

Facts and analysis

Agromek 2024

Below you will find a selection of data based on the visitor and exhibitor analysis as well as online data.



Evaluation

Visitors

4,3 ★★★★★

Exhibitors

4,1 ★★★★★



Visitor and exhibitor numbers

556 Exhibitors

43,197 Visitors

3,833 International visitors from

51 Countries



Visitors per position

- 1 **11,716** Farmer
- 2 **7,080** Decision makers*
- 3 **4,899** Under education**
- 4 **2,292** Agricultural worker/helper
- 5 **2.027** Machine operator

**(Managers, directors, etc.)*

*** (Students, apprentices and trainees)*

Visitors by sector

- 1 **8,991** Agriculture – arable farming and plant cultivation
- 2 **6,822** Agriculture – cattle
- 3 **3,573** Student / under education
- 4 **3,433** Agriculture – pig farmer
- 5 **3,169** Building, construction, and civil engineering



Digital key figures

Organic views Meta:

401,790

Organic interactions Meta:

230,494

Paid impressions online:

5,957,699

Paid interactions Meta:

797,952

Website visitors:

153,000

TikTok views:

1,178,338



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Leads

77%

of exhibitors have gained new customer leads

Orders

40%

of visitors have placed or expect to place orders after Agromek

Decision makers

76%

of visitors are decision makers

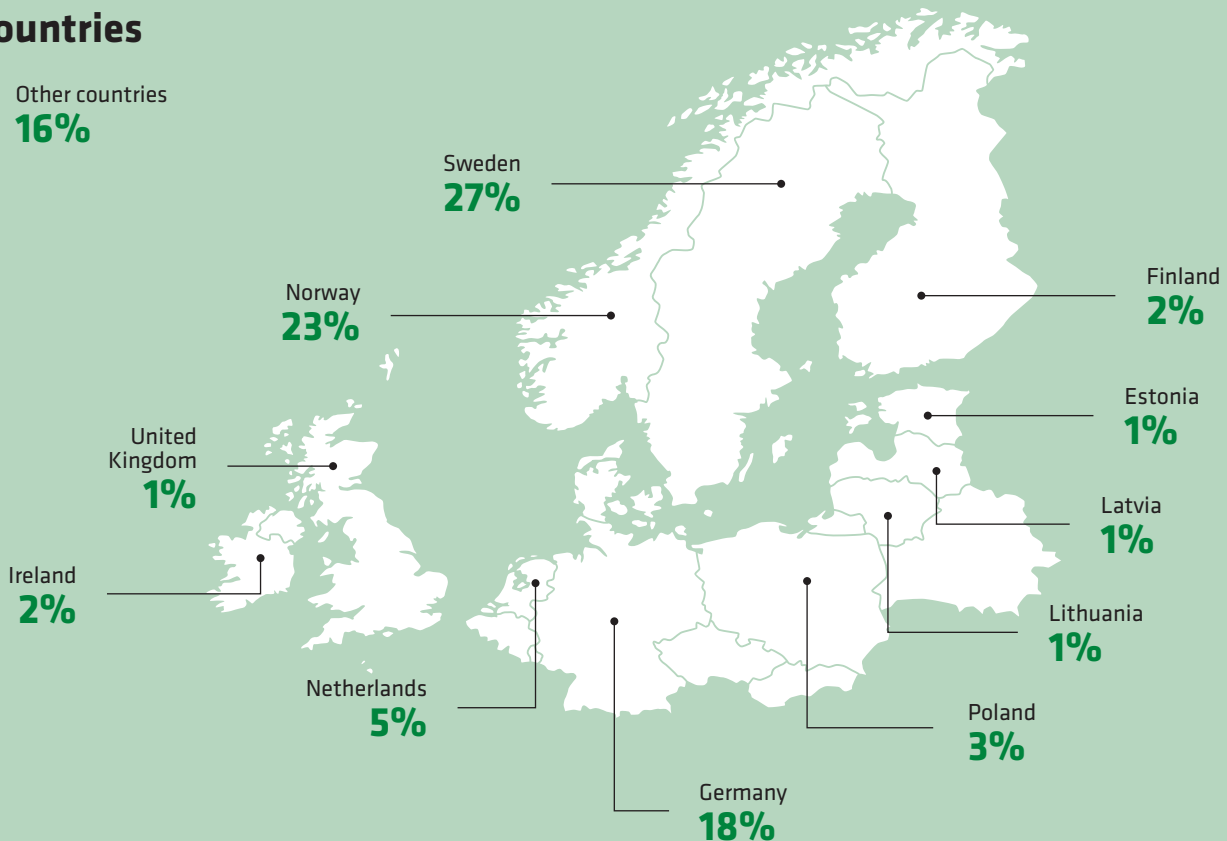
Exhibit again

95%

of exhibitors expect to exhibit again

Countries

Other countries
16%



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