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Press Release

Final report

Growth in visitor numbers, full halls, clear future topics: analytica 2026 sets standards

- **1,135 exhibitors from 40 countries**
- **About 35,000 visitors from 115 countries**
- **AI and automation as innovation drivers for the industry**

Full halls, more visitors, highly satisfied exhibitors: analytica 2026, held in Munich from March 24 to 27, impressively demonstrated how innovative and forward-looking the international laboratory industry is. 1,135 exhibitors from 40 countries presented their world premieres and new products from the entire spectrum of laboratory technology, analysis and biotechnology to about 35,000 visitors from 115 countries. Conversations at the stands and in the supporting program were all about the digital, automated, and sustainable laboratory—and mostly the hot topic of AI.

“With a noticeable increase in the number of visitors and exhibitors, and a high share of international participants, analytica 2026 confirmed its status again as a world-leading trade fair,” says Dr. Reinhard Pfeiffer, CEO of Messe München. “It once again made the dynamism and innovative strength of an industry visible that supplies the essential basics for growth fields such as food and quality control, life sciences, and environmental technology.”

“analytica 2026 consistently addressed the most important industry topics in the exhibition area, at the conference, and in the supporting program. That makes it a unique platform for making trends tangible, imparting specialist knowledge, and providing orientation for the future of the laboratory,” adds Exhibition Director Susanne Grödl. “The positive response from exhibitors and visitors

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shows that we struck a chord with that and provided important impetus for the industry.”

Exhibitors report very positive outcome

The exhibitors were very satisfied with the trade fair and were often continuously involved in discussions at the stands. Dr. Gunther Wobser, Managing Partner of Lauda Dr. R. Wobser and new Chairman of the analytica Advisory Board, sums up: “analytica 2026 impressively reaffirmed its status as the most important international meeting place for the industry.” For Sylveer Bergs, Managing Director Thermo Fisher Dreiech, analytica is the platform which unites all industry stakeholders: “It showcases high-end analytics, integrated life science workflows, digital and automated labs, and sustainable, regulated applications, reflecting the move from standalone instruments to connected, data-driven end-to-end solutions.”

Mathis Kuchejda, Managing Director of Schmidt + Haensch and Chairman of the Analytical, Bio and Laboratory Technology Division at the industry association Spectaris, adds: “Despite a challenging market environment in recent times, there is a mood of optimism in the industry—underpinned by the high level of innovative strength and positive prospects in the long term.” Experts anticipate an annual growth rate of five percent for the global laboratory market in the next few years. This development is being driven primarily by automation, robotics, and rising investments, for example, in life sciences, pharmaceutical research, and environmental analysis.

Major attractions: special shows on the modern lab

The usual extensive supporting program addressed hot topics in the industry and made them accessible in lectures, discussion panels, and special shows. The daily live demonstrations, such as the Special Show Digital Transformation, were a major attraction. Organizer Felix Lenk, CEO of SmartLab Solutions, is extremely positive about how things went: “You could feel the enthusiasm of the trade fair visitors not only during the live demonstrations but also in the hundreds of individual conversations about AI, digitalization, automation, and robotics.”



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Nearby in the Live Lab, the rows of seats for spectators were also full several times a day when experts presented typical work processes from modern everyday laboratory life. The experimental presentations in the Lab Safety Forum, which illustrated the risks involved in laboratory work complete with bangs and smoke, were also popular. The Jobday on the last day of the trade fair drew large crowds. It offered graduates and young professionals the opportunity to find out about professional prospects in the industries and get to know potential employers.

Scientific exchange at the highest level

There was intensive specialist discourse at the accompanying scientific conference, which had over 2,000 participants. “Analysis is the basis of all knowledge. That became clear once again at the analytica conference, which networks industry and academia every two years at analytica,” says Prof. Gertrud Morlock from the Justus Liebig University Giessen, who gave a lecture on a sustainable miniature laboratory system. “The analytica conference has become one of the most important scientific conferences worldwide—we heard that repeatedly in conversations,” says a delighted Susanne Grödl. Many sessions addressed trends such as the digital and green laboratory, and were, in some cases, at full capacity due to the excessive demand. Other lectures dealt with topics such as detecting designer drugs in forensics, innovative mass spectrometry procedures for the botanical origin analysis of honey, or special analytical methods for ancient manuscripts.

analytica 2026 in figures

1,135 exhibitors (2024: 1,066 exhibitors) traveled from 40 countries and regions, 56 percent of them from abroad. The top ten exhibitor countries were (in this order): Germany, China, the U.S., Italy, Great Britain and Northern Ireland, the Netherlands, Switzerland, France, India, and Spain. There were about 35,000 visitors (2024: 33,386 visitors) from 115 countries and regions, and the share of international visitors totaled around 40 percent. After Germany, the top ten visitor countries were (in this order): Austria, Switzerland, Italy, Great Britain and



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Northern Ireland, France, the Netherlands, Turkey, Poland, Czech Republic and the U.S.

The next analytica will be held with the analytica conference from April 25 to 28, 2028.

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More pictures are available at our [media database](#).

About analytica

analytica is the world's leading trade fair for the laboratory technology, analysis and biotechnology industries and their users in research and business. The trade fair will be complemented by the analytica conference, where the international scientific elite meet for discussion of current topics in chemistry, biochemistry and laboratory medicine. Since 1968, analytica has been held biannually in Munich. The next event will take place from April 25–28, 2028.

analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: The analytica network comprises – in addition to the world's leading trade fair analytica – analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, analytica Lab Africa and analytica USA.

About Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia. Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.