Manufacturing, production, quality control	25%
Sales, distribution	10%
Research and development, design	9%
Marketing, advertising, PR	3%
Purchasing/procurement	3%
Planning, design, work preparation	3%
Servicing/maintenance	3%
IT (information, communication technology)	3%
Other	8%

Occupational position	
Top-Management	60%
Middle-Management	16%
Other	24%

Reasons for visit	
<i>(Several answers possible)</i>	
See new developments trends	31%
Identifying new business partners/ new suppliers	31%
Visit specific exhibitors	29%
Contact with existing suppliers/ business partners	23%
Industry meeting/ networking	20%
Competitive intelligence	13%
Preparation/ implementation of purchase decisions	11%

New suppliers were found	
Yes	52%

Received information on innovations/trends	
Yes	68%

Overall assessment	
Satisfied	96%

Recommendation	
Yes	97%

* Difference to 100% = Pupils, Students, not employed (5%)

