

Munich, 15. January 2026

## Press Release

### New long-term analysis shows: robotics and automation sector remains optimistic as challenges arise

- **Exhibitor surveys of last 13 years evaluated**
- **Current economic situation considered increasingly challenging since 2018**
- **Economic forecasts of automatica exhibitors remain at high levels**

Exhibitors of the leading exhibition automatica look ahead to the coming years with great confidence – despite economic challenges. Expectations for the future economic development of the industry even reached an all-time high in 2025. This causes high levels of investment confidence, innovative strength, and long-term growth across the industry as the new year begins.

Exhibitor surveys conducted in collaboration with the Gelszus Messe-Marktforschungs GmbH research institute have been evaluated to compile this data. Participating companies were asked about their opinion on the current economic situation in the industry and their expectations with regard to its future development.

#### VDMA: “Impressive evidence of the industry’s potential”

Even though the enthusiasm in assessments of the current economic situation has been on the decline since 2018, the future outlook clearly remains positive. Even the coronavirus pandemic, ongoing trade conflicts, and geopolitical tensions have done nothing to alter the companies’ fundamental conviction that automation, robotics, and smart production solutions are among the key technologies of the future. “The pronounced optimism provides impressive evidence of the industry’s potential”, says Patrick Schwarzkopf, Managing Director VDMA Robotics + Automation. “The good news is that the significance

Dr. Matthias Glötzner  
PR Manager  
Phone +49 89 949-21483  
matthias.gloetzner@messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



of automation will continue to grow. The accelerating demographic change and increased requirements with regard to competitiveness are just two examples of important factors that will drive global automation for many years to come."

### **automatica: driving force and barometer of the industry**

Exhibition Director Anja Schneider comments: "At automatica 2025, there was a palpable feeling that the industry has lost none of its optimism even though it is navigating a challenging market. The long-term analysis provides statistical evidence of what most visitors and exhibitors could clearly feel at the exhibition. 97 % of exhibitors and 98 % of visitors feel that the leading exhibition will become even more significant or remain at current levels."

The next **automatica** will take place in Munich from June 22 to 25, 2027.

Learn more at <https://automatica-munich.com/en/>.

#### **About automatica**

automatica is the world's leading marketplace for automated smart production. It is the trend setting event for companies from all industry sectors, providing access to innovations, knowledge, and trends with a high degree of business relevance. automatica focuses and shapes the transformation of industrial production – from automated to autonomous facilities. Messe München GmbH and VDMA Robotics + Automation, conceptual sponsor of the trade fair, are behind the industry-driven concept of automatica.

#### **Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its combined workforce of 1,300 in the group and affiliated companies, Messe München organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. Messe München oversees global operations supported by an international network of affiliated companies and representations. Each year, more than 150 events attract around 50,000 exhibitors and three million visitors in Germany and abroad. That makes Messe München an important economic powerhouse driving purchasing power effects in the Billions.