cms Berlin
clean meets smart

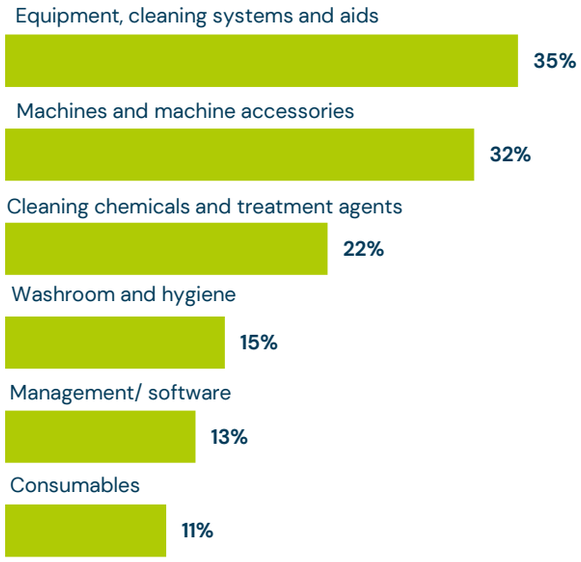
23 – 26 SEP 2025

Brief analysis of exhibitor survey

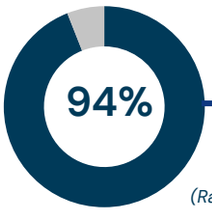
441 exhibitors from **30** countries.

Range of exhibits

(Multiple answers; extract of denominations ≥ 10%; excl. no entry)



Platform for novelties/ innovations and further product development



of exhibitors consider CMS Berlin (very) **suitable** for presenting novelties or innovations.

(Ratings 1-3 on a scale of 6, excl. no entry)

61% of exhibitors **present a novelty/ innovation** at CMS Berlin 2025.

(Excl. no entry)

39% of exhibitors **present a further development** of their products at CMS Berlin 2025.

(Excl. no entry)

Quality and number of trade visitors

92% of exhibitors are **(very) satisfied** with the **quality of trade visitors** at CMS Berlin 2025.

(Ratings 1-3 on a scale of 6, excl. no entry)

8 out of 10 exhibitors are **(very) satisfied** with the **number of trade visitors** at CMS Berlin 2025.

(Ratings 1-3 on a scale of 6, excl. no entry)

Participation goals and goal achievement

(Multiple citations; extract of denominations > 15%; excl. no entry)

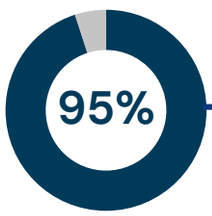
Participation goal	Goal important for % of exhibitors	Goal was achieved by %
Company representation/ image support	89%	98%
Cultivation of existing business relations	83%	97%
Establish contacts with trade building cleaners	70%	89%
Introduction of new products/ techniques	58%	92%
Establish contacts with specialist retailers	56%	86%
Establish contacts with buyers from private sector	56%	80%
Competitor/ market observation	52%	91%
Establish contacts with municiple buyers	52%	72%
Conclude business deals	49%	66%
Recruitment of skilled staff	27%	47%
Investor relations	27%	56%

Follow-up business after the fair

9 out of 10 exhibitors have **(very) high expectations** regarding the **follow-up business** after the fair.

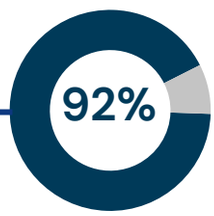
(Excl. no entry)

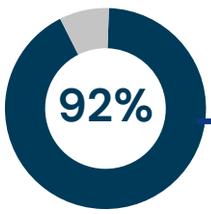
Overall satisfaction and outlook



of exhibitors are **(fully) satisfied** with their **company's participation** in CMS Berlin 2025.*

of exhibitors would **recommend a participation** in CMS Berlin.*





of exhibitors express their **willingness to participate** in CMS Berlin in the future.*

*(*Ratings 1-3 on a scale of 6, excl. no entry)*

Gathered and analyzed by INFO Markt- und Meinungsforschung GmbH

MESSE BERLIN

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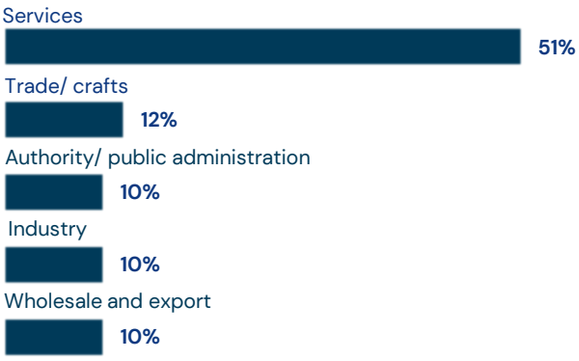
Brief analysis of trade visitor survey

22.826 visitors from 80 countries.

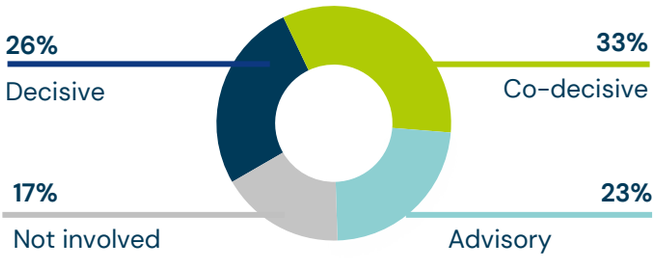
Economic sector

(Multiple answers; Extract of denominations > 5%; excl. no entry)



Decision makers

83% of professional trade visitors have an **influence on purchasing/ procurement decisions**.



Business result

94% of professional trade visitors evaluate the **business result** of their visit as **(very) good**.

(Ratings 1-3 on a scale of 6; excl. no entry)

Trade visitor goals

(Multiple citations; extract of denominations > 20%; excl. no entry)

Trade visitor goal	Goal important for % of visitors	Goal was achieved by %
Finding out about innovations	40%	91%
Generating new contacts	35%	89%
Obtaining information on products/technologies/problem solutions	33%	89%
Maintaining contacts	32%	90%
General market orientation	27%	89%
Professional development	23%	85%
Obtaining information on service provider	22%	91%

Interest in exhibition areas

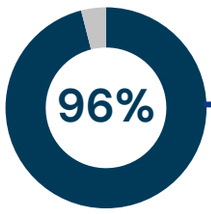
(Multiple citations; extract of denominations > 15%; excl. no entry)

Evaluation of offer

95% of trade visitors evaluate the **range of offers** at CMS Berlin 2025 as **positive**.

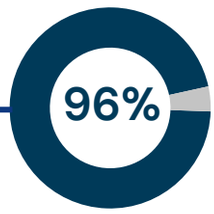
(Ratings 1-3 on a scale of 6; excl. no entry)

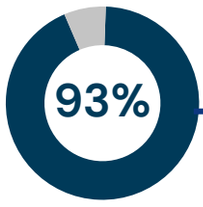
Overall satisfaction and outlook



of trade visitors are **(fully) satisfied** with their **visit** to CMS Berlin 2025.*

of trade visitors would **recommend a visit** to CMS Berlin.*





of trade visitors express their **willingness to visit** the **next CMS Berlin**.*

*(*Ratings 1-3 on a scale of 6; excl. no entry)*

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