

IWA
OUTDOOR
CLASSICS

World's leading exhibition
for the hunting and
target sports industry

SHOW REPORT

27.2 – 2.3.2025
NUREMBERG, GERMANY



NÜRNBERG / MESSE

SUCCESS METRICS

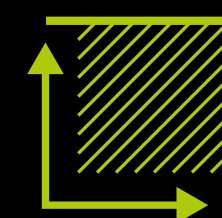


Visitors



Exhibitors

Total	28,912	1,083
International	65 %	84 %
Germany	35 %	16 %



80,600 m²

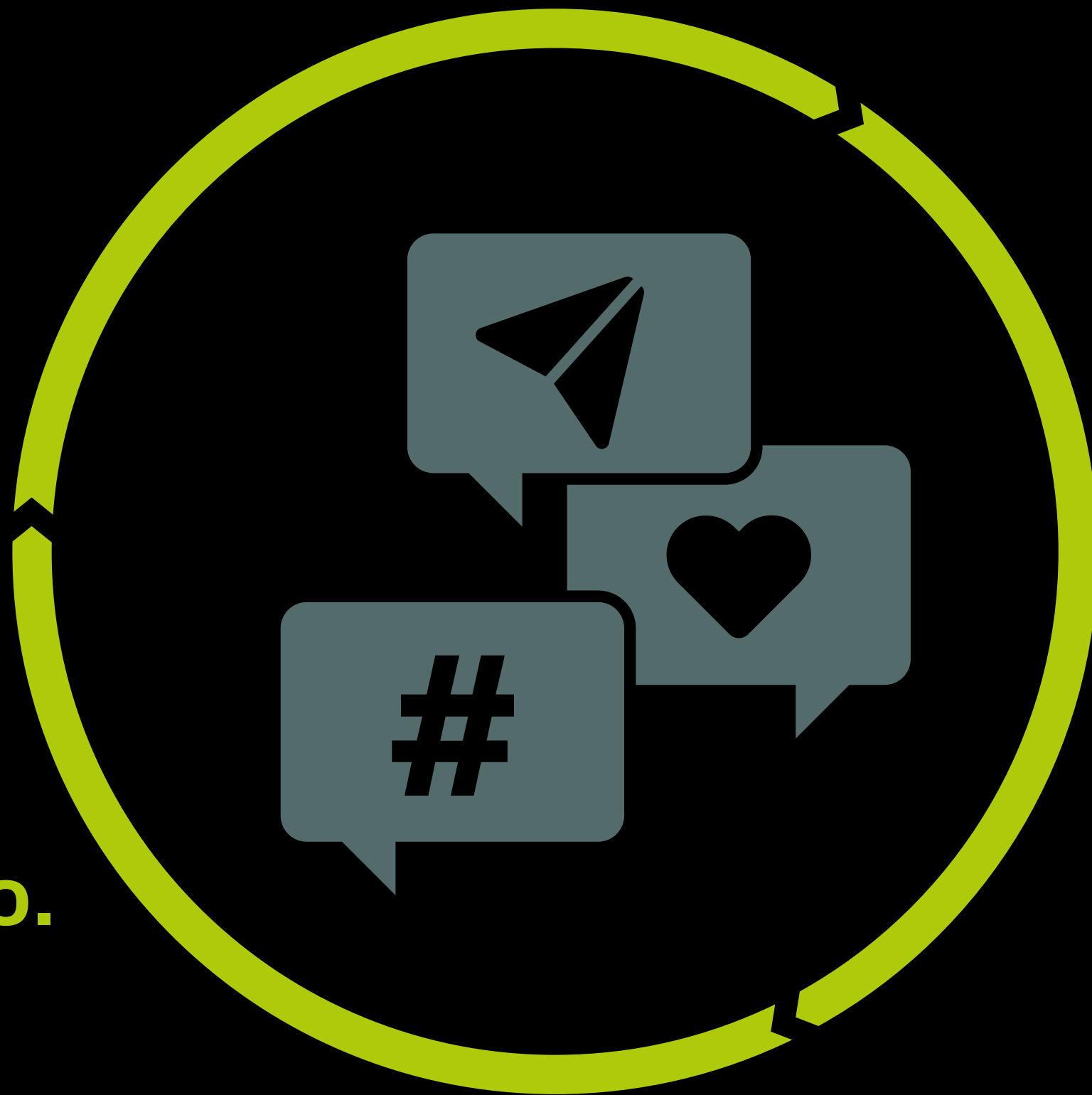
Exhibition space
(gross)



BUZZ IN PRESS REPORTS AND SOCIAL MEDIA

1,500
news

59 mio.
reach



188,000
interactions

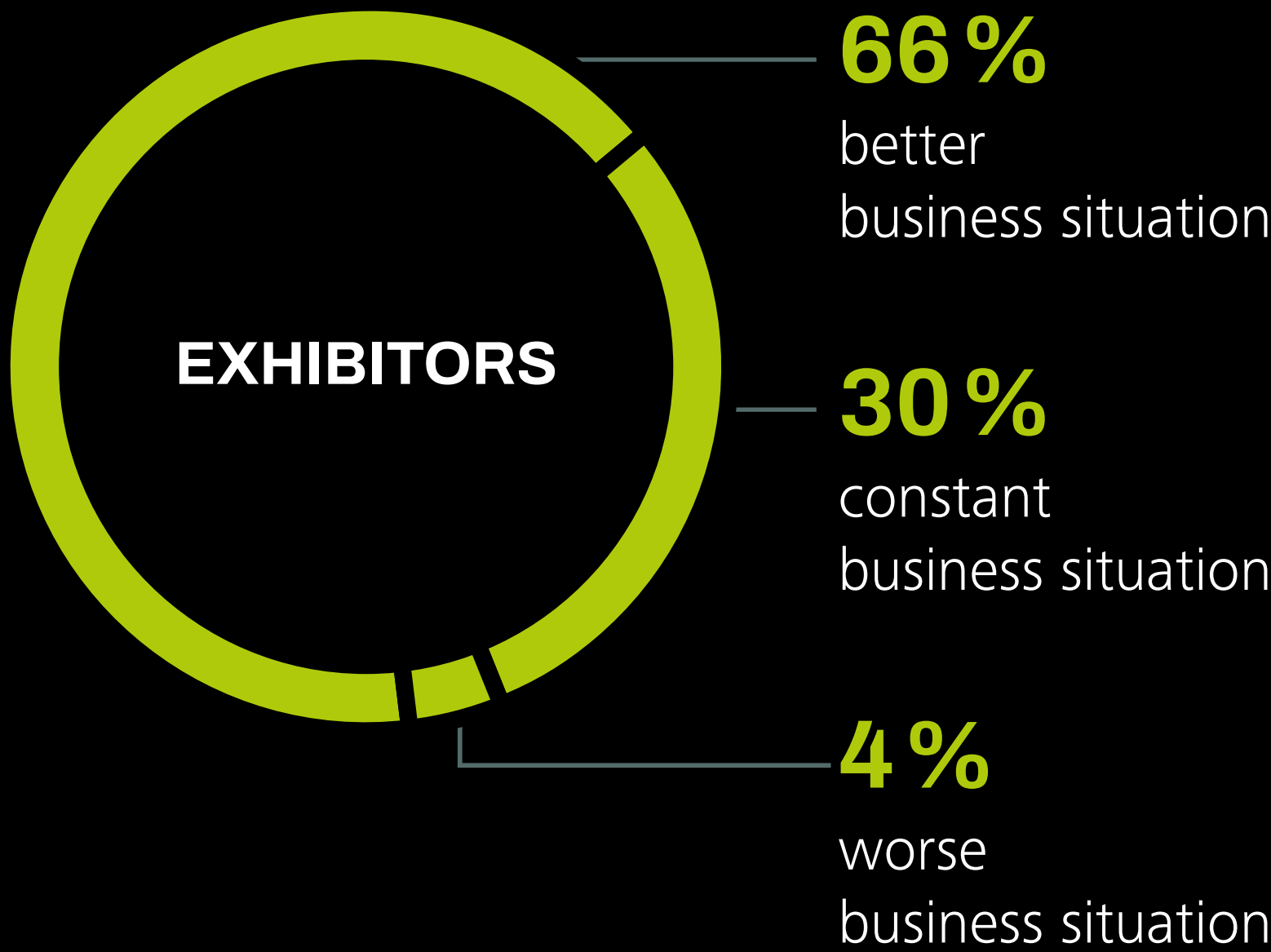


738
media
representatives
from 37 countries

International magazines and creators in particular hold IWA in high regard. This further strengthens the global visibility and commitment of the community.

INDUSTRY BAROMETER

This is how visitors and exhibitors see their business developing over the next 24 months:



ORIGIN OF VISITORS

65 %

international

+9 %

more international
visitors compared
to previous year

IWA attracted
visitors from 126
countries.



35 %

Germany

TOP VISITOR COUNTRIES

Germany

Czech Republic

Austria

Italy

Poland

Benelux

Switzerland

United Kingdom

France

Spain

USA

TOP MARKS FROM VISITORS



98 %

of visitors were
satisfied with their visit
to the exhibition.



97 %

of visitors were satisfied with
the broad range of
exhibitors and the products
on offer.



For visitors, IWA is the
No. 1, and the most
important exhibition
for the industry.



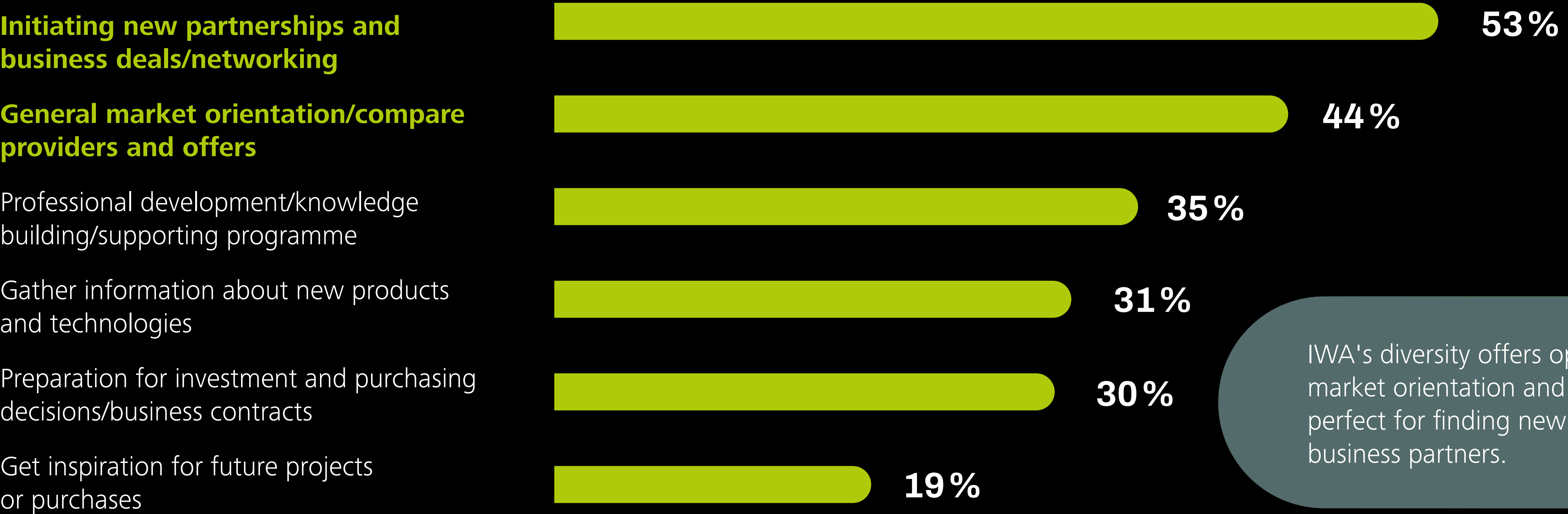
VISITOR SEGMENTS



TOP 3

- 1 Specialist retailers/online shop
- 2 Wholesalers
- 3 Suppliers, manufacturers

REASONS FOR EXHIBITION VISIT



HIGH CALIBRE OF VISITORS

86%

of visitors are decision-makers or are influential in their company's purchasing and procurement decisions.

IWA OutdoorClassics 2025 was once again the industry's workspace. The exhibition confirmed its status as an essential platform for networking and business initiation.



TOP MARKS FROM EXHIBITORS FROM 52 COUNTRIES

Click [here](#) for a complete list of exhibitors.



95 %

of exhibitors reached their most important target groups at IWA.



97 %

of exhibitors established new business connections.



90 %

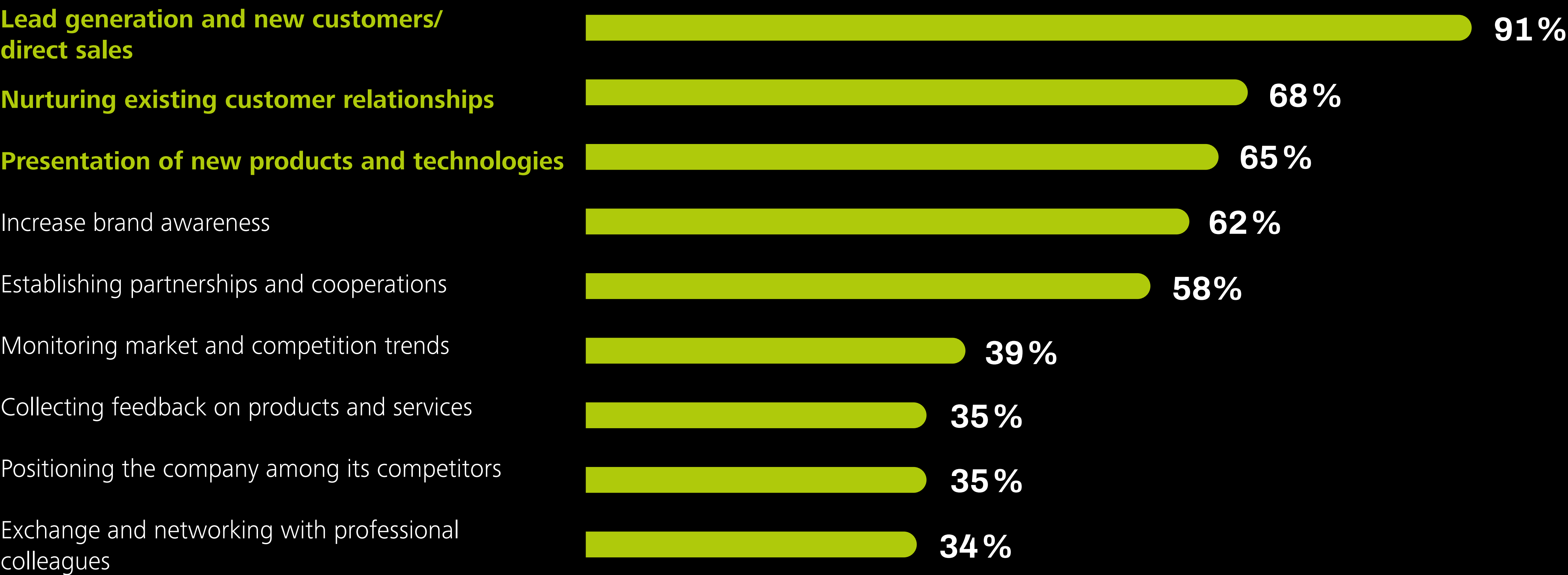
of exhibitors expect follow-up business as a result of contacts made during IWA.



90 %

of exhibitors plan to take part again.

PARTICIPATION GOALS OF EXHIBITORS



REFERENCES FOR IWA 2025

“The most internationally
relevant exhibition for the industry.”

Visitors and exhibitors at IWA OutdoorClassics 2025



Click [here](#) for the exhibitor statements

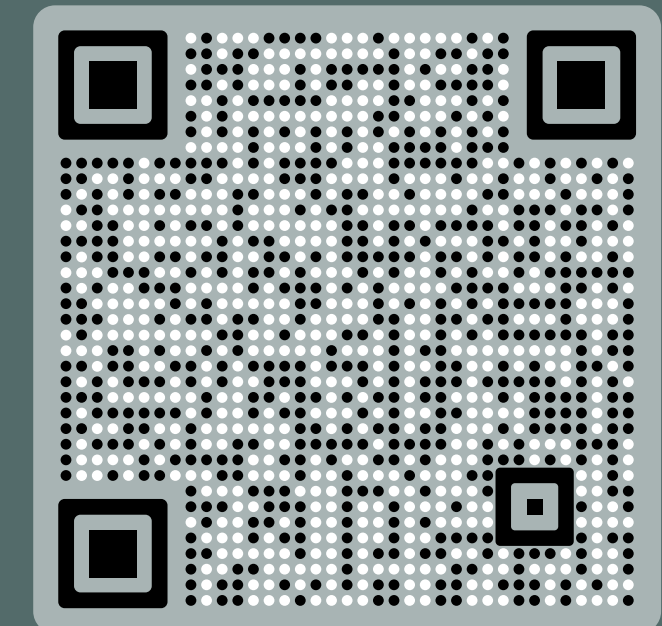


Click [here](#) for impressions

SAVE THE DATE

26.2 – 1.3.2026

Nuremberg, Germany



Become an exhibitor
in 2026:
Here you will find all
important information.