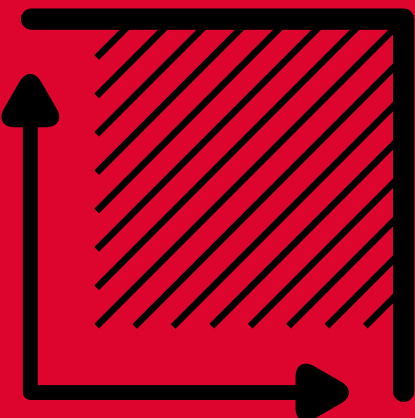


SUCCESS FIGURES

EUROPEAN COATINGS SHOW 2025

	Total	International	Germany
 Visitors	25,681	17,255	8,426
 Exhibitors	1,215	885	330
 Exhibition space (net)	40,047 m ²	24,563 m ²	15,484 m ²

EUROPEAN COATINGS SHOW CONFERENCE & PRODUCT PRESENTATIONS



660 participants
from **51** countries



24 sessions
with **144** presentations



116 product presentations
12 start-up pitches

ORIGIN OF VISITORS

68% European Union

12% Rest of Europe

12% Asia

6% America

2% Africa | Australia | Oceania

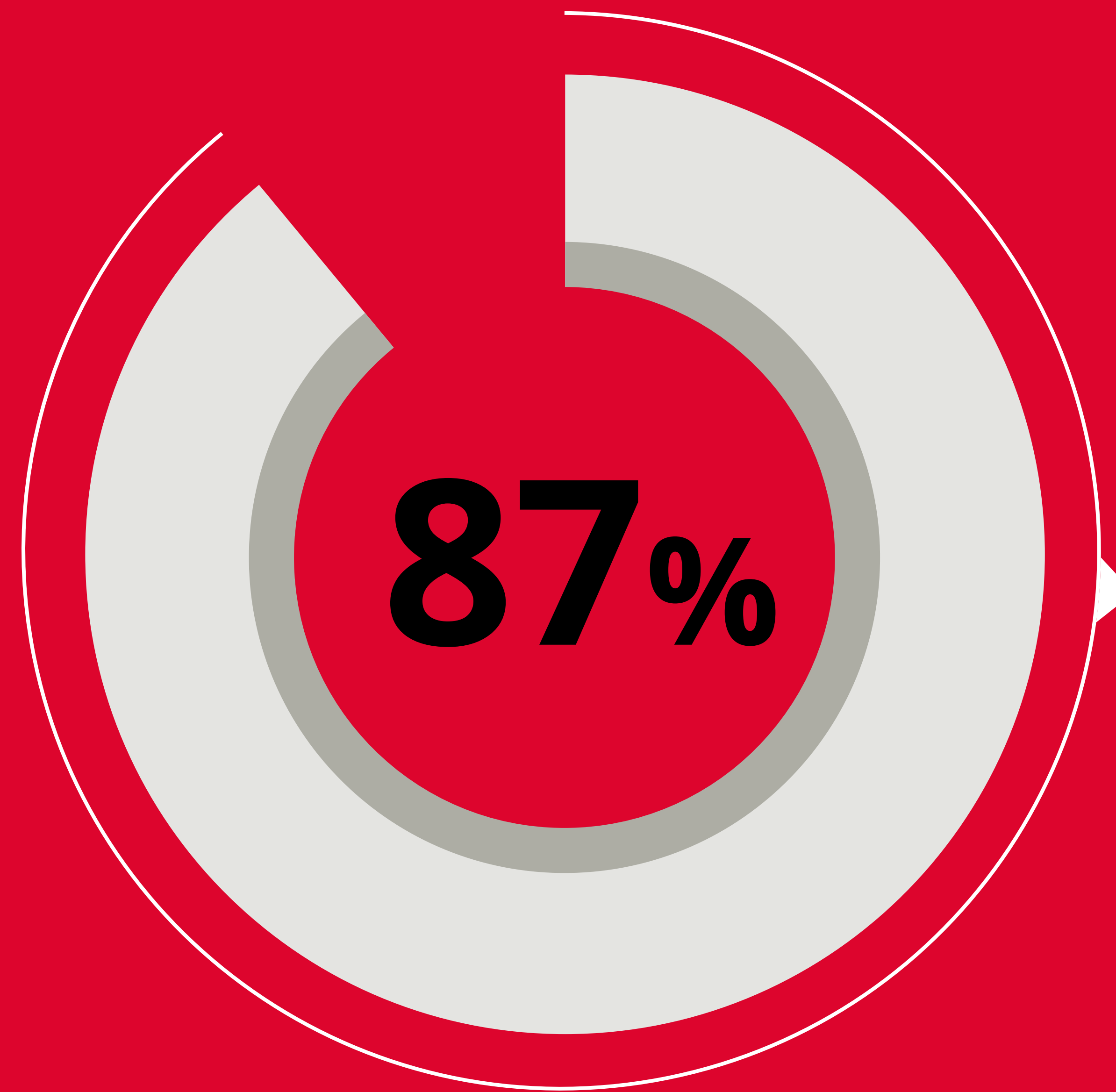
Visitors from **120** countries



Top 10

- 1** Germany
- 2** Italy
- 3** Netherlands
- 4** Turkey
- 5** Poland
- 6** Spain
- 7** Great Britain and Northern Ireland
- 8** Switzerland
- 9** India
- 10** France

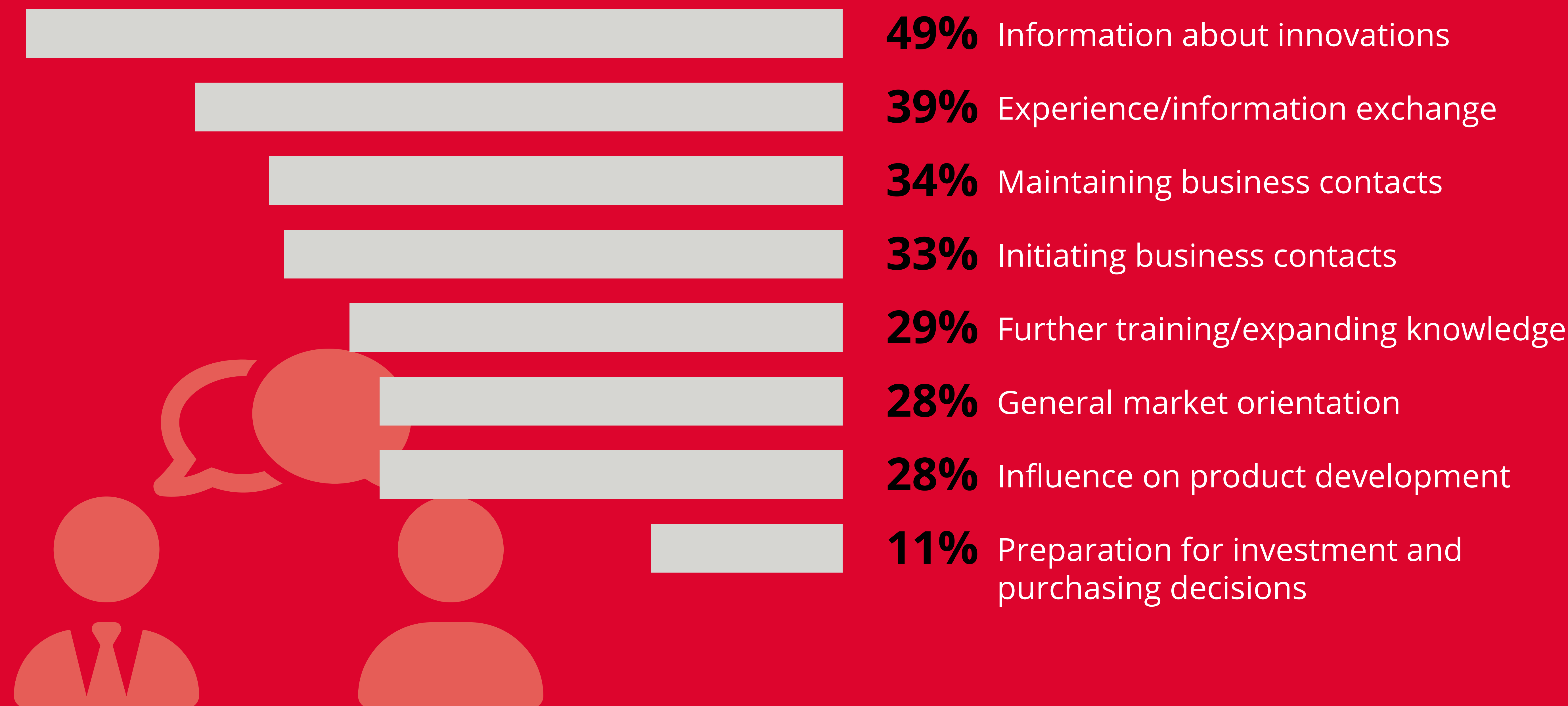
TOP QUALITY VISITORS



of visitors
are **decision-makers...**

or involved in purchasing and
procurement decisions of
their company

REASONS FOR VISITING



88%
of visitors see the
ECS as a source of
inspiration or
innovation driver

TOP MARKS FROM VISITORS



95%

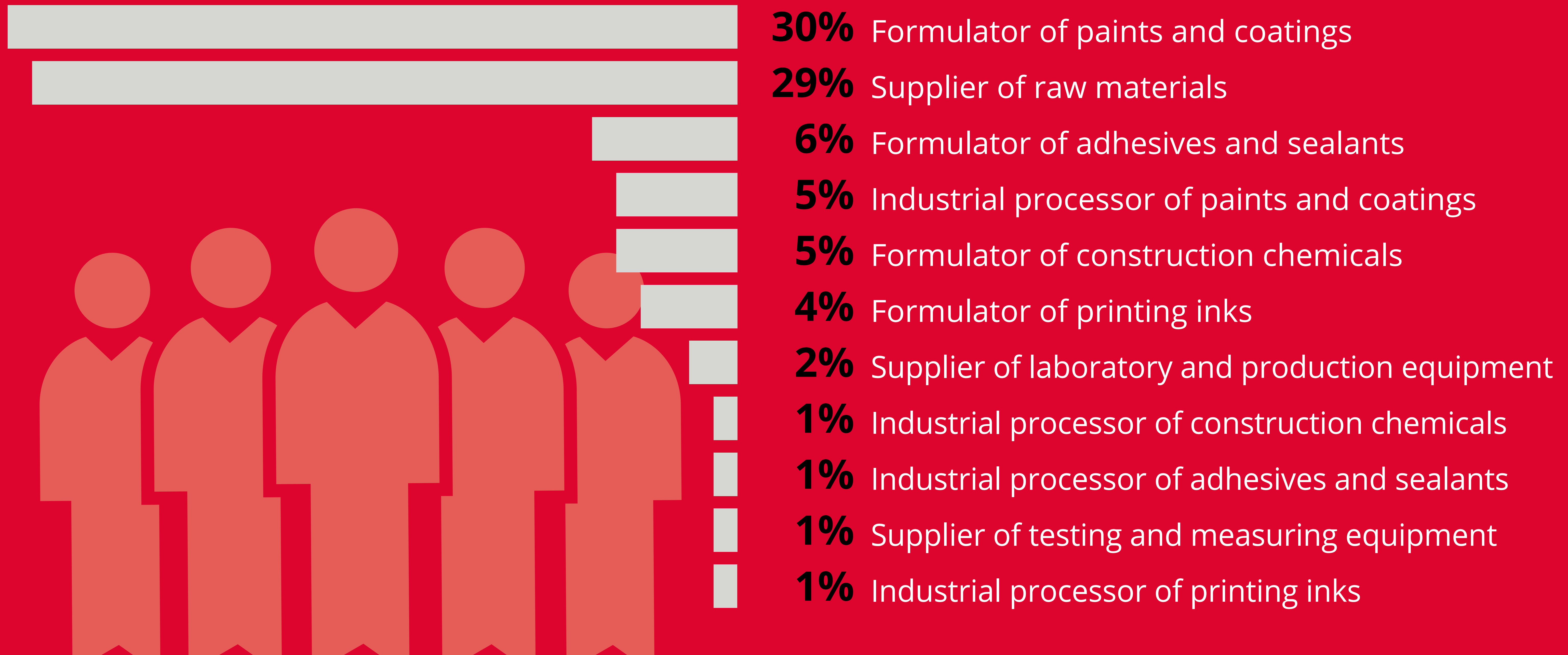
were satisfied with
the offer of the
European Coatings Show 2025



98%

were satisfied with
their visit to the
European Coatings Show 2025

VISITOR SEGMENTS



TOP MARKS FROM THE EXHIBITORS



99%

reached their most important target groups and made new business connections during the European Coatings Show 2025



95%

expect follow-up business based on the contacts and new contacts made at the trade fair



96%

plan to participate in the European Coatings Show again in the future

EXHIBITOR PRODUCT GROUPS

