Your Trade Fair for success!

# Consumenta

Oct 31 – Nov 8, 2026
Messe Nürnberg
consumenta.de

AFAG
WIR MACHEN MESSEN
WE CREATE FAIRS

# One trade fair, a thousand faces

## Topics

13 topic areas create the ideal platform for your presentation and offer visitors a comprehensive range of products and services.

## Target Group

Nearly 123,000 visitors from all age demographics attended Consumenta 2025.

## Communication

Consumenta is featured across all high-reach media before and throughout the event.

## Sales

Over 73% of all visitors buy directly at the trade fair, while follow-up business generates additional revenue opportunities.

## Contact

We support you in choosing the ideal stand location and the most suitable participation package.

# Your stage for success

Consumenta

Technology & Toys | Food Hall | Regional | EN BAU Home & Living | LIFE & Style | Christmas Market | Household & Kitchenware | Gourmet Foods | Pet Show | iENA | Hack & Make | RETRO CLASSICS BAVARIA | CAR & STYLE NÜRNBERG

A perfect presentation needs the right stage. The Nuremberg exhibition grounds offer an outstanding infrastructure, complemented by high-quality exhibition construction and attractive themed worlds.
This environment provides the ideal foundation for your successful presentation and showcases your company and products in the best possible light.

**1015**
Exhibitors 2025

**90.000**
Exhibition space (sq m)

**13**
Theme Worlds

**8**
Trade Fair Halls

# The Theme Worlds of Consumenta

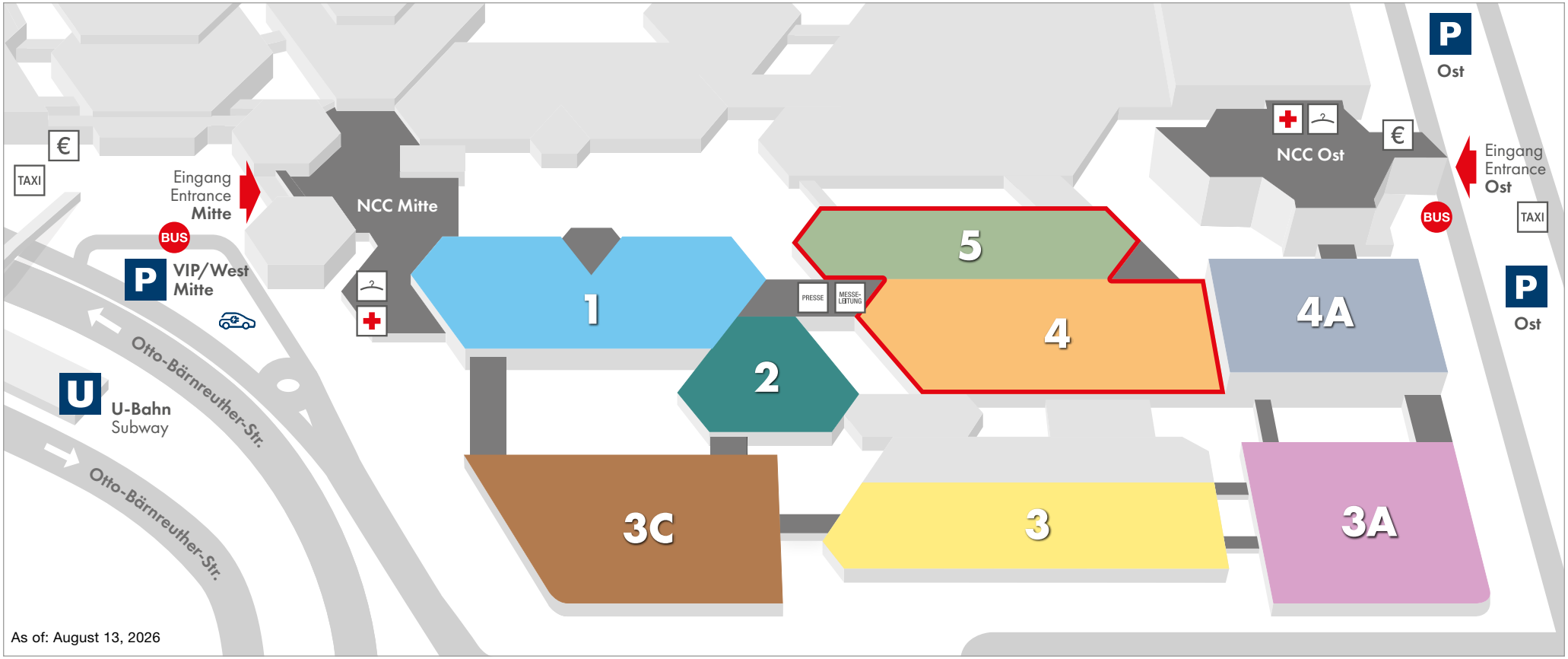
Hall 1 – Technology & Toys
Hall 2 – Food Hall
Hall 3 – LIFE & Style, Christmas Market
Hall 3A – Household & Kitchenware
Hall 3C – ENBAU Home & Living
Hall 4A – Regional

Hall 4 – iENA, Hack & Make
31.10. – 2.11.
Sat – Mon

Hall 5 – Pet Show
31.10. + 1.11.
Sat + Sun

Halls 4 + 5 – RETRO CLASSICS BAVARIA, CAR & STYLE NÜRNBERG
6. – 8.11.
Fri – Sun

With a strong focus on special interests, this is the guiding theme of Consumenta's exhibition areas. The clear product focus helps visitors navigate with ease and discover inspiring product worlds.



# Customer Analysis

The Consumenta takes place in one of the strongest and most economically powerful regions in Germany. The Nuremberg metropolitan region in northern Bavaria is home to many global market leaders, and purchasing power is accordingly high.

**Visitor numbers:**

| | |
|---|---|
| 2025 | 123,000 |
| 2024 | 120,000 |
| 2023 | 120,000 |

**3,6M** people live in the metropolitan area

Erlangen: 53,500€
Nuremberg: 50,750€
Fürth: 47,740€

**Average annual income**

**51%** of visitors are female

Source: Visitor survey 2025

# Customer Analysis – The figures speak for themselves...

Consumenta visitors could become your new customers!

**87%**
of exhibitors
gain new customers

**73%**
of visitors
bought on-site

**21%**
of visitors buy in
follow-up business

**81%**
of visitors
buy on impulse

**60%**
of visitors are
from the region.

Source: Visitor survey 2025

# Communication

A small selection of our media partners

Before and during Consumenta, we maintain a strong presence across all media, building visitor interest through an extensive campaign throughout the Nuremberg metropolitan region.

**20**
Radio stations

**20**
Weekly newspaper

**10**
Daily newspaper

**41,600**
Followers on Instagram & Facebook

**3.000.000**
Online Advertising contacts

**53,000**
Invitations from exhibitors

Out-of-home campaigns in Nuremberg and neighboring districts

Monthly publications, specialist magazines, and neighborhood newspapers

Example from 2025

**Special ad formats**
such as supermarket screen advertising or public transport advertising

Newsletter with **45,000** subscribers

Website with **240,100** users
(10/2023 – 11/2024)

# Exhibition opportunities and early-bird rates

Stand example

## Stand options

To make your participation in Consumenta as easy as possible, you can add stand construction packages or basic technical equipment when registering. Your stand will be delivered ready for use for your presentation.

Make sure to take advantage of the early-bird discounts and save money by registering early.

**Important early-bird deadlines:**

**5% discount**
until 31 May 2026

**Consumenta light**

Basic stand package for first-time exhibitors: Space, wall construction and flooring included from €1,695.00

**Great appearance, minimal effort:**

6–16 m² stands with framed design in the Food, Fashion, and Christmas Market themed areas.

# Contact

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NETWORKS FOR BUSINESS SUCCESS

## Consumenta is close to our hearts.

A diverse range of themed areas and exciting offerings form the foundation of Consumenta's success. We would be delighted to convince you of the opportunities of participating in the trade fair. We support you with tailored advice, stand location proposals, pricing calculations, and ideas for your exhibition concept.

**Contact**

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## Your Contacts

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