

messe frankfurt

ISH

17.–21. 3. 2025
Frankfurt am Main



Facts & figures

World's leading trade fair for
HVAC + Water

ISH 2025 – Number of visitors and exhibitors

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163,237 Visitors in total

 **90,560** 55 %
Visitors from Germany

 **72,677** 45 %
Visitors International

 **94 %**
Overall visitor satisfaction level among visitors

2,182 Exhibitors in total

 **615** 28 %
Exhibitors from Germany

 **1,567** 72 %
Exhibitors International

 **80 %**
Overall exhibitor satisfaction level among exhibitors

ISH 2025 – Visitor structure by economic sector

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9% Trade



8% Engineering and planning office



7% Construction and real estate



6% Utilities, building and energy services



2% Local authorities and municipal facility



29% Skilled trades



20% Industry



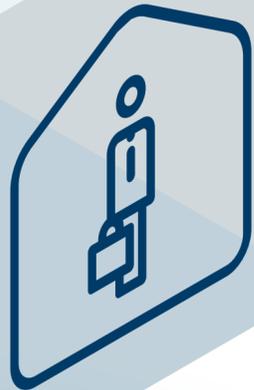
19% Other*



* inc. universities and research institutes (3 %) and school / university students, people not in employment (10 %)

ISH 2025 – Visitors objectives and purchasing decisions

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Visitors objectives

- 45 %** Seeing and getting to know new products
- 43 %** Increasing specialist knowledge
- 28 %** Seeing and getting to know different product varieties
- 24 %** Finding new cooperation partners and suppliers

23 % Gaining an overview of market activity

23 % Comparing competitors

21 % Cultivating existing business contacts

21 % Networking and exchanging information

8 % Preparing for and making purchasing decisions

8 % Promoting own products and services, attending as a sales partner

5 % Professional guidance, career change and job seeking



Purchasing decisions

20 % Decisive

22 % Collective

20 % Consultative

38 % No influence*

* School / university students, people not in employment (10 %)

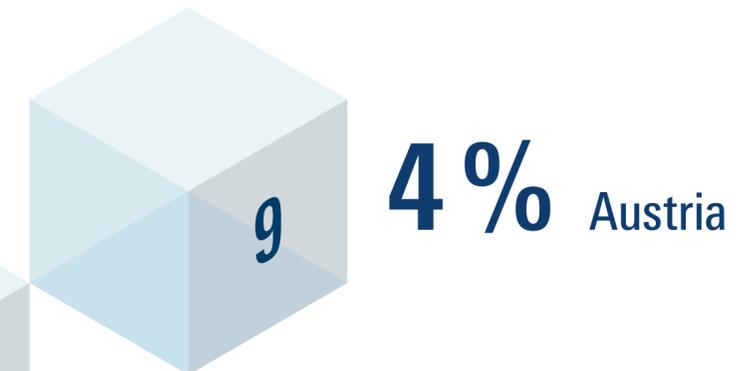
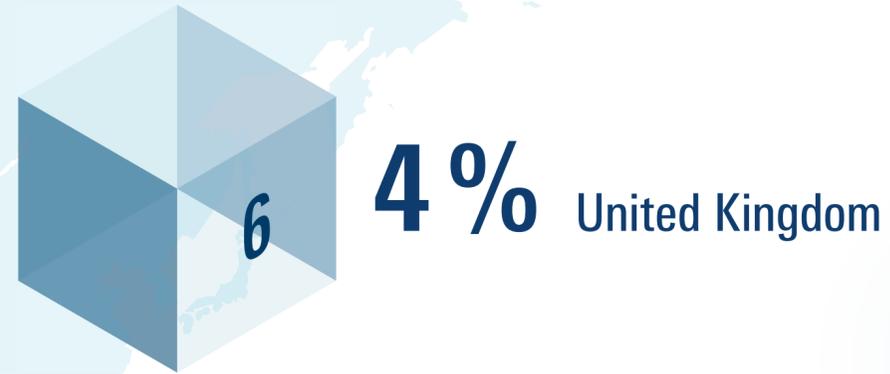
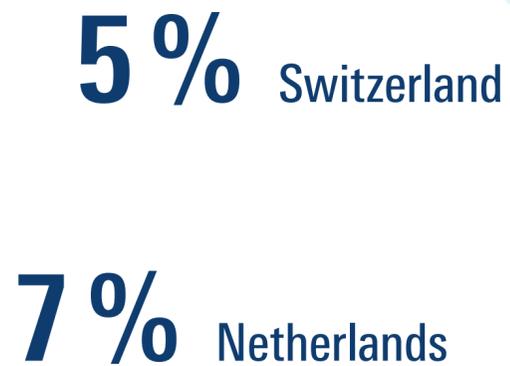
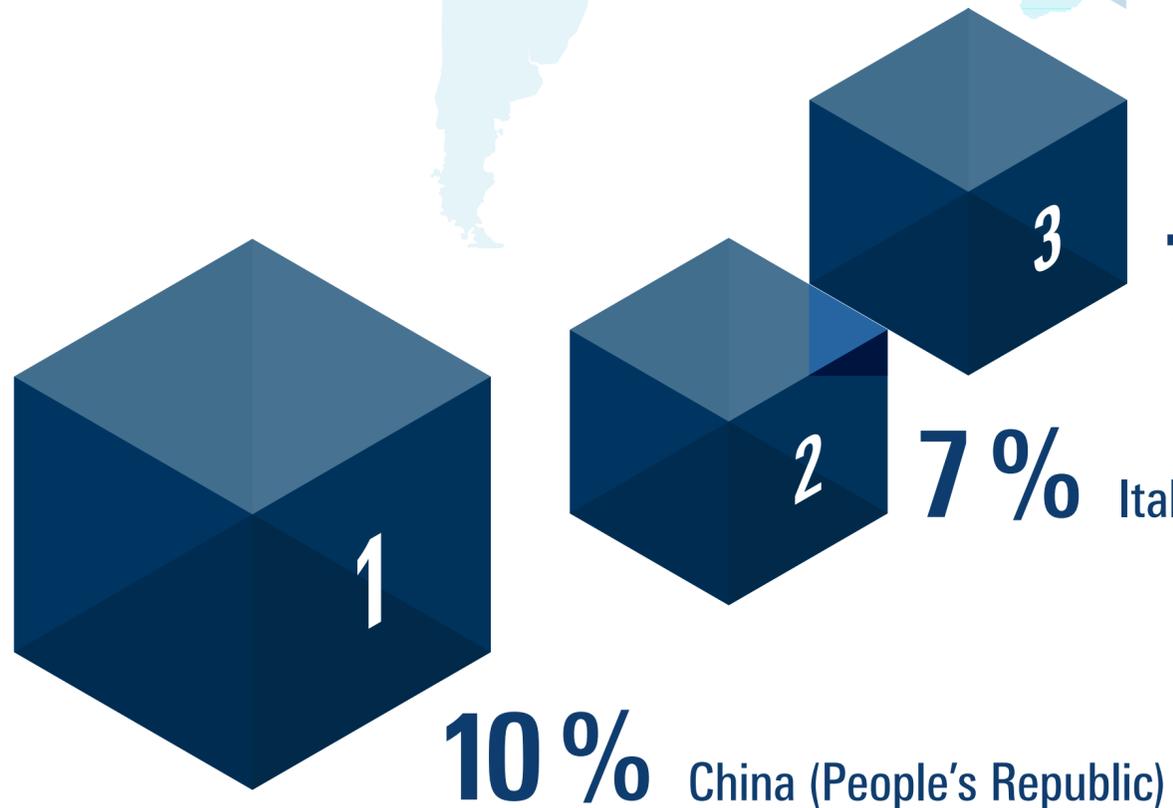
ISH 2025 – Top 10 visitor countries outside Germany



163,237 visitors from
154 countries

90,560 (55 %)
Visitors from Germany

72,677 (45 %)
Visitors International



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ISH 2025 – Trade visitors are interested in

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32% Bathrooms



24% Water-Bearing Systems



30% Installation



47% Heat Generation



21% Indoor Air



20% Intelligent Building Management



12% Software



25% Sanitary & HVAC Production

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Save the date

15. – 19. 3. 2027

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