## embeddedvorld Exhibition&Conference

# SHOW REPORT 9 - 11.4.2024NUREMBERG GERMANY



## NÜRNBERG MESSE



## SUCCESS NUMBERS EMBEDDED WORLD 2024 Total Germany



32,438



Visitors

Exhibitors

Exhibition space gross Exhibitor stand space

58,200 m<sup>2</sup>  $30,851 m^2$  381

18,528



## International

### 755

## 13,910

Structural data FKM-certified

## EMBEDDED WORLD CONFERENCE AND ELECTRONIC DISPLAYS CONFERENCE

1,871 participants and speakers from 45 countries

15 Keynotes 81 Sessions Classes





## ORIGIN OF VISITORS

# 43 V/0 international visitors

## visitors from Germany

## Number of countries total: 85

**Top 10 International** Italy 2 Austria **3** France 4 Great Britain / Northern Ireland Switzerland The Netherlands 8 Czech Republic 9 Poland **10** Taiwan

Source: Visitor registration, **FKM-certified** 

## VISITOR SEGMENTS

Extract Source: Visitor registration, FKM-certified

13 %	Automotive industry / electro
9 %	Industrial controls
7 %	Software / system house
6 %	Telecommunication
6 %	Consumer electronics
6 %	Computers / PC peripherals
<b>5 %</b>	Medical engineering
<b>5 %</b>	Data communication / M2M
<b>5 %</b>	Analyzing and testing
4 %	Display technology (hardwa
4 %	Building automation
4 %	Security
4 %	Energy technology
4 %	Mechanical engineering
3 %	Distribution
3 %	Aerospace / military
3 %	Safety
3 %	Consulting
2 %	University

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## **REASONS FOR VISITING**

Multiple responses / extract Source: Visitor survey according to FKM guidelines

- 41 %
- 21 %
- 20 %

**50%** Information about new products Experience / exchanging information **34 %** Further education / extending knowledge **30%** General market orientation Influence on product development Initiating business contacts **19%** Maintaining business contacts **10%** Observing competitors 6% Conclusion of contract / purchase

2% Supporting programme

- **10%** Preparation for investment and purchasing

## TOP MARKS FROM THE VISITORS

range of products

were satisfied with the and services presented at embedded world 2024



# 99 %

were satisfied with their visit to embedded world 2024



# 97 %

Source: Visitor survey according to FKM guidelines

## ECONOMIC SITUATION IN SECTOR THIS IS HOW VISITORS RATE THE CURRENT ECONOMIC SITUATION IN THEIR SECTOR:

- 22 % strong upturn
- 39 % slight upturn
- 24 % steady
- 11 % slight downturn
- **4%** distinct downturn





Source: Visitor survey according to FKM guidelines

## EXHIBITOR PRODUCT CATEGORY HARDWARE

Multiple responses / extract Source: Exhibitor survey according to FKM guidelines

24 %	Components
24 %	Embedded Compu
14 %	Electronic Displays
12 %	Hardware Module
12 %	Communications a
10 %	Embedded Vision
9 %	Interface & Periph
8 %	Electromechanical
7 %	Optoelectronic mo
7 %	Sensor & Test Mod
7 %	Memory Modules
<b>5 %</b>	Modules for energy
4 %	Modules for locali
2 %	Embedded Radar



## uting Modules

- es for Secure Embedded Systems
- and M2M Modules
- neral Modules
- Components
- odules
- dules
- gy supply
- ization

## EXHIBITOR PRODUCT CATEGORY TOOLS

Multiple responses / extract Source: Exhibitor survey according to FKM guidelines **39%** Hardware **30 %** Software



# EXHIBITOR PRODUCT CATEGORY

SYSTEMS

Multiple responses / extract Source: Exhibitor survey according to FKM guidelines

**19%** Complete Systems for various Applications 10 % Embedded Vision 9% Other Systems



## EXHIBITOR PRODUCT CATEGORY SYSTEM & APPLICATION SOFTWARE

Multiple responses / extract Source: Exhibitor survey according to FKM guidelines

1	4	%	

- 11 %
- 10 %
- 9 %

- IoT-Software
- **Operating Systems**
- Artificial Intelligence
- Visualization & HMI
- **9%** Other Application Software
- Embedded Software for Data Security 8 %
- Other Software-Libraries 6 % BIOS 4 %



## EXHIBITOR PRODUCT CATEGORY SERVICES

Multiple responses / extract Source: Exhibitor survey according to FKM guidelines

- 33 %
- 27 %
- 22 %
- 16 %
- 13 %
- 12 %
- 8 %
- 7 %
- 6 %
- 6 %
- **5 %**
- 2 %
- 2 %

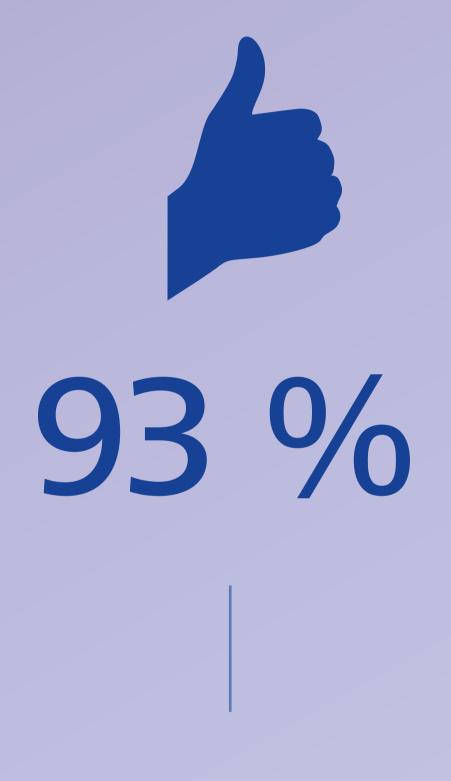
- Hardware Development
- Software Development
- Manufacturing
- System Development
- Consulting
- Testing Services
- Training
- Certification and Approval
- Distribution
- Other Services
- Cloud provider
- Events
- Network provider
- Specialized media and communication services 2 %



## TOP MARKS FROM THE EXHIBITORS

# 96 %

reached their most important target groups during embedded world 2024



were satisfied with the overall success of their participation 95 %

established new business relations



# 92 %

expect follow-up business from the event

Source: Exhibitor survey according to FKM guidelines



May 2024, NürnbergMesse GmbH Deviations from 100% possible due to rounding up The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines. The event analysis is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

been certified by FKM, the Society