

K 2025 - Fair Profile

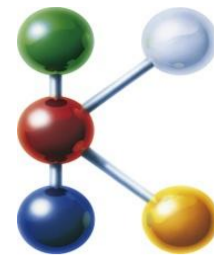
Exhibitors total	3.246	Net space total (sqm)	176.624
Exhibitors Germany	794	Net space Germany	56.898
Exhibitors other countries	2.452	Net space other countries	119.726
Number of countries	65		

Visitor data from registry:

Visitors total	168,660
Visitors Germany	27%
Visitors other countries	73%
Number of countries	157
<i>Basis: all foreign visitors</i>	
- Europe	67%
- Asia	19%
- America	10%
- Africa	3%
- Australia / Oceania	1%

Visitor data from registry:

TOP 10 visitor countries	
<i>Basis: all foreign visitors</i>	
Italy	7%
Netherlands	6%
India	5%
China	5%
Turkey	5%
United States	4%
Belgium	4%
Spain	4%
Brasil	4%
France	4%



International Trade Fair - No. 1
for Plastics and Rubber

Dusseldorf • Germany
8th - 15th of October 2025

www.k-online.com

subject to change
(U-GES-GE-NM/Oktober 2025)

Quality and structure of trade visitors

Based on the results of a total of 3.131 interviews including 3.036 interviews with trade visitors (97%) during K 2025 conducted as CASI (Computer Assisted Self Interview)

Decision making powers*	
Decisive	27%
Contributory (jointly decisive)	27%
Advisory function (consultative)	21%
Not involved	17%

Occupational position*	
Top-Management	45%
Middle-Management	22%
Other	25%

Area of responsibility*	
Business/company/plant management	24%
Research and development, design	22%
Manufacture, production, quality control	17%
Sales, distribution	11%
Buying, procurement	6%
Maintenance, repairs	3%
Marketing, advertising, PR	2%
(Industry) Design	1%
Other	6%

Reasons for visit	
<i>(Several answers possible)</i>	
Business development and networking	40%
Discovering innovations/trends	38%
Personal development and network building	30%
Interest in new materials for sustainable/efficient production	27%
Inspiration through specialist topics/exchange/trade fair atmosphere	15%
Comparison/evaluation of equipment for investment decisions	14%

Industrial sector*	
Industry, manufacturer	65%
- Manufacturer of packaging	16%
- Mechanical/plant engineering	11%
- Chemical industry	7%
- Automotive/aviation/aerospace	6%
- Building/construction industry	4%
- Rubber manufacturing/ rubber processing	3%
- Electr. engineering, electronics	3%
- Food/beverage industry	2%
- Medical technology/precision mechanics/optical technology	2%
- other industry, manufacturer	11%
Services	12%
Trade	7%
University/college of higher education/ technical college/research institut	2%
Craft/skilled trade	1%
other	5%

The most important issues	
<i>(Several answers possible)</i>	
Increasing economic efficiency	37%
Sustainability in production	33%
Recycling management (product sustainability)	27%
Expansion of the range of products/ services	26%
Energy/resource efficiency in production	24%
Digitalisation/ Artificial Intelligence	21%
Shortage of skilled workers/Attracting young professionals	19%

Interest in product ranges	
<i>(Several answers possible)</i>	
Machinery and equipment for the plastics/rubber industries	59%
Raw materials, auxiliaries	52%
Plastic products and processing (Semi-finished products, technical parts/reinforced plastics)	46%
Services for the plastics and rubber industry	21%
other	9%

Interest in material basis	
<i>(Several answers possible)</i>	
Thermoplast	47%
Recycled plastics	38%
Additives	28%
Bioplastics	24%
Elastomers	21%
Polyurethane	20%
Composites	18%
Duroplast	6%
Lacquer/varnish raw materials	6%
Caoutchouc	6%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	97%

*Difference to 100% = Pupil, student, not gainfully employed (8%)

