IWA OUTDOOR CLASSICS

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

SHOW REPORT

27.2 – 2.3.2025 NUREMBERG, GERMANY

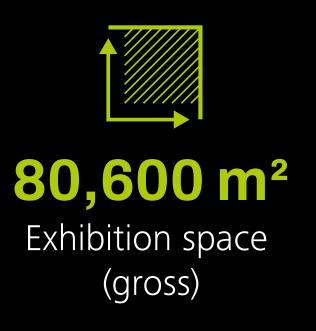


SUCCESS METRICS



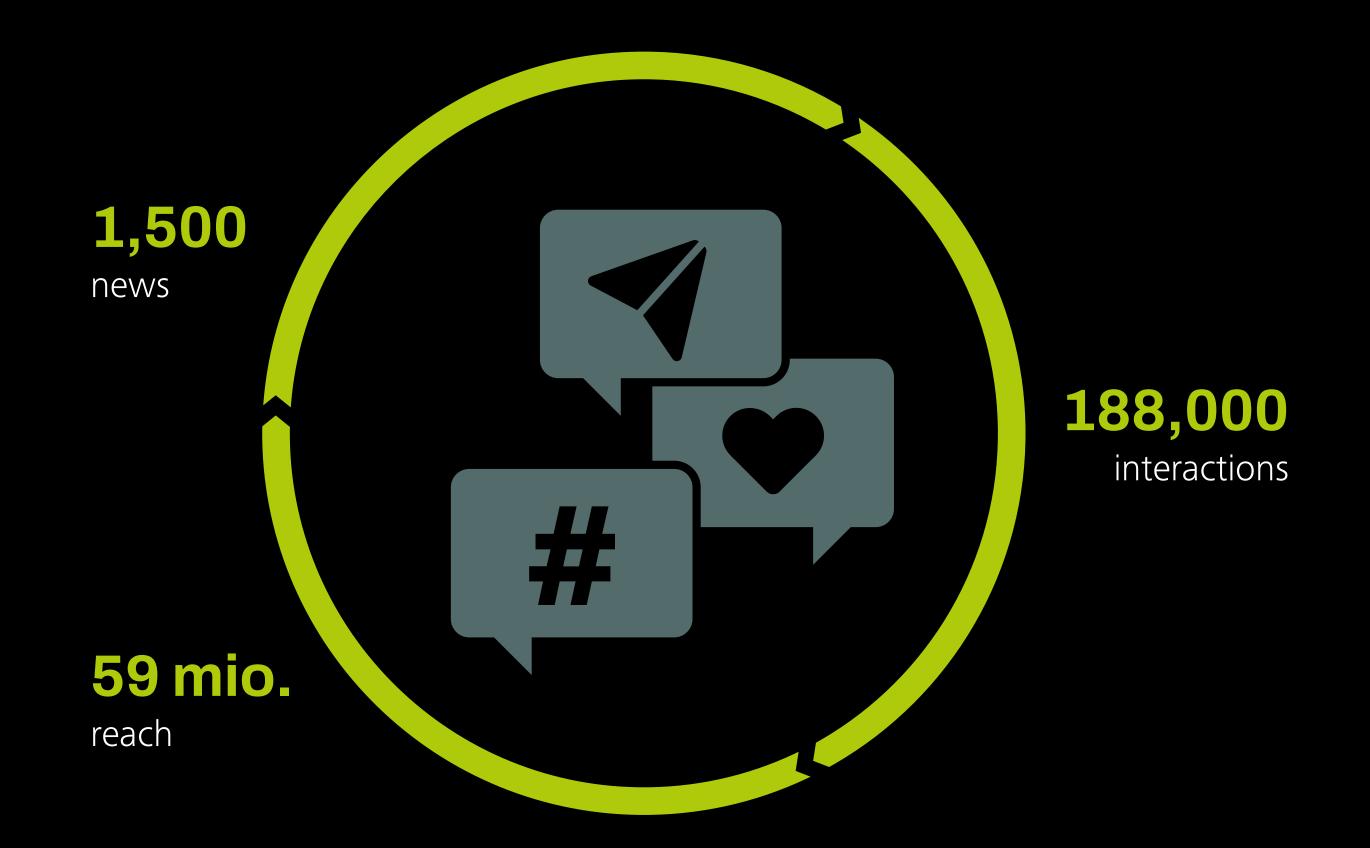


Total	28,912	1,083
International	65%	84%
Germany	35%	16%





BUZZIN PRESS REPORTS AND SOCIAL MEDIA



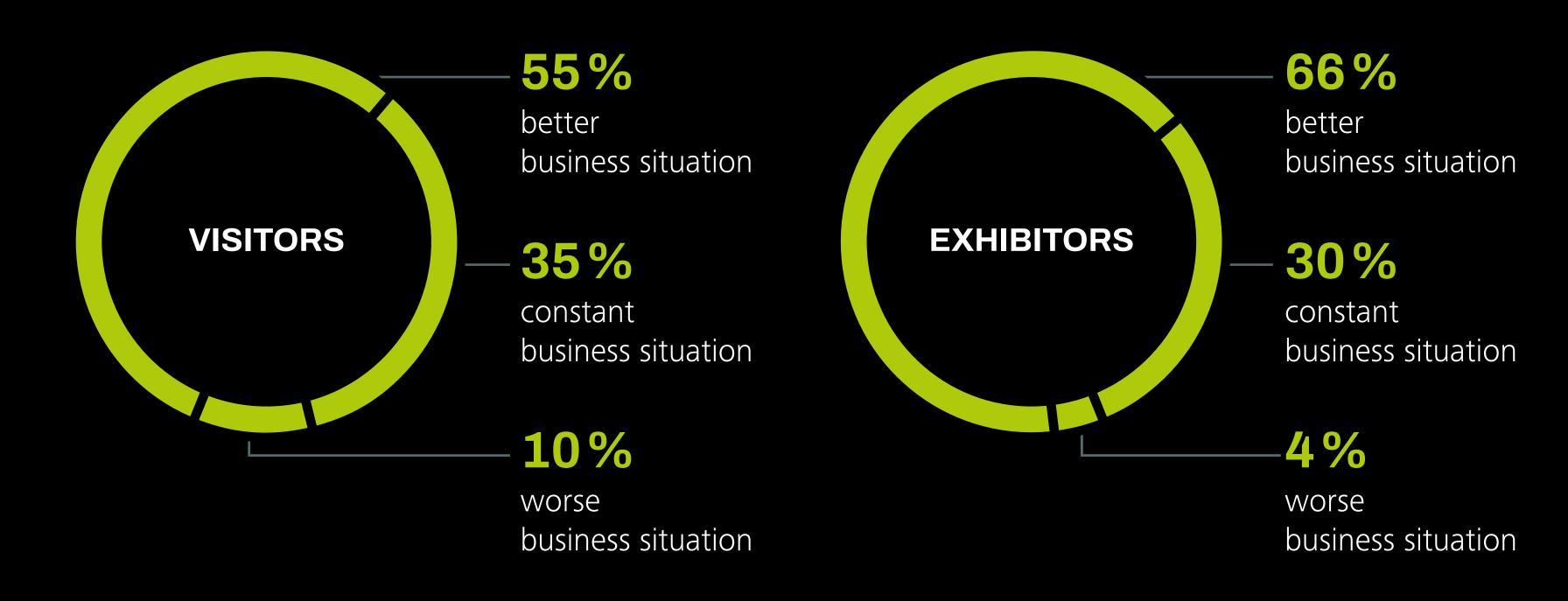


International magazines and creators in particular hold IWA in high regard. This further strengthens the global visibility and commitment of the community.



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.



TOP VISITOR COUNTRIES

Germany

Czech Republic

Austria

Italy

35%

Germany

Poland

Benelux

Swizerland

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.

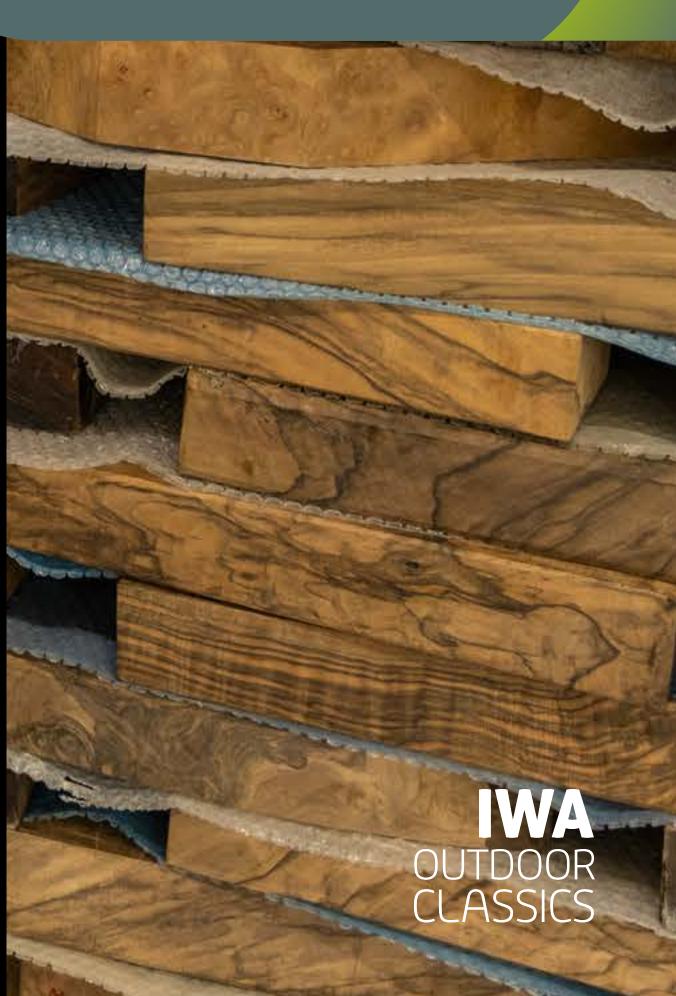


VISITOR SEGMENTS



TOP3

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



REASONS FOR EXHIBITION VISIT

Initiating new partnerships and business deals/networking

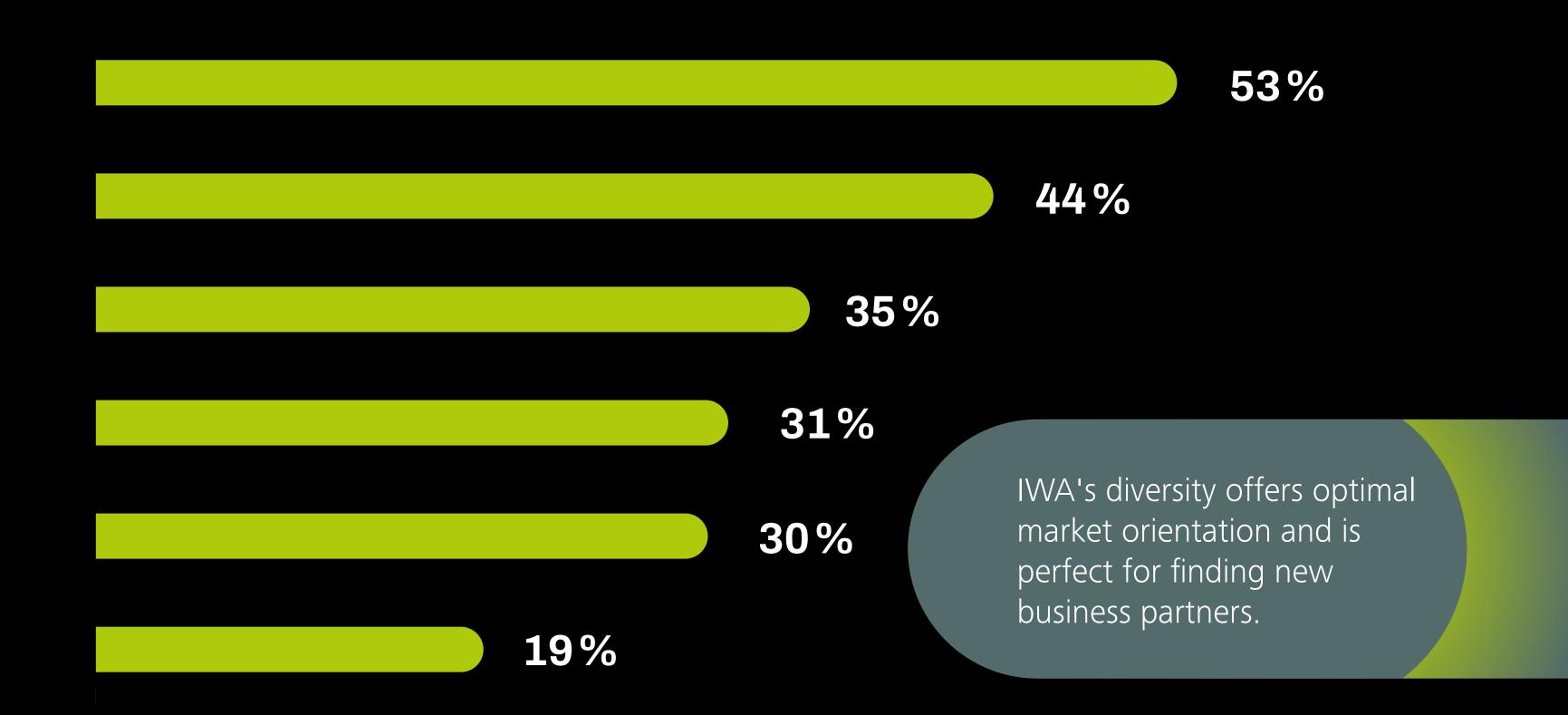
General market orientation/compare providers and offers

Professional development/knowledge building/supporting programme

Gather information about new products and technologies

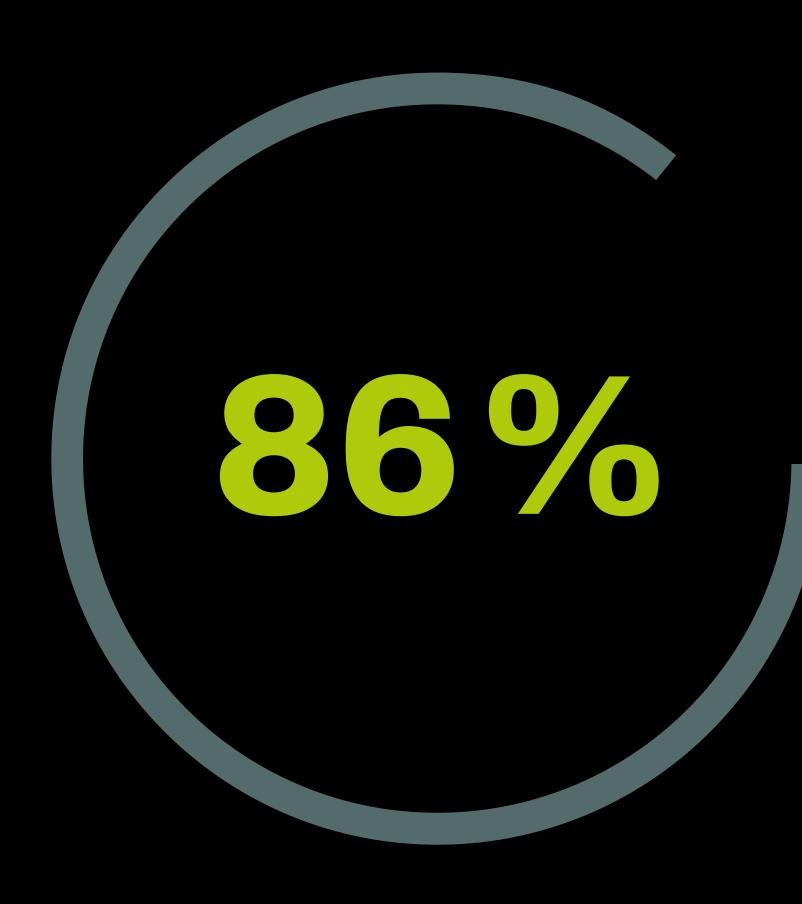
Preparation for investment and purchasing decisions/business contracts

Get inspiration for future projects or purchases





HIGH CALIBRE OF VISITORS



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

Lead generation and new customers/ 91% direct sales 68% **Nurturing existing customer relationships 65%** Presentation of new products and technologies Increase brand awareness 62% Establishing partnerships and cooperations 58% Monitoring market and competition trends 39% Collecting feedback on products and services 35% Positioning the company among its competitors 35% Exchange and networking with professional 34% colleagues



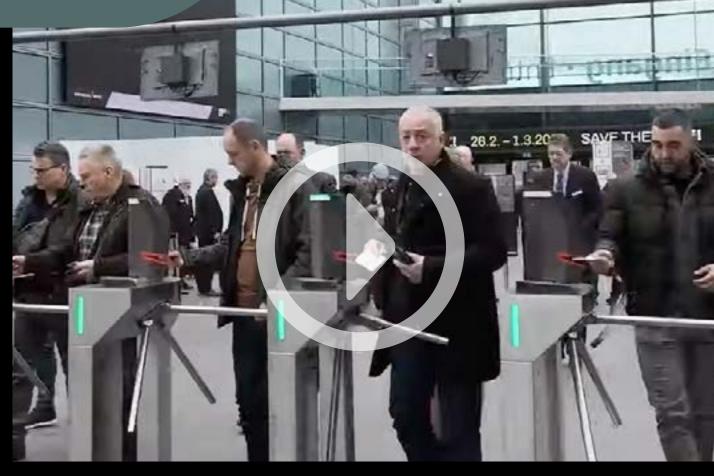
REFERENCES FOR IWA 2025

"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.

