

Exhibition Analysis

Welcome to the

Innovation Dialog!



SENSOR+TEST

DIE MESSTECHNIK-MESSE

The Measurement Fair

Nuremberg, Germany

9. – 11.6.2026

www.sensor-test.com

1. Structural data

(Figures of SENSOR+TEST 2025 in brackets)

	Total	Germany	International
Exhibitors	317 (348)	161 (191)	156 (157)
Total exhibition space in m²	14,000 (15,000)		
Exhibitor stand space in m²	4,344 (5,159)	2,256 (3,012)	2,088 (2,147)
Special shows in m²	504 (587)		
Visitors	4,319 (4,488)	3,144* (3,528*)	1,175* (960*)

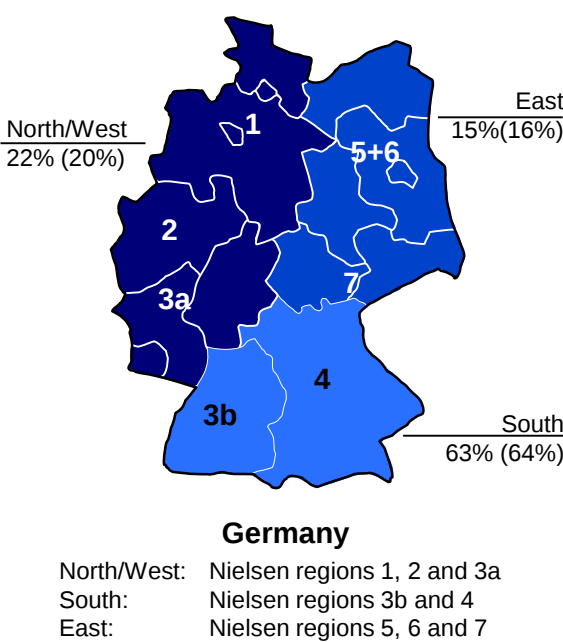
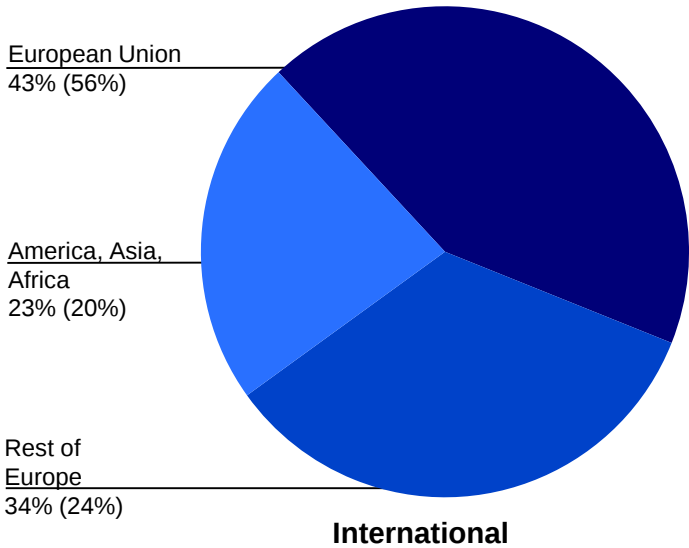
* determined by visitor survey

2. Selected results of visitor survey

(Figures of SENSOR+TEST 2025 in brackets)

2.1 Origin of visitors

Germany	72,8%	(78,6%)
International	27,2%	(21,4%)
	100%	(100%)



The visitors at SENSOR+TEST 2026 came from 28* (34) countries.

2.2 Sector of economy

Industry	57%	(54%)	Services	5%	(4%)
Teaching/science and research	6%	(6%)	Import and export	1%	(1%)
Trade	6%	(5%)	Other sector	25%	(30%)
				100%	(100%)

2.3 Branch

Electronics/electrical industry	35%	(41%)	Information technology	3%	(3%)
Machinery and plant construction	18%	(23%)	Medical engineering	1%	(2%)
Automotive, aerospace engineering	15%	(11%)	Chemistry and pharmacy	0%	(0%)
Components	10%	(4%)	Energy industry	0%	(0%)
Consulting, service	5%	(4%)	Other branch	13%	(12%)
				100%	

2.4 Area of responsibility

Research, development, construction	46%	(44%)	Information, communication technology	2%	(2%)
Sales, distribution	10%	(6%)	Purchasing, procurement	1%	(2%)
Manufacturing, production, quality control	7%	(9%)	Servicing, maintenance	1%	(2%)
Business, corporate and works management	5%	(5%)	Other area	25%	(29%)
Marketing, advertising, PR	3%	(1%)			
				100%	(100%)

2.5 Purchasing authority

93% (88%) of the visitors are involved in purchasing decisions in their company.

2.6 Share of trade visitors

99% (99%) of SENSOR+TEST 2026 visitors were trade visitors.

2.7 Main reason for visit (multiple answers, extract)

Information about new products	52%	(41%)	Influence on product development	17%	(17%)
Training, extending knowledge	44%	(44%)	Observation of competitors	13%	(12%)
Experience, exchange of information	37%	(41%)	Preparation of investment and purchasing decisions	11%	(12%)
General market orientation	35%	(33%)	Conclusion of contracts, purchasing	5%	(2%)
Setting up new business contacts	21%	(20%)			
Maintaining business contacts	18%	(19%)			

2.8 Main interest in following product segments (multiple answers)

Industrial Products	69%	(77%)
R&D Services	32%	(35%)
Other Services	17%	(12%)
Production Services	10%	(12%)

2.9 Visitors‘ interests (group of segment: Industrial Products, multiple answers)

Sensors, Measuring Devices and Measuring Systems	67%	(65%)	
Measuring Technology and Automation	43%	(38%)	
Sensorics Components	42%	(43%)	
Sensor Elements per Measuring Principle	40%	(42%)	
Testing and Calibration Equipment	23%	(23%)	
Measuring and Testing Technology for Material Testing	15%	(20%)	
Accessories and Tools for Measuring and Testing Technology	14%	(13%)	
Actuators, Microactuators	11%	(20%)	
Measuring and Testing Technology for Traffic Engineering	10%	(15%)	
Equipment for the Production of Sensors and Actuators	10%	(15%)	
Non-destructive Materials and Components Testing	9%	(12%)	

2.10 Visitors‘ satisfaction with exhibits

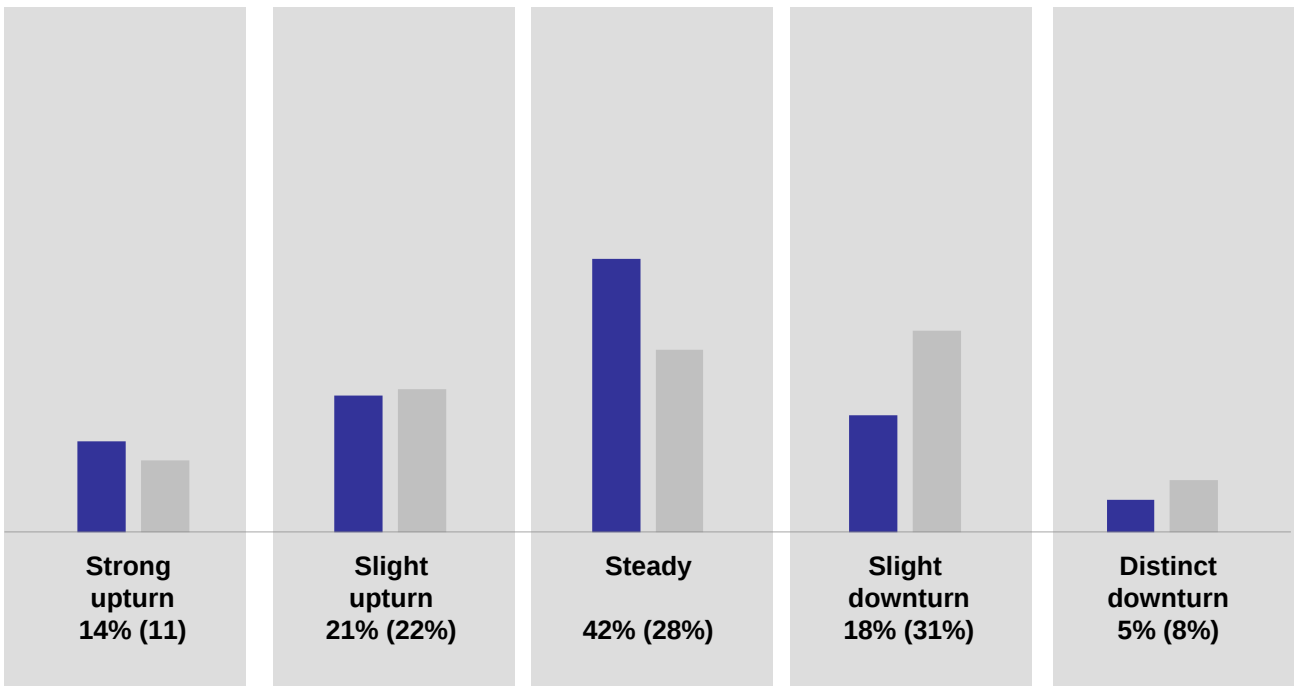
98% (98%) of the visitors were satisfied with the exhibits of SENSOR+TEST 2026.

2.11 Information and contact opportunities

99% (99%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact on the stands.

2.12 Economic situation in branch

(At the time of exhibition June 2026 vs. May 2025)



3. Selected results of exhibitor survey

(Figures of SENSOR+TEST 2025 in brackets)

3.1 Aims of participation (multiple answers, extract)

Acquiring new customers	71%	(53%)	Exchange of experience	41%	(37%)
Image building, representation	57%	(51%)	Observation of competitors	33%	(29%)
Cultivation of customer relations	48%	(42%)	Direct sales	10%	(12%)
Providing information on new products	48%	(34%)			

3.2 Target group accuracy

92% (91%) of the exhibitors reached their most important target groups during SENSOR+TEST 2026.

3.3 The exhibitors received visitors from the following branches (multiple answers, extract)

Machinery and plant construction	41%	(20%)	
Other electrical industry	33%	(19%)	
Aviation and suppliers	19%	(10%)	
Medical engineering	12%	(10%)	
Energy industry	12%	(7%)	
Chemistry and pharmacy	10%	(9%)	
Automotive and suppliers	10%	(17%)	
Information technology	7%	(2%)	
Consulting, service	7%	(2%)	

3.4 New business relations

96% (95%) of the exhibitors established new business relations.

3.5 Follow-up business

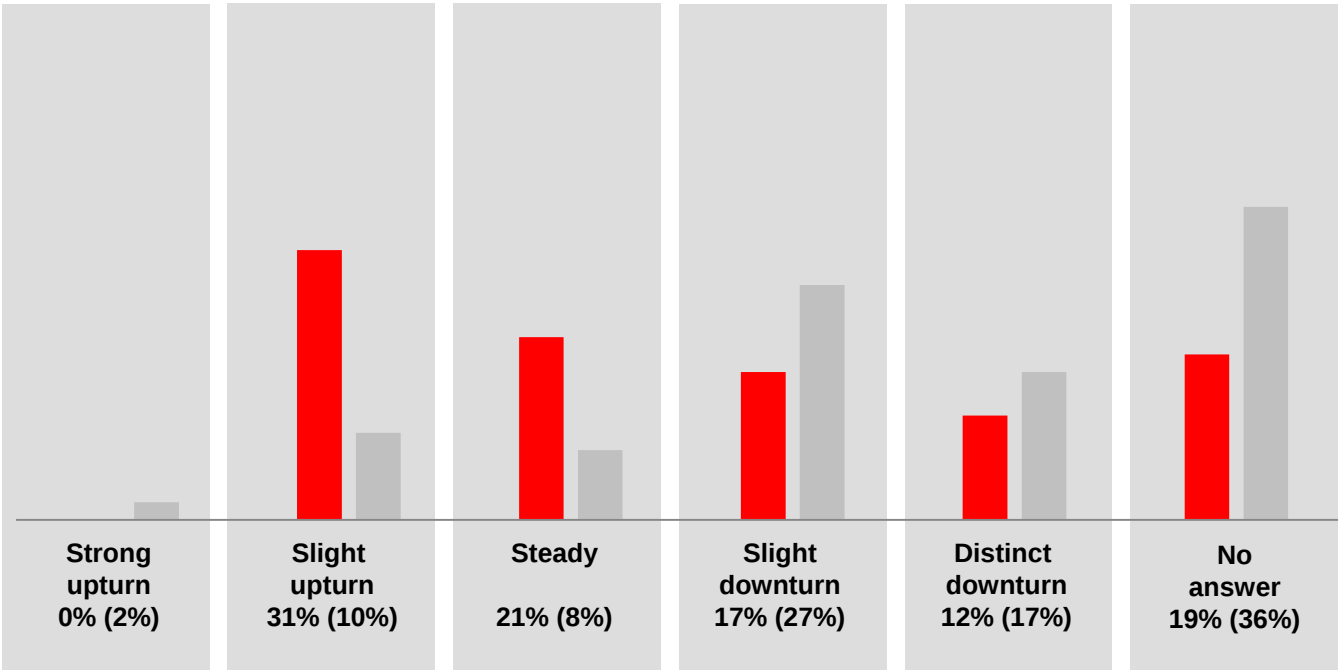
81% (76%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

3.6 Organisation and service

The exhibitors were satisfied with organisation and service at SENSOR+TEST 2026.

3.7 Economic situation in branch

(At the time of exhibition June 2026 vs. May 2025)



4. Miscellaneous

The representative visitor survey was carried out by an independent market research institute.

The structural data have been certified by the FKM, Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information at www.fkm.de.



This show report is also available in German.



AMA Service GmbH
Von-Münchhausen-Straße 49
31515 Wunstorf
Tel +49 (0) 50 33.96 39-0
info@ama-service.com
www.ama-service.com

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DIE MESSTECHNIK-MESSE
The Measurement Fair

Nürnberg, Germany

11-13 May 2027

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