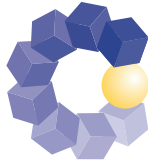




COMPAMED



Members of  MEDICALliance

Visitor profile data

MEDICA 2024 and COMPAMED 2024

Compiled by Messe Düsseldorf GmbH as of 02/2025; subject to change without notice



Total visitors

80,000
from 165 countries

Origin of visitors

Germany	24%
Abroad	76%
Europe	65%
Non Europe	35%
- Asia	22%
- America	9%
- Africa	4%
- Australia	1%

TOP 10 visitor countries

1. Germany
2. Netherlands
3. China
4. Italy
5. Great Britain/
Northern Ireland
6. USA
7. France
8. India
9. Spain
10. Belgium



Economic sector

Medical trade/ Group purchasing organization	30%
Industry/ manufacturer	18%
Hospitals/ Care facilities/ Physicians' offices	14%
Laboratory/ research & science	4%

Professional position

Senior and middle management	71%
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Interests of MEDICA visitors

Imaging and diagnostics/medical equipment and devices	80%
Disposables and consumables	31%
Laboratory equipment/ diagnostic tests	27%
IT systems and IT solutions	15%
Physiotherapy/ orthopaedic technology	13%

Interests of COMPAMED visitors

Manufacturing of components	55%
Manufacturing of finished products	38%
Components, modules, OEM equipment	38%
Raw materials, materials, adhesives	37%
Manufacturing equipment	27%
Technical services	20%
Microtechnology	18%
Electrical components, electronical components	16%
Software, IT	9%



Digital reach in 2024

Page impressions	6 Mio.
Unique users	600,000
Search queries in exhibitor and product database	3,4 Mio.

of which, 2.2 million page impressions
and 200,000 unique users in November



Overall evaluation

Recommendation rate	94%
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