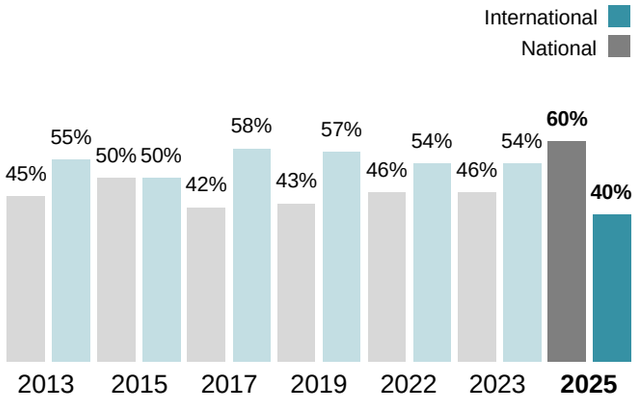
interlift 14.–17.10.2025 Messe Nürnberg

FINAL REPORT of the trade visitors‘ survey

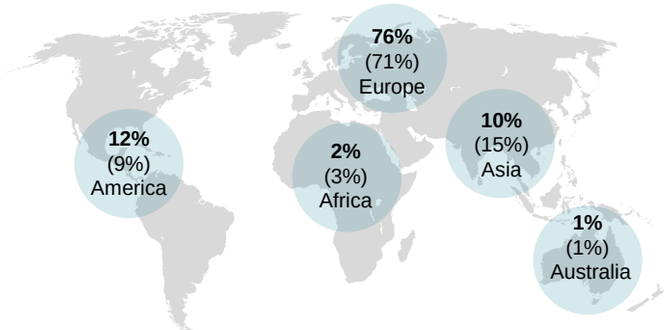
Base: 518 (2023: 586)

Trade visitor rate: **98%** (98%)

ORIGIN



INTERNATIONAL ORIGIN



TOP 7		
Italy	**8%**	(8%)
Great Britain/Northern Ireland	**7%**	(8%)
Austria	**7%**	(5%)
Switzerland	**6%**	(5%)
The Netherlands	**5%**	(4%)
France	**4%**	(3%)
Mexico	**4%**	(0%)

ECONOMIC SECTOR

(Multiple answers)

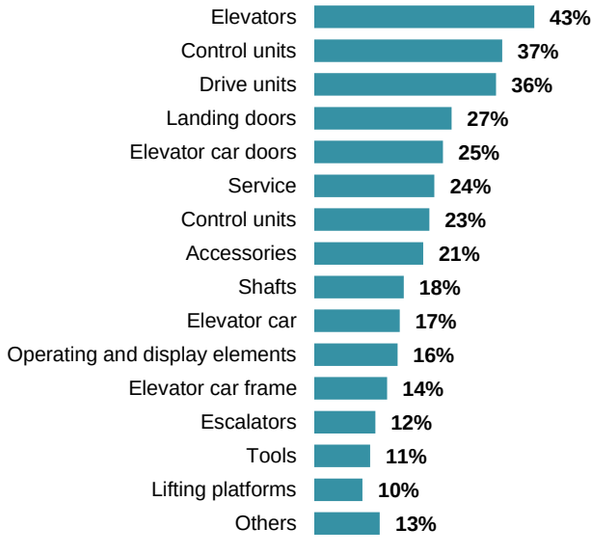
Lift construction	**41%**	(47%)
Maintenance and repair	**29%**	(33%)
Lift installation	**29%**	(32%)
Lift technology and accessories	**18%**	(22%)
Mechanical engineering	**10%**	(11%)
Electro-technical industry	**7%**	(7%)
Metalworking, processing	**5%**	(7%)
Other service industries	**5%**	(5%)
Trading	**4%**	(8%)
Electrical trade, installation	**4%**	(3%)
Other industrial sector	**4%**	(2%)
Architects, planning professions in construction	**3%**	(5%)
Authority, public service	**3%**	(3%)
Other crafts and trades	**1%**	(1%)
Other eonomic sector	**6%**	(4%)
Pupil, student/non-professional	**4%**	(2%)

PURCHASING/PROCUREMENT COMPETENCIES

79% of trade visitors (84%) have competence in purchasing or procurement in their company.

INTEREST OF OFFER

(Multiple answers)



RATING OF OFFER

92% (92%) of the interlift trade visitors rated the exhibitors‘ range of products and services as (very) good to satisfactory (average: **2.2**; 2.2).

BUSINESS RESULTS

At the time of the survey, **72%** (87%) of the trade visitors rated their business results at the interlift as (very) good to satisfactory.

OVERALL IMPRESSION AND OUTLOOK

In brackets the results from interlift 2023 in Augsburg

Data collected and analysed by: GMM Gelszus Messe-Marktforschung

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