



HOLZ-HANDWERK

European Trade Fair for Machine Technology, Equipment
and Supplies for the Wood Crafts

SHOW REPORT

Nuremberg, 24 – 27.3.2026



NÜRNBERG
MESSE

GENERAL

SUCCESS METRICS



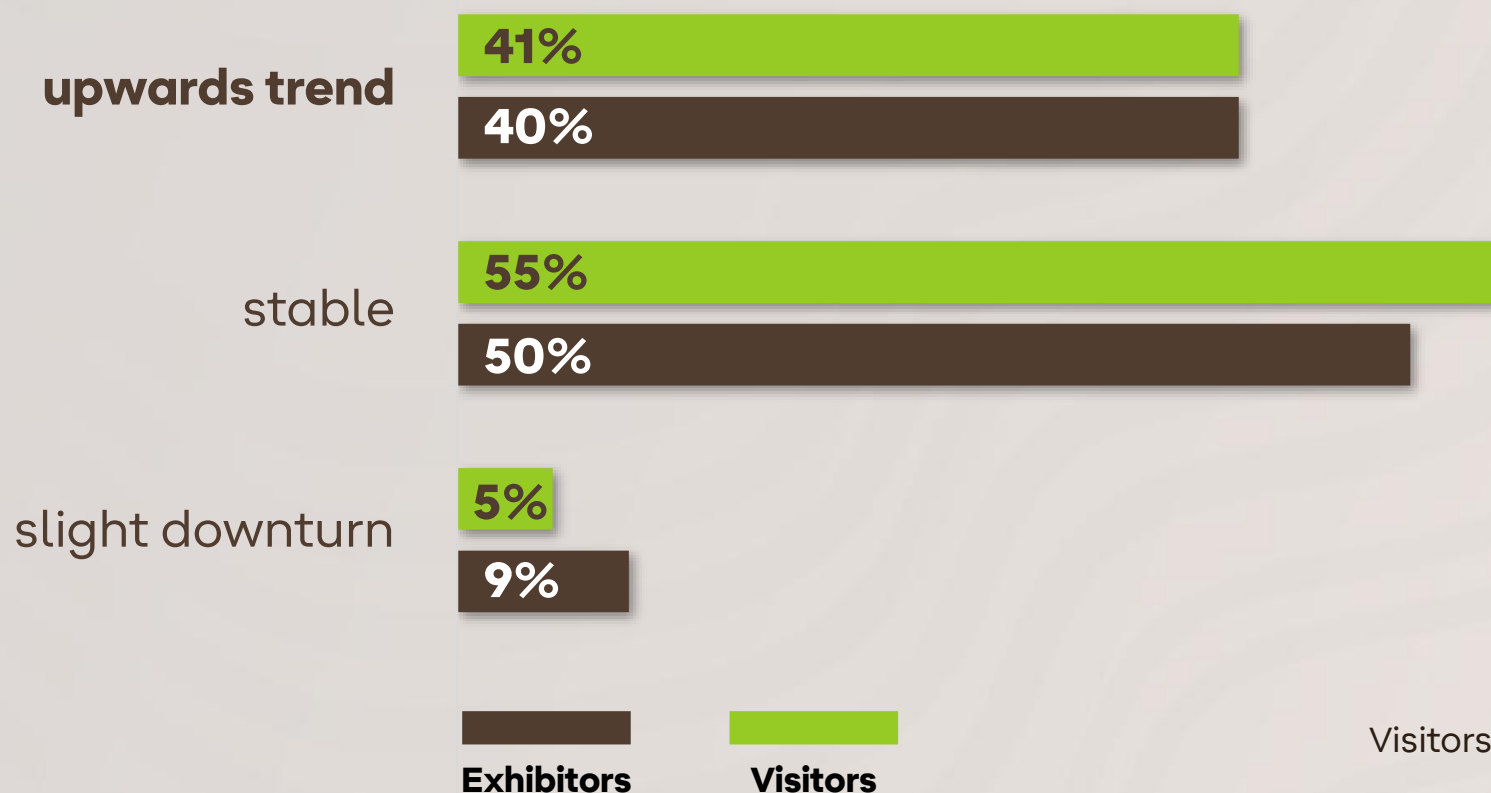
		Total	Germany	International
	Visitors (incl. FENSTERBAU FRONTALE)	73.284	46.772	26.512
	Exhibitors	348	231	117
	Exhibition space (net)	20.707 m ²	14.481 m ²	6.227 m ²
	Media Representatives	113		

Join the community and leverage the reach of HOLZ-HANDWERK to showcase your innovations to a global audience of industry professionals and expand into new markets.

OUTLOOK IN BRIEF



Visitors and exhibitors rated the economic situation of the industry over the next two years:



A bright future for your success:
Visitors and exhibitors both agreed that they are looking to the future with optimism.

VISITORS



Top 10 visitor countries

1. **Germany**
2. **Austria**
3. **Italy**
4. Switzerland
5. Czech Republic
6. Poland
7. Slovenia
8. France
9. Netherlands
10. Croatia

Expand your reach:
HOLZ-HANDWERK is the perfect place to
expand your network.

VISITOR SEGMENTS



2% Electrical appliances / tools

3% Furniture construction

3% Furniture industry

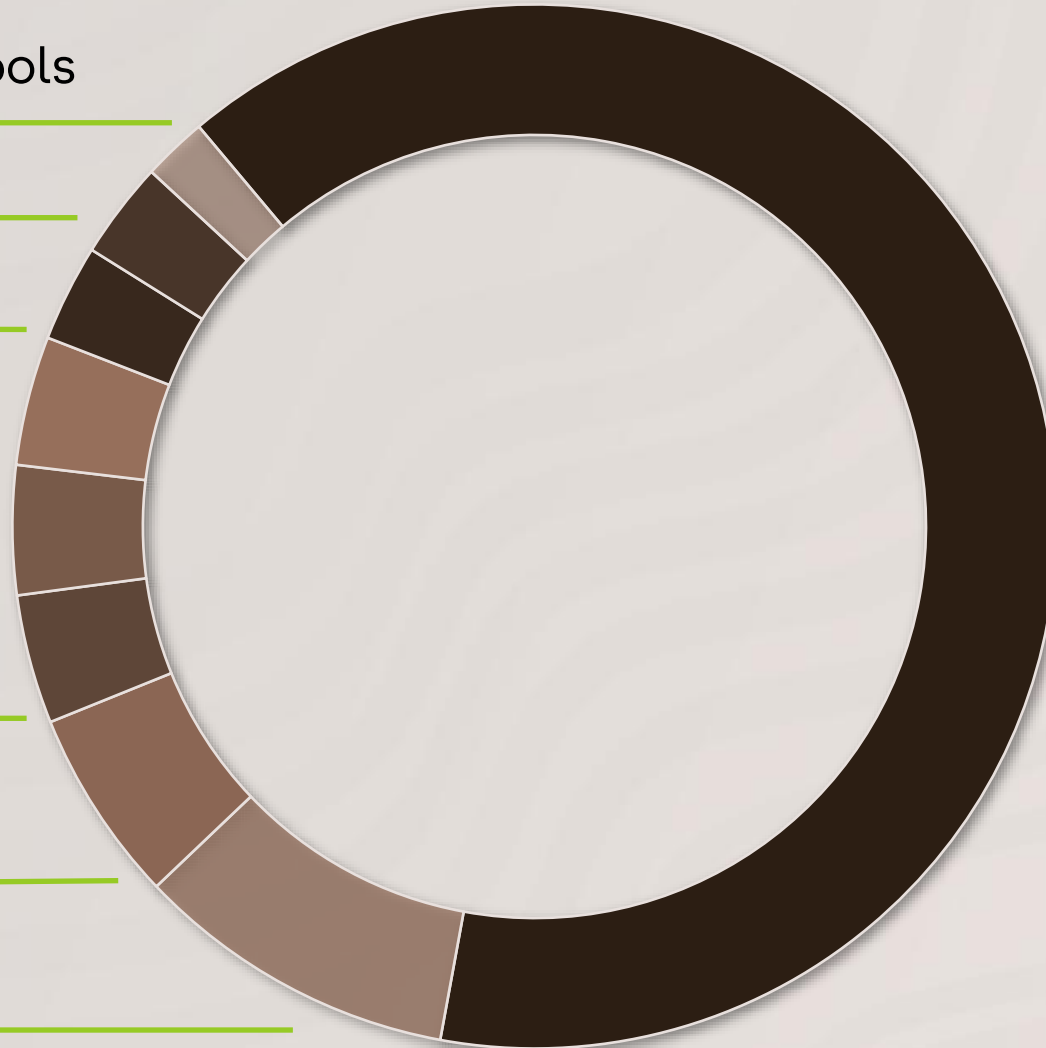
4% Machine building

4% Interior finishing /
interior designers / architects

4% Carpentry

6% Trade

10% Others



64% Joinery

Reach a targeted audience with your
products and solutions.

REASONS FOR VISITING THE TRADE FAIR



Use the trade show as a platform for your company and exchange ideas with experts on an equal level

HIGH QUALITY VISITORS



59 %

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

BENCHMARKS FROM VISITORS



96%

of visitors
**were satisfied with
the offer of HOLZ-
HANDWERK 2026.**



96%

of visitors
**appreciated the
quality of the
professional
discussions.**



95%

of visitors
**were satisfied with
their trade fair visit
overall.**

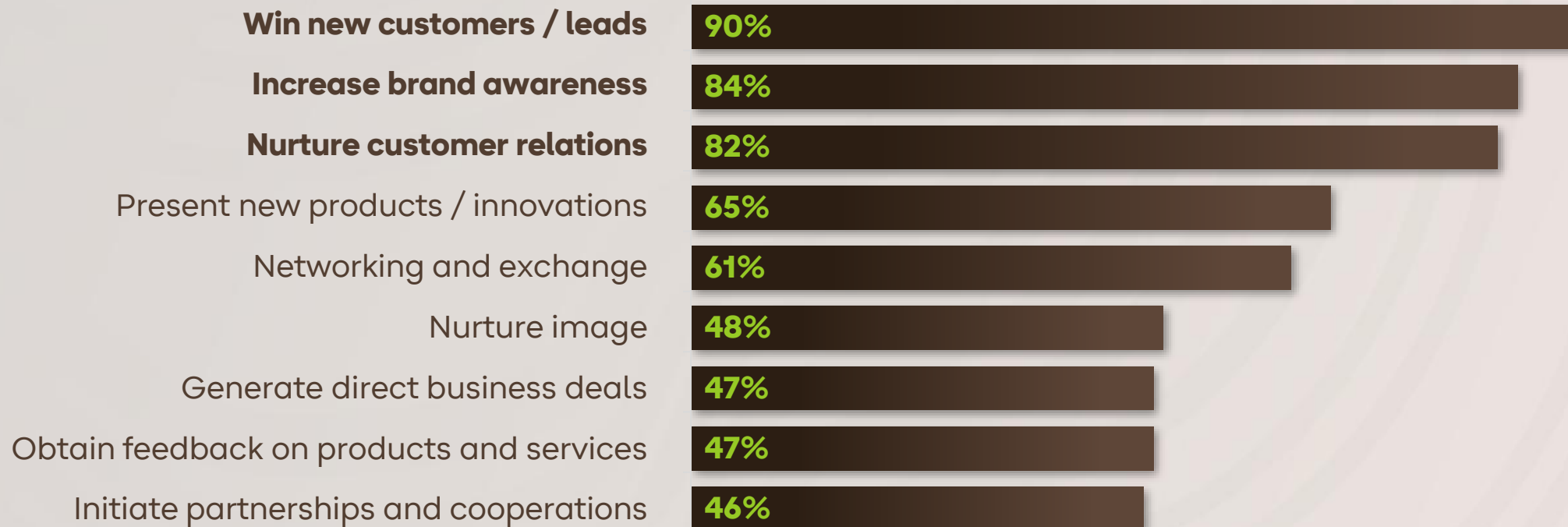
EXHIBITORS

PRODUCT CATEGORIES



Position your business in a premier setting alongside exhibitors from a wide range of industries.

PARTICIPATION GOALS OF EXHIBITORS



Boost your visibility: Take advantage of HOLZ-HANDWERK to attract and retain customers and showcase your company and products.

TOP MARKS FROM EXHIBITORS



95%

of exhibitors **praised the visitor traffic at HOLZ-HANDWERK 2026.**



94%

of exhibitors **reached their most important target groups.**



90%

of exhibitors **established new business connections.**



91%

of exhibitors **expect follow-on business because of contacts made at the trade fair.**

FEEDBACK FROM EXHIBITORS



93%

of exhibitors **are planning to be part of
HOLZ-HANDWERK 2028.**

That was HOLZ-HANDWERK 2026
– **become an exhibitor in 2028:**
Find all the information you need
[here.](#)

The structural data are certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



For information about FKM, please go to: www.fkm.de
The representative surveys were conducted by an independent market research institute according to FKM guidelines.

Deviations from 100 % possible due to rounding.

The Show Report is also available in German.