



Visitor profile data

MEDICA 2023 und der COMPAMED 2023

www.medica.de

www.compamed.de

Members of MEDICAlliance

Total visitors

83,000
visitors from 166 countries

Origin of visitors

Germany	23%
Abroad	77%
Europe	64%
Non Europe	36%
⊕ Asia	22%
⊕ America	9%
⊕ Africa	4%
⊕ Australia	1%

TOP 10 visitor countries

- ⊕ Germany
- ⊕ China
- ⊕ Italy
- ⊕ Netherlands
- ⊕ Great Britain/Northern Ireland
- ⊕ USA
- ⊕ Korea
- ⊕ France
- ⊕ Spain
- ⊕ Poland

Interests of MEDICA visitors

- ⊕ Imaging and diagnostics/ medical equipment and devices 80%
- ⊕ Disposables and consumables 29%
- ⊕ Laboratory equipment/ diagnostic tests 27%
- ⊕ IT systems and IT solutions 15%
- ⊕ Physiotherapy/ orthopaedic technology 14%

Interests of COMPAMED visitors

- ⊕ Manufacturing of components 58%
- ⊕ Manufacturing of finished products 47%
- ⊕ Components, modules, OEM equipment 37%
- ⊕ Raw materials, materials, adhesives 34%
- ⊕ Manufacturing equipment 30%
- ⊕ Electrical components, electronical components 20%
- ⊕ Technical services 17%
- ⊕ Microtechnology 3%
- ⊕ Software, IT 8%

Economic sector

- ⊕ Medical trade/ Group purchasing organization 33%
- ⊕ Industry/manufacturer 17%
- ⊕ Hospitals/Care facilities/ Physicians' offices 14%
- ⊕ Laboratory/ research & science 4%

Digital reach in 2023

- ⊕ Page impressions 12 Mio.
- ⊕ Unique users 1.1 Mio.
- ⊕ Search queries in exhibitor and product database 7 Mio.

of which, 3.7 million page impressions and 251,000 unique users in November

Professional position

Senior and middle management **74%**

Overall evaluation

Recommendation rate **93%**

Compiled by Messe Düsseldorf GmbH as of 02/2024; subject to change without notice

