

Event analysis

ALTENPFLEGE 2025

8 – 10.4.2025 | Nuremberg



Success figures

Nuremberg 2025

Essen 2024



Visitors

21,843

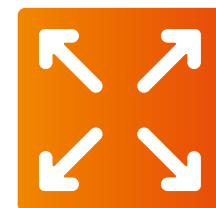
18,274



Exhibitors

563

523



Exhibition space (net)

15,815 m²14,356 m²

Participants at the congress

843

1,003



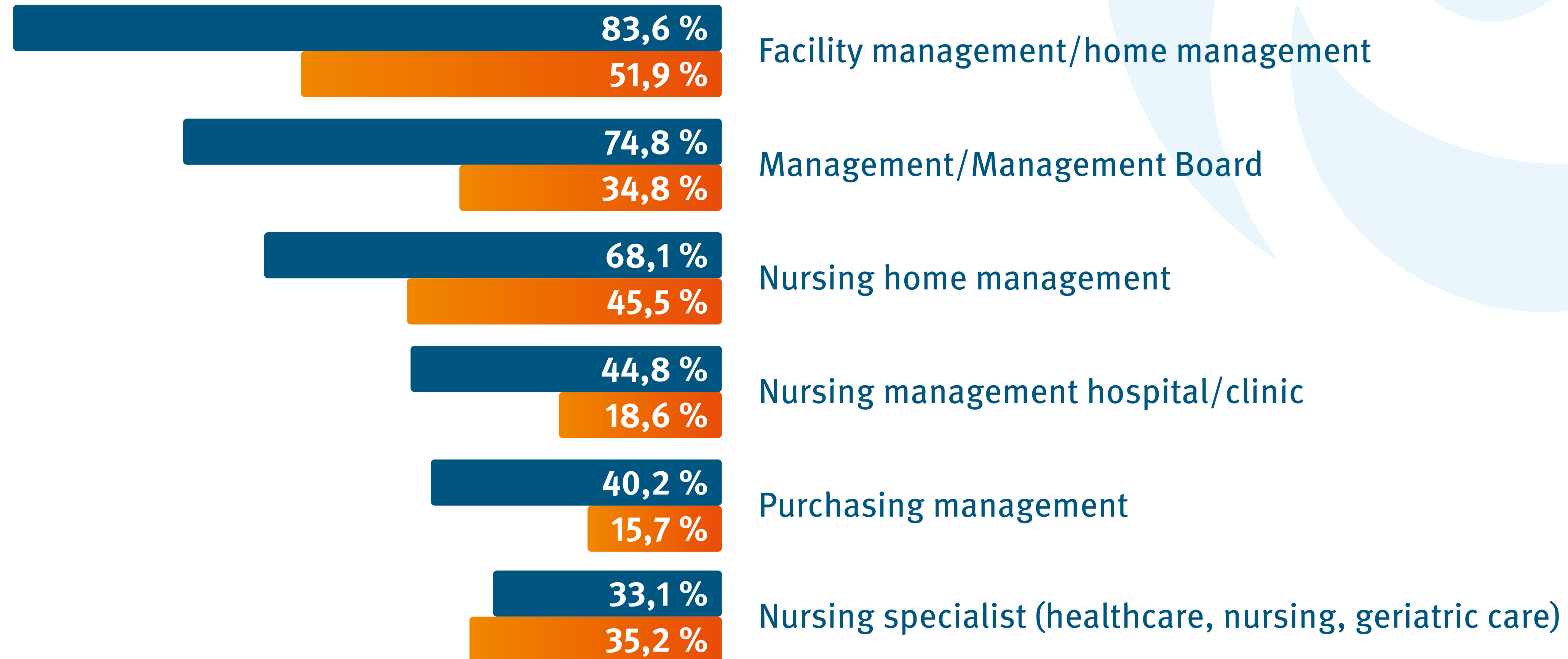
Organizer of the
ALTENPFLEGE trade fair congress

Structural data, FKM-certified

Event analysis ALTENPFLEGE 2025

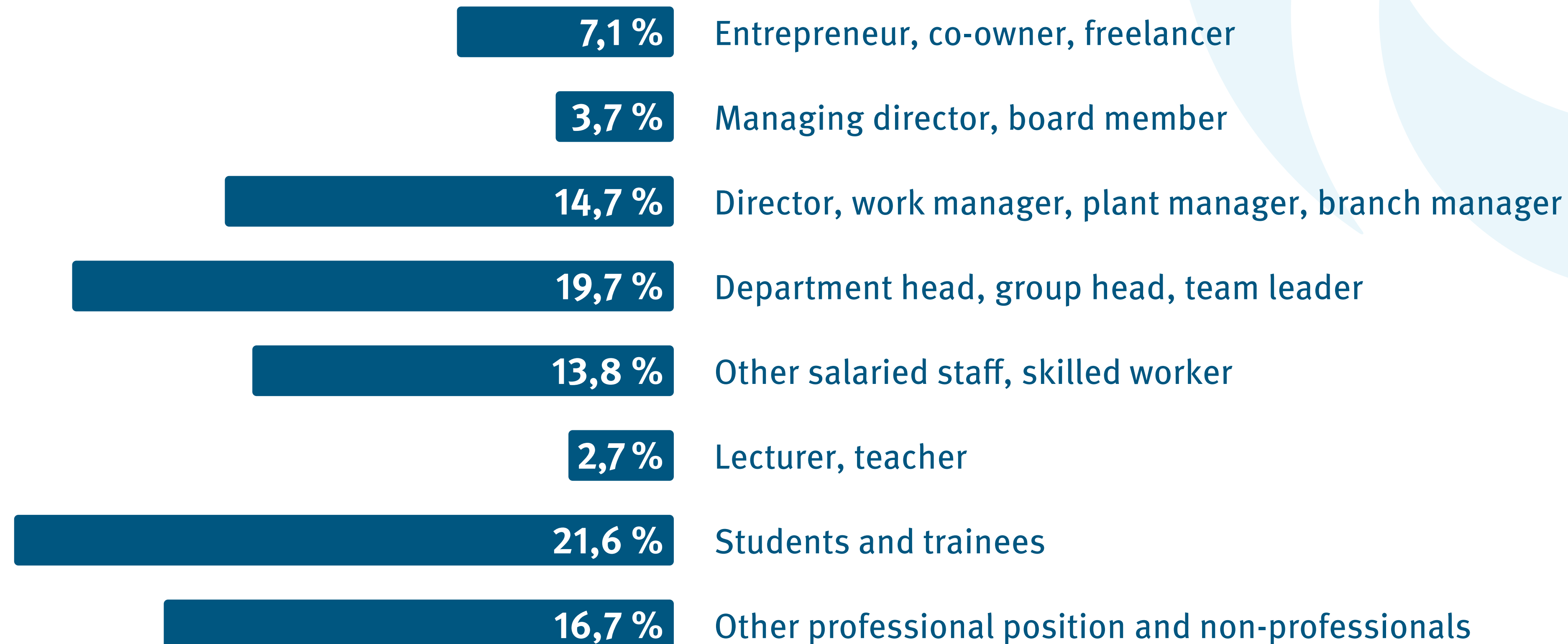


Reaching the exhibitor target group



■ = Desired target group ■ = actual contact

Professional status of visitors



Decision makers



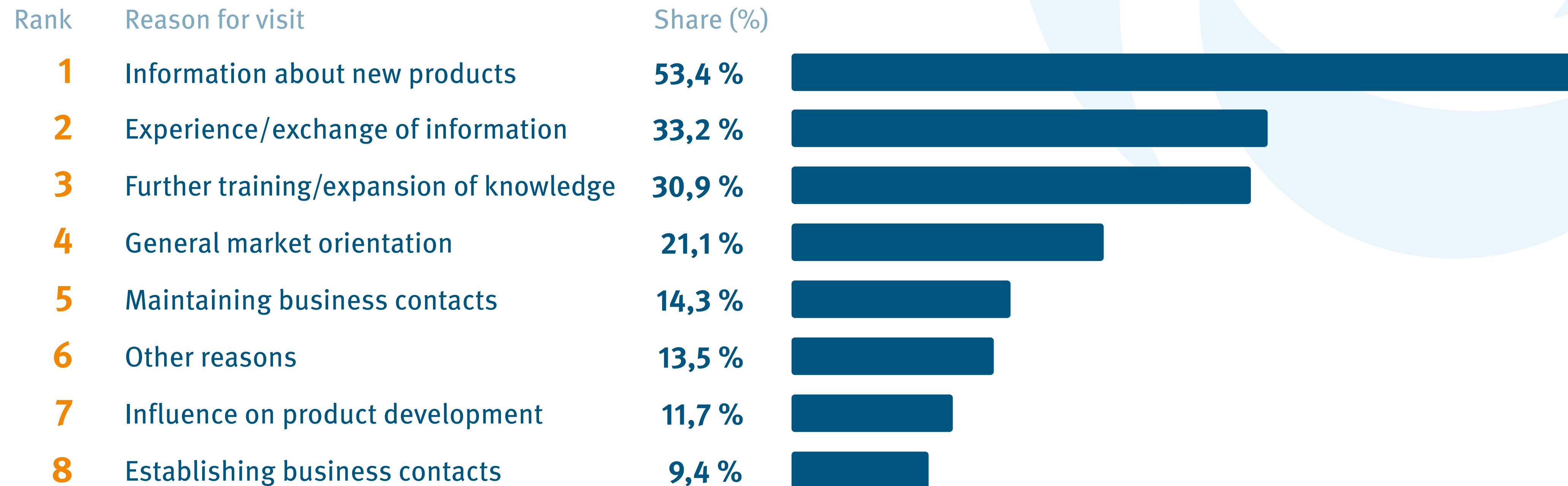
67 %

What influence do you have on purchasing/
procurement decisions in
your company?

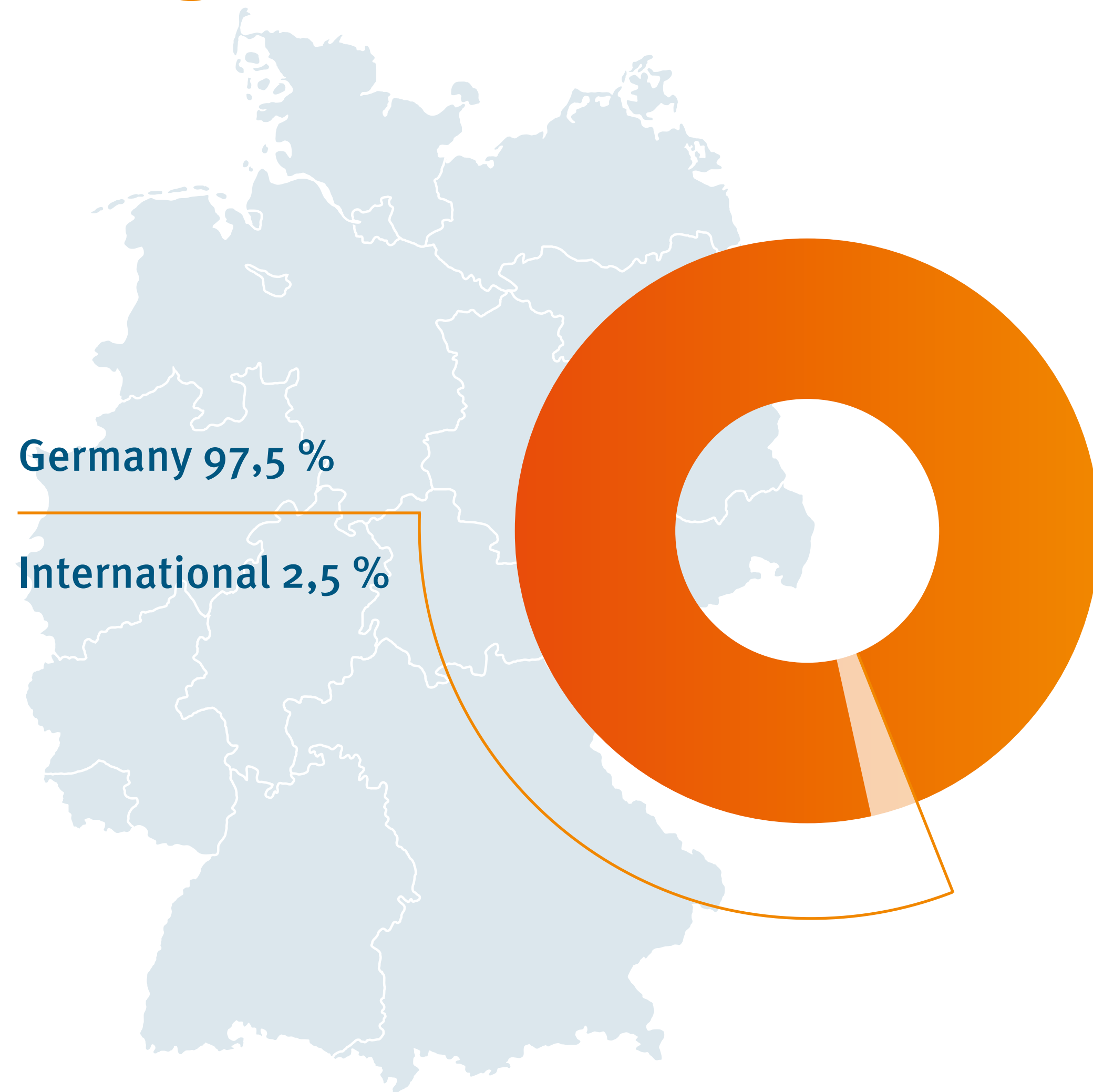
67 % of visitors are decision-makers or involved in
purchasing and procurement decisions
of their company.

Reasons for visiting

What is your main reason for visiting ALTENPFLEGE 2025?



Origin of visitors



Top 5 visitors federal states

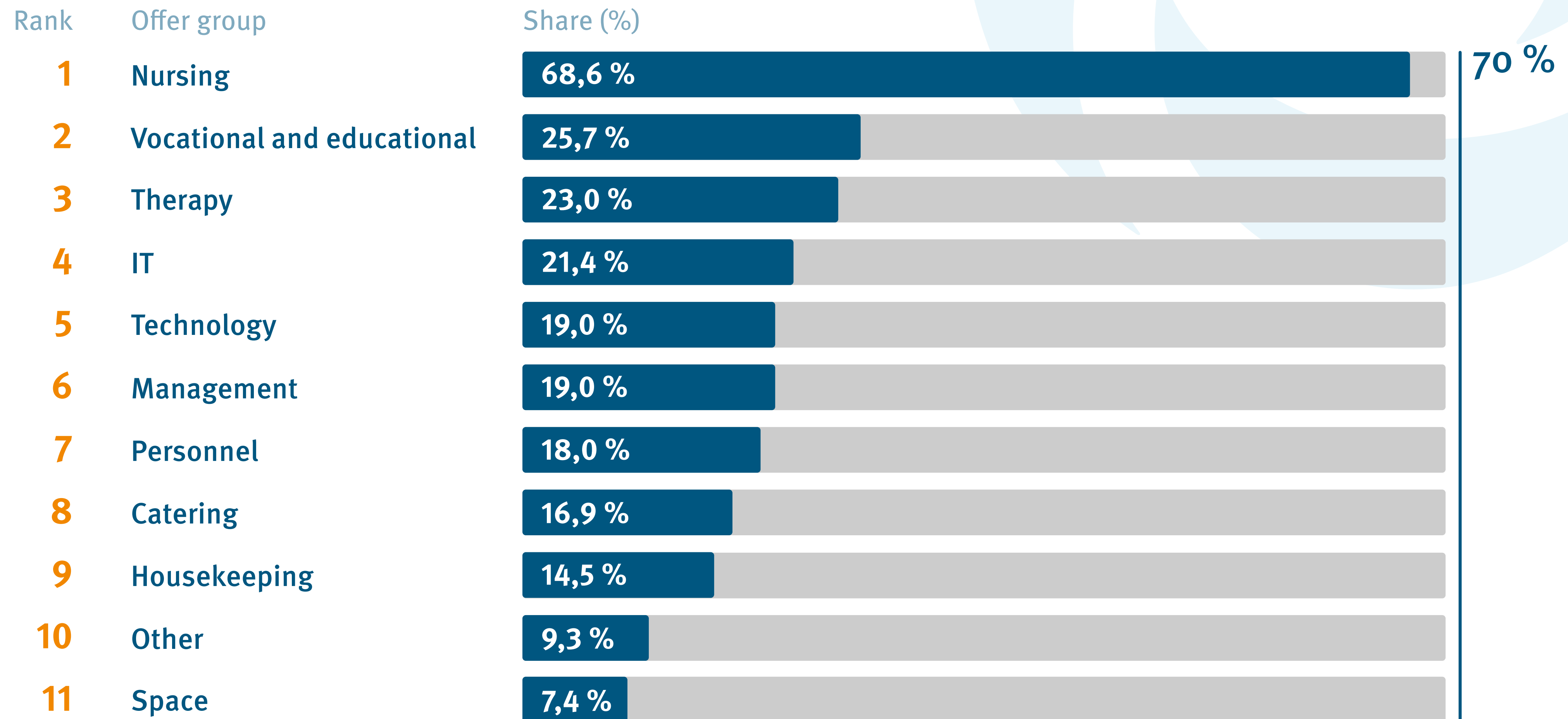
Rank	Federal state	Share (%)
1	Bavaria	55,2 %
2	Baden-Württemberg	15,4 %
3	Saxony	6,1 %
4	Thuringia	5,0 %
5	Hesse	4,8 %

Top 5 international visitors

Rank	Country
1	Austria
2	Switzerland
3	Poland
4	Czech Republic
5	Slovenia

Product groups (main interest of visitors)

Which product groups mainly interest visitors to ALTENPFLEGE?



Top marks from exhibitors



79%

of exhibitors plan to participate in
ALTENPFLEGE again in the future



75%

of exhibitors consider ALTENPFLEGE
to be important in the context of
their marketing and sales activities