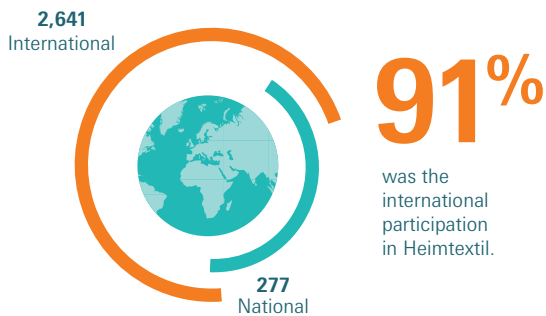


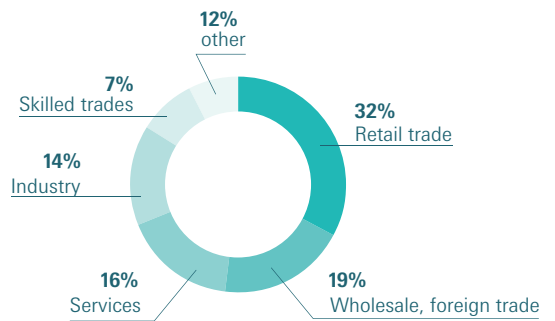
## Exhibitor and visitor statistics 2020

### Exhibitor figures

2,918 exhibitors from 64 countries



### Visitors per business sector



### Visitor figures

Top 10 visiting countries



Germany: **14,277**  
China: **3,113**  
Italy: **2,888**  
USA: **2,682**  
GB: **2,259**

Turkey: **2,164**  
Pakistan: **1,876**  
France: **1,843**  
Spain: **1,767**  
Netherlands: **1,752**

\*incl. visitors the Heimtextil Preview Day

### Influence on purchasing/procurement decisions



### Satisfaction with the attainment of trade fair visit objectives



### Visitors' interest in product offer\*\*

Curtains	34 %
Decorative fabrics	31 %
Bed linen	31 %
Textile home accessoires, cushions	30 %
Wallpapers, wall coverings	25 %
Furniture fabrics, furniture leather	23 %
Bathroom textiles	23 %
Table and kitchen linen	19 %
Bedcovers, plaids	18 %

Yarns, fibres	18 %
Carpets, flooring	17 %
Bedding/fillings, mattresses, bedding systems	17 %
Design studios, style bureaus	15 %
Contract textiles (Interior.Architecture.Hospitality)	13 %
Tools and machinery for textile processing	13 %
Digital print technology	13 %
Sun-protection systems	11 %
Special Show Heimtextil Trends 20/21	9 %

\*\*Several answers possible