



# TRADE FAIR PROFILE A+A 2025

INTERNATIONAL TRADE FAIR AND CONGRESS  
FOR SAFETY AND HEALTH AT WORK.

## WHERE BIGGER...

A+A impresses with stable growth across all key performance indicators\*.



\*compared to A+A 2023

### MORE EXHIBITORS

# +6.3%\*

EXHIBITORS  
TOTAL **2,335**

### MORE SPACE

# +10%\*

NET AREA (88,348 SQM)

# 96%

TRADE VISITORS ARE  
VERY SATISFIED

# 97%

RECOMMEND A+A  
TO OTHERS

# 82%

OF VISITORS  
HAVE AN INFLUENCE  
ON DECISIONS

## ...MEETS BETTER

At the same time, it maintains the very high level of satisfaction and quality among exhibitors and trade visitors.



[aplusa-online.com](http://aplusa-online.com)

### MORE INTERNATIONALITY

# +19%\*

EXHIBITING COUNTRIES (69)

# +3%\*

VISITING COUNTRIES (145)

# +7%\*

MORE  
VISITORS



OVERALL

# 66,636

\*compared to A+A 2023



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<b>Exhibitors total</b>	<b>2,335</b>
Exhibitors, Germany	496
Exhibitors, other countries	1,839
<b>Number of countries</b>	<b>69</b>

Visitor data from registry:

<b>Visitors total</b>	<b>66,636</b>
From Europe	84%
- Germany	48%
- Other Europe	36%
<b>From Non-European countries</b>	<b>16%</b>
- Asia	10%
- America	4%
- Africa	1%
- Australia	1%
<b>Number of countries</b>	<b>145</b>

Net space total (sqm)

<b>Net space total (sqm)</b>	<b>88,348</b>
Net space, Germany (sqm)	58,771
Net space, other countries	29,577

Visitor data from registry:

<b>Top 10 visitor countries</b>	
(Basis: all foreign visitors)	
Netherlands	9%
Italy	7%
Belgium	5%
China	5%
Great Britain and Northern Ireland	4%
France	4%
Spain	4%
Austria	3%
Poland	3%
Türkiye	3%

**406 accredited journalists from 23 countries**

## STRUCTURE OF TRADE VISITORS

Based on the results of a total of 1,371 interviews including 1,353 interviews with trade visitors (99%) during A+A 2025 conducted as CASI (Computer Assisted Self Interview)

<b>Frequency of visits</b>	
A+A 2023	38%
A+A 2021	27%
Prior events	25%
First-time visit in 2025	48%

<b>Decision making powers*</b>	
Decisive	25%
Contributory (jointly decisive)	28%
Advisory function (consultative)	29%
Not involved	15%

<b>Occupational position*</b>	
Top-Management	43%
Middle-Management	22%
Other	32%

<b>Professional function*</b>	
Safety officer/safety expert	16%
Safety engineer, master craftsman, technician	16%
Expert for occupational health & safety	6%
PPE Product Manager	4%
Work organization	3%
Works council and staff council	2%
Fire and disaster prevention officers	2%
Health management	2%
Sales/distribution	11%
Purchasing/procurement	9%
Marketing, advertising, PR	3%
(Specialist) retailer	2%
Instructor, trainer, consultant	2%
Other	19%

<b>Economic/business sector*</b>	
Industry/manufacturer	46%
Construction industry	4%
Suppliers	4%
Other industrial trade	4%
Specialist trade for occupational health and safety	7%
Other trade	3%
Services	6%
Textile Services	5%
Consultancy, training	3%
Skilled craft trade	2%
Public authority and institutions, industrial inspectorate	2%
Other sector	11%

<b>Interests in product ranges</b>	
(Several answers possible)	
Personal protective equipment (PPE)	73%
Security at work	52%
Health at work	39%
Corporate Wear/Workwear	40%
Sustainability	17%
Components, Sourcing & Service	17%
Media/Training/Organisation	16%
Special Equipment for Disaster/ Emergency and Crisis Management	14%
Meeting Point „Health and Safety“	8%
Other	7%

<b>Reasons for visit</b>	
(Several answers possible)	
Personal development, building industry expertise	41%
Collecting detailed product information, comparing suppliers	40%
Networking and maintaining	39%
Inspiration about the future of the industry/Discovering innovations and trends	38%
Professional and personal exchange in the special atmosphere of a trade fair	34%

<b>New suppliers were found</b>	
Yes	48%

<b>Received information on innovations</b>	
Yes	64%

<b>Overall assessment</b>	
Very satisfied/satisfied	96%

<b>Recommendation</b>	
Yes	97%

\* Difference to 100% = Pupils, Students, not employed (3%)