

IWA OUTDOOR CLASSICS

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

SHOW REPORT

26.2 – 1.3.2026
NUREMBERG, GERMANY



A STRONG SIGNAL FOR IWA

The patronage of Joachim Herrmann, the Bavarian State Minister of the Interior, for Sport and Integration, and Member of the Bavarian State Parliament, sends a strong signal. It underlines the great importance of IWA OutdoorClassics as the world's leading trade fair for hunting, shooting sports, outdoor and civilian security – as well as for forward-looking topics such as responsible civilian security.

IWA brings together specialist retailers, industry and experts from around the world, demonstrating the importance of their specific expertise in handling sensitive products, high-quality equipment and providing qualified advice.

Patron Joachim Herrmann, Member of the Bavarian State Parliament – Bavarian State Minister of the Interior, for Sport and Integration, and Peter Ottmann, CEO NürnbergMesse



IWA
OUTDOOR
CLASSICS

SUCCESS METRICS 2026



Visitors



Exhibitors

Total

25,553

1,048

International

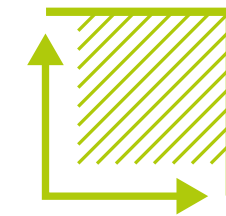
65%

84%

Germany

35%

16%



72,145 m²

Exhibition space
(gross)



BUZZ IN PRESS REPORTS AND SOCIAL MEDIA

1,700
news



110,000
interactions

77 Mio.
reach

High visibility for exhibitors and products, combined with strong demand from the market.



660
media
representatives
from 33 countries



16,500
Follower



4,898
Follower



25,900
Follower

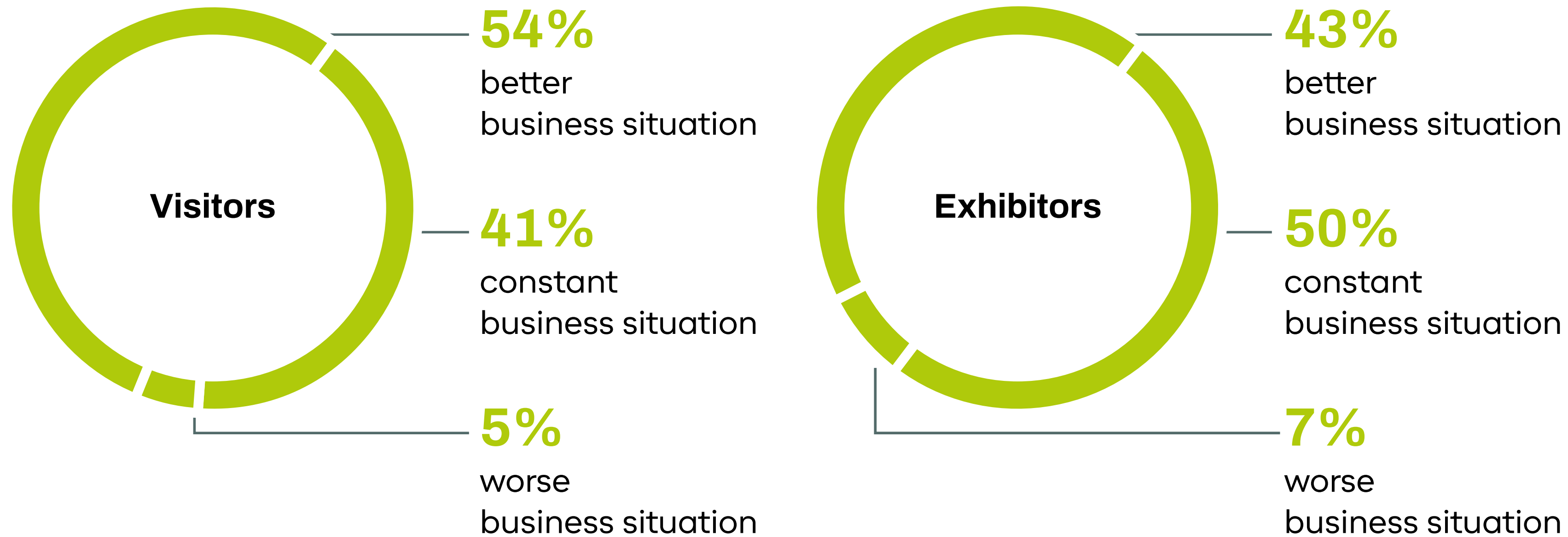
Over 3.6 million views on Meta within 30 days around IWA.

STRONG MEDIA PARTNERSHIPS 2026



INDUSTRY BAROMETER

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



ORIGIN OF VISITORS

65%
international



35%
Germany

IWA attracted
visitors from
121 countries.

TOP VISITOR COUNTRIES

Germany

Czech Republic

Austria

Italy

Poland

Benelux

France

United Kingdom

Switzerland

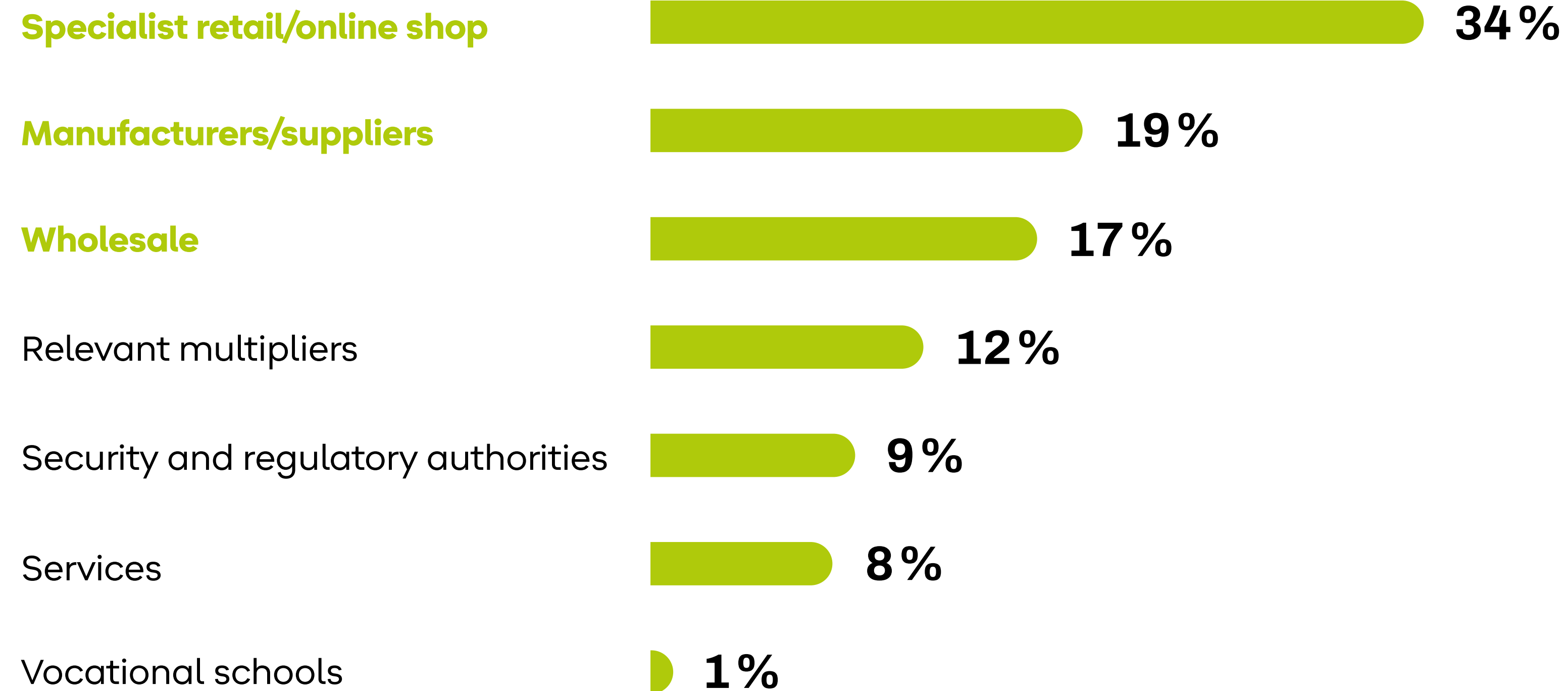
Spain

Turkey

USA

Scandinavia

INDUSTRY SECTORS



MADE FOR
TRADE

VISITOR SEGMENTS



TOP MARKS FROM VISITORS



96%

of visitors are satisfied with their visit to the exhibition.



91%

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



87%

of visitors support the clear focus on specialist retail (B2B).



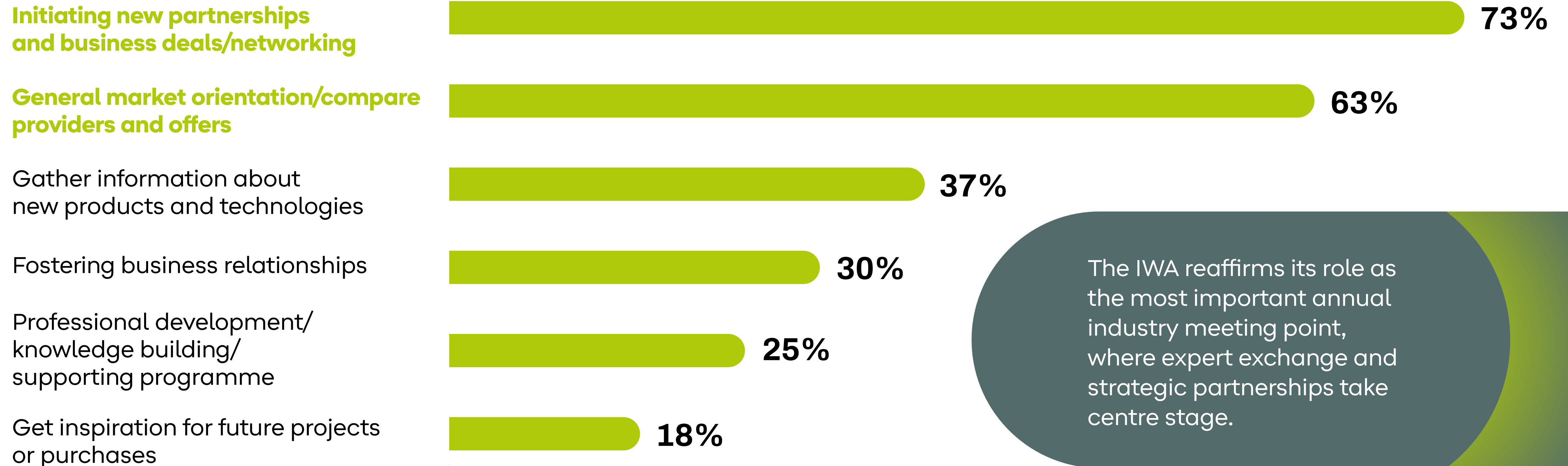
90%

of visitors plan to attend IWA 2027.



IWA
OUTDOOR
CLASSICS

REASONS FOR EXHIBITION VISIT



The IWA reaffirms its role as the most important annual industry meeting point, where expert exchange and strategic partnerships take centre stage.

Multiple responses

HIGH CALIBRE OF VISITORS

90%

of visitors are decisionmakers
or are influential in their company's
purchasing and procurement decisions.

Experience products firsthand,
compare and evaluate: industry and
trade value the exchange within the
“IWA working environment.”



HIGH INNOVATIVE STRENGTH

93%

of exhibitors presented a product innovation or a further development that is new to the market.



TOP MARKS FROM EXHIBITORS FROM 52 COUNTRIES

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



90%

of exhibitors reached their most important target groups at IWA.



89%

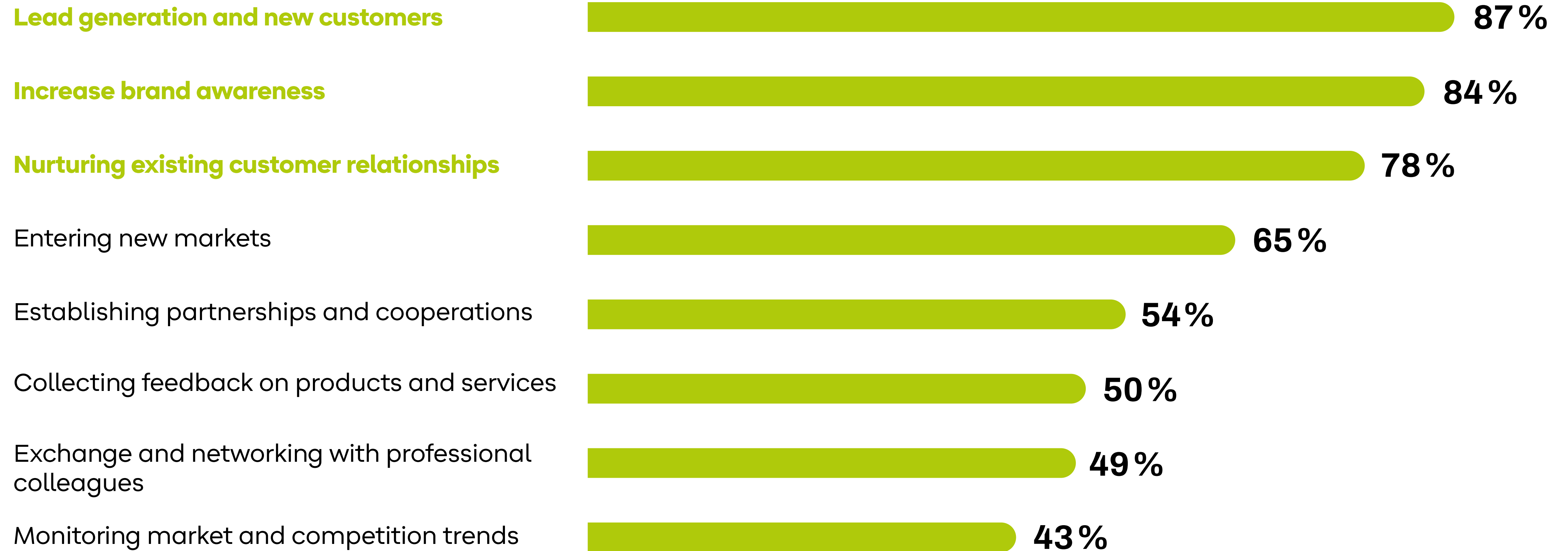
Exhibitors expect post-show business and new business opportunities from contacts made at IWA.



75%

of exhibitors have already secured their stand at IWA 2026 for 2027.

PARTICIPATION GOALS OF EXHIBITORS



Multiple responses

REFERENCES FOR IWA 2026



Click [here](#) for exhibitor statements



Click [here](#) for impressions

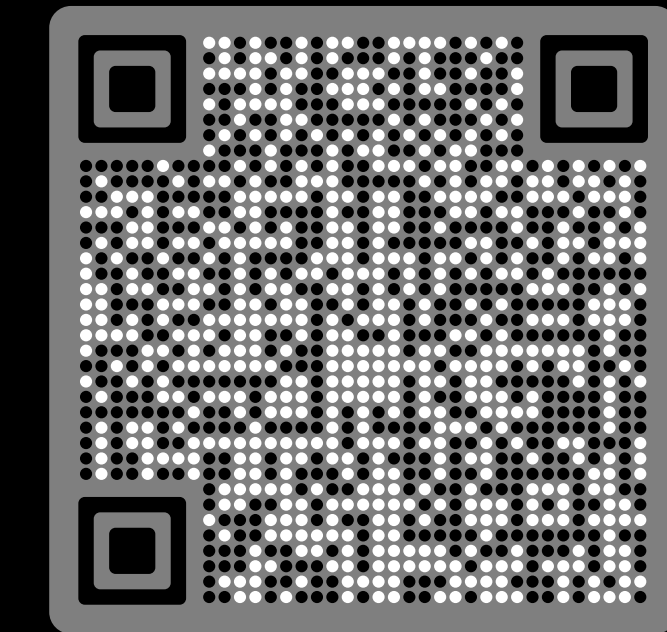
BECOME AN EXHIBITOR IN 2027!

[Here](#) you will find all important information.

SAVE THE DATE

4 – 7.3.2027

Nuremberg, Germany



Organizer:
NürnbergMesse, Germany

HONORARY SPONSORS



WWW.IWA.INFO