



**Your Trade Fair for success!**

**Consumenta**

**Oct 31 – Nov 8, 2026**  
**Messe Nürnberg**  
**[consumenta.de](https://consumenta.de)**

**AFAC**  
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



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

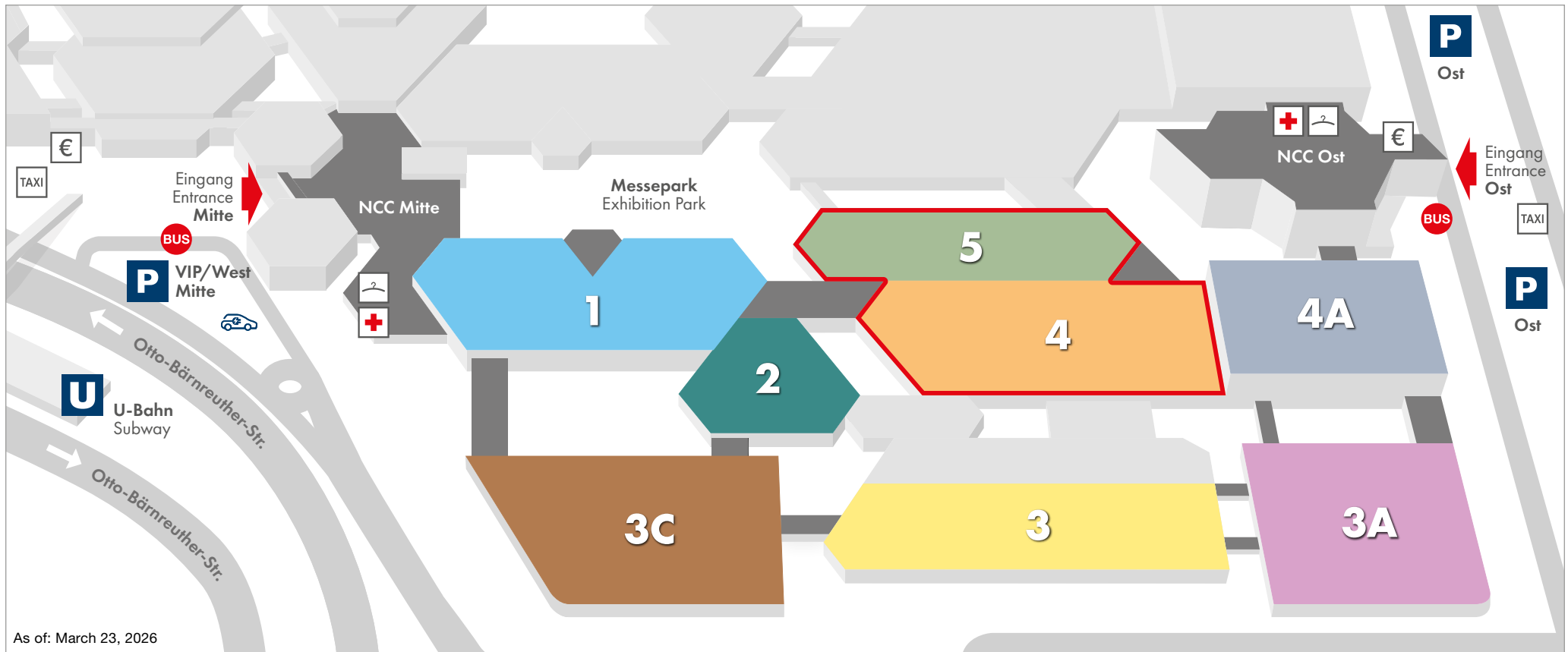
8

Trade Fair Halls

# The Theme Worlds of Consumenta



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.



As of: March 23, 2026



# 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

# 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.

A small selection of our media partners

**NÜRNBERGER**  
*Nachrichten*

**NZ** NÜRNBERGER  
ZEITUNG  
FRÄNKISCHER KURIER

**Bild**

**FUNKHAUS**  
NÜRNBERG

**klassik  
radio**

**HIT RADIO NI** **Radio F 94.5** **RADIO 97.1 GONG**  
**charivari**

**20**  
Radio stations

**20**  
Weekly  
newspaper

**10**  
Daily  
newspaper

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

**53,000**  
Invitations from exhibitors

Out-of-home  
campaigns in  
Nuremberg and  
neighboring districts

Monthly publications,  
specialist magazines,  
and neighborhood  
newspapers

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)



Example from 2025

**3.000.000**

Online Advertising contacts





## 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 m<sup>2</sup> stands with  
framed design in the  
Food, Fashion, and  
Christmas Market  
themed areas.





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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