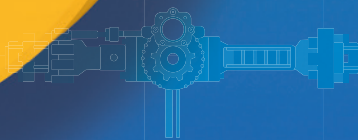


# SUCCESS RECORD bauma 2025

April 7-13, 2025



The World's Leading Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines,  
Construction Vehicles and Construction Equipment

[bauma.de/en](https://bauma.de/en)

**bauma**



# The heartbeat of our industry: Leading trade fair, driving force, topic leader.

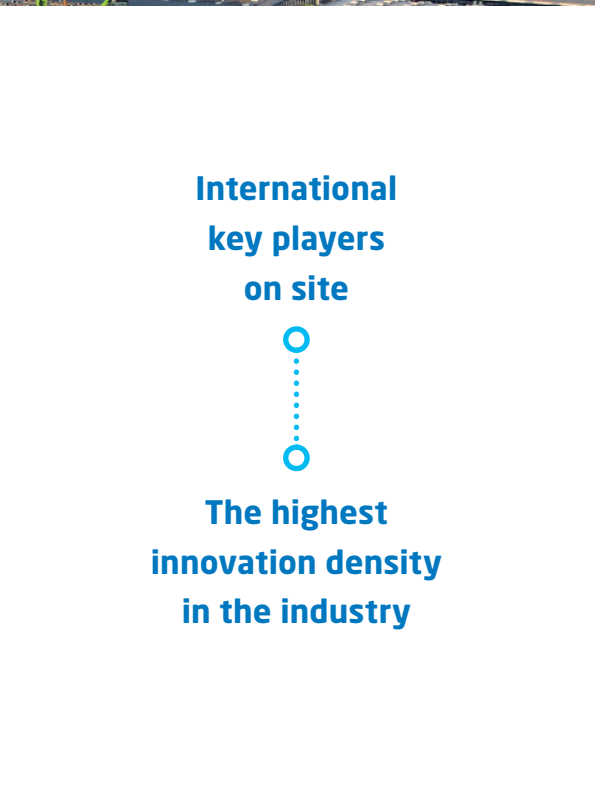
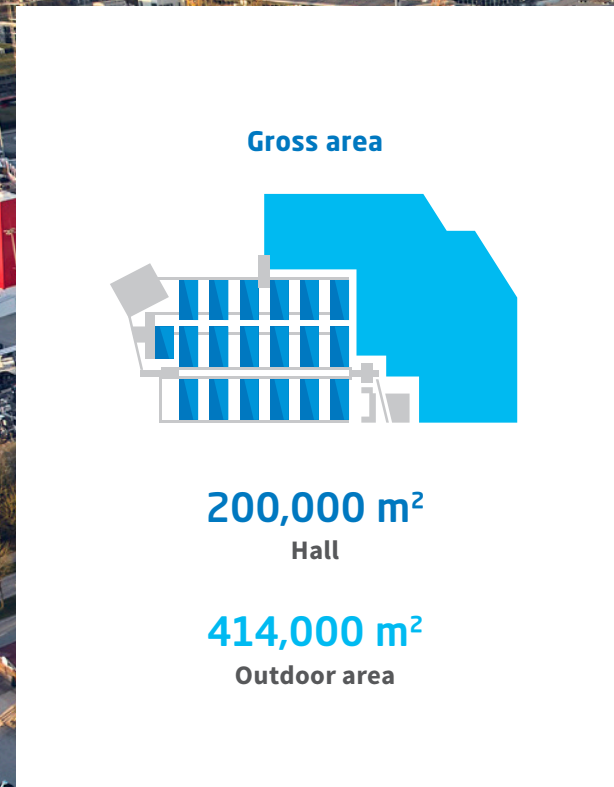
## bauma 2025

In 2025, bauma was once again the most important industry platform and brought together more than 600,000 visitors with 3,548 exhibitors from all over the world. The focus was on technological innovations, future-oriented partnerships and fresh impetus for the industry. As a world-leading trade fair, bauma set the tone with its five key topics.

At the same time, the exhibitors once again demonstrated the innovative strength of the industry, presenting forward-looking technologies, products and services. 96 % of exhibitors are convinced that bauma will continue to retain its central role for the industry in the future.



\*Status: July 2025, not yet FKM certified



# More visibility. More contacts. More impact.

## Industry platform

As the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment, bauma creates reach for international product innovations and is THE place for business and new customer contacts.

### What bauma offers you:

#### More image:

Presence at the largest and most important industry event

#### More business:

Contact with decision-makers with high willingness to invest

#### More insights:

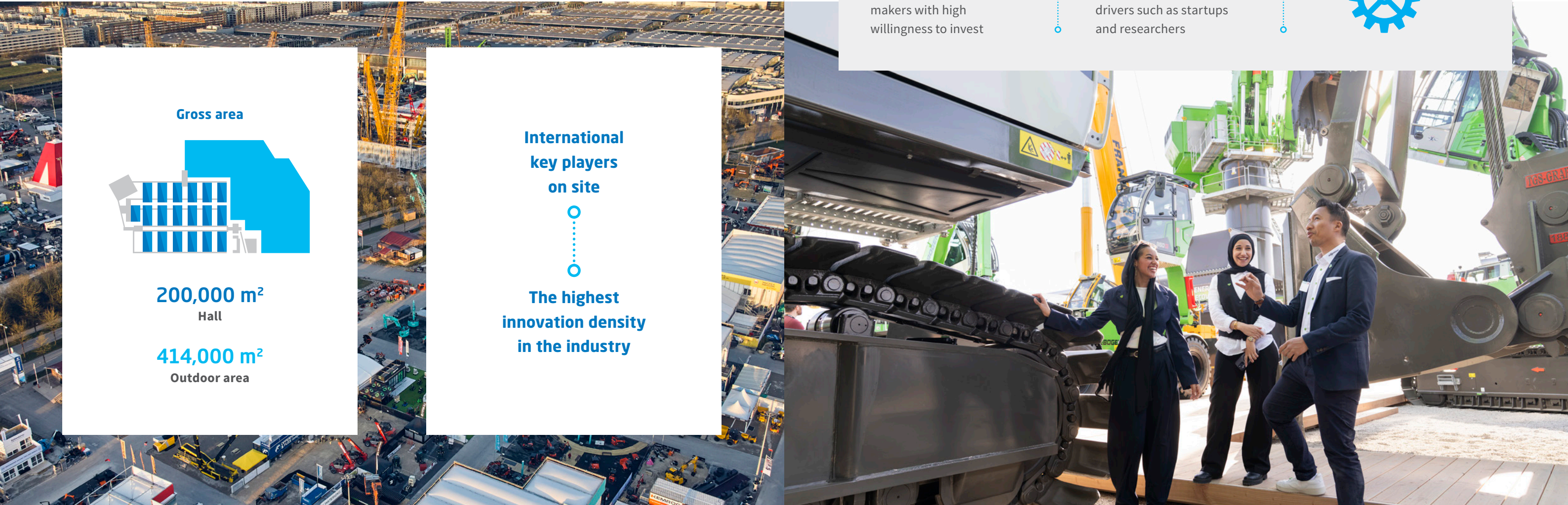
Complete overview of all markets, innovations and trends

#### More stimulus:

Exchange with innovation drivers such as startups and researchers

#### More internationality:

Global hub with a worldwide network





# The entire industry and its innovations.

The exhibition areas of bauma are as diverse as the industry itself:

- Construction and commercial vehicles
- Construction machines and attachments
- Material handlers and attachments
- Special machines for road construction, maintenance and repair
- Drilling
- Lifting appliances, industrial trucks and solutions
- Construction equipment/tools and special systems
- Concrete/mortar preparation and processing
- Formworks and scaffolds
- Construction site installation
- Tunnel construction, expansion and exploration
- Mining, extraction and processing of raw materials
- Building material production
- Components, systems and services
- Occupational safety and protection

## One trade fair. Countless highlights.

The innovative strength of the industry is presented not only at the trade fair stands but also in the diverse supporting program. Its future viability is particularly tangible in the bauma innovation hall LAB0: This is where the five key topics were brought to life and looked at from different perspectives. But that’s not the only highlight of the bauma supporting program:

### Innovation Award

The bauma Innovation Award was presented for the 14th time to a total of five winners in recognition of their pioneering innovations.

### Live demonstrations

To experience innovative and ground-breaking applications for machines and vehicles live – the exhibitors made it possible with a variety of live demonstrations.

### THINK BIG!

The young talent initiative brought around 15,000 students from almost 200 schools to bauma in 2025.

## Innovation hall LAB0

### bauma FORUM

Experts from industry, the startup scene, politics and science used this stage to dive into the five key topics at bauma 2025 from different perspectives.

### VR Experience Zone

This is where visitors could experience the future of the construction industry up close with VR – from construction robotics and alternative drive technologies to digitalization.

### Startup Area

Just under 50 startups presented their forward-looking solutions, in line with the five key topics at bauma.

### MiC 4.0

The Machines in Construction MiC 4.0 working group presented its progress on the path toward a common data language to drive forward the digitalization of the construction site.

### Science Hub

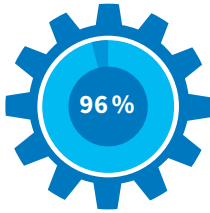
Eleven universities and scientific institutes brought the current state of research to life.



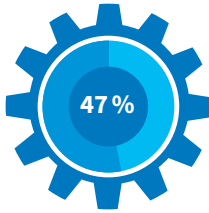
# Leading role: bauma. Key role: Mining.

## Mining meets business.

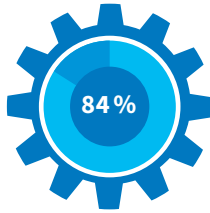
bauma Mining is the leading platform for the mining industry. It brings together the international key players from the mining and construction industries, thus showing how synergies can arise from the unique combination of both sectors. The focus is on a wide range of relevant technologies and trends in the mining industry. The importance of this area remains higher than average and is continuing to grow, both for visitors and the exhibitors themselves.



96% of trade visitors to the mining area rated the offering as “excellent”, “very good” or “good”.

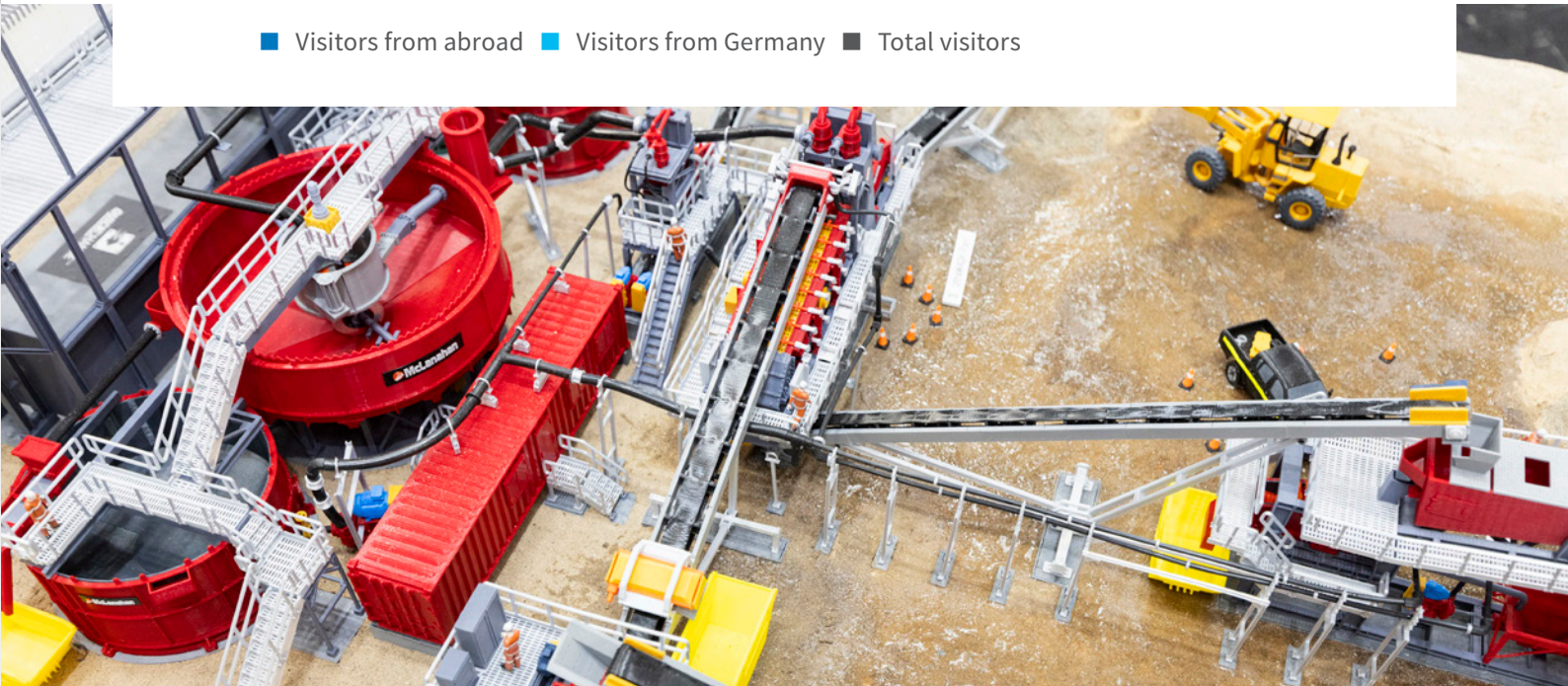
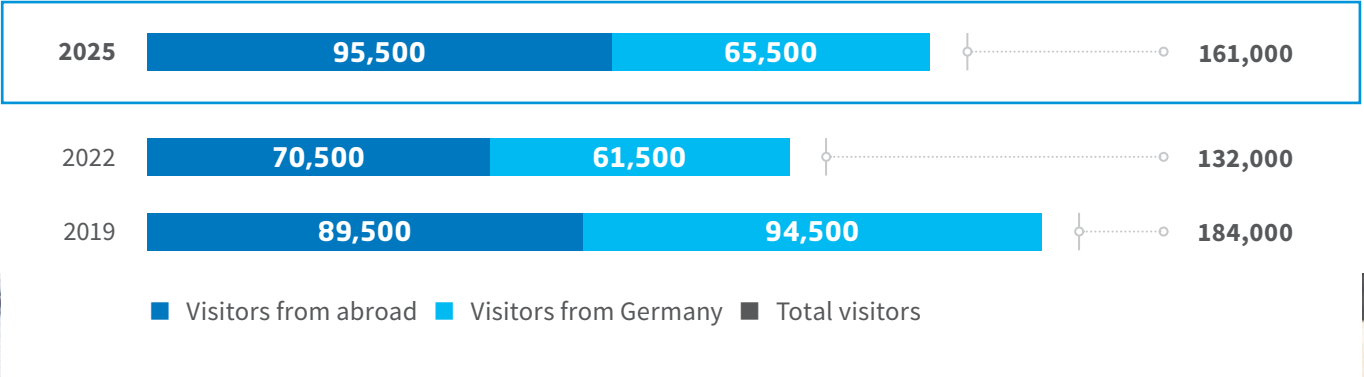


47% of exhibitors presented products or services in the mining sector.



84% of exhibitors from the mining industry rated the integration of the mining area as “excellent”, “very good” or “good”.

## Distribution of visitors by origin

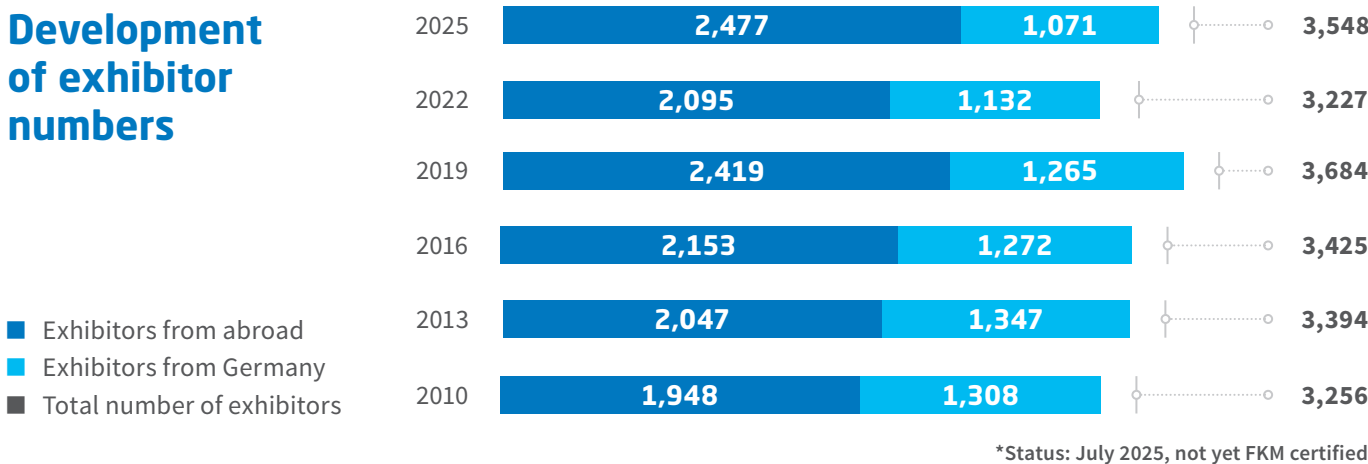


# The industry platform for your success.

## Exhibitor survey

Maintaining and establishing business relationships, direct deals, or presenting innovations – exhibitors once again reached their participation goals at bauma 2025. The verdict: excellent ratings in a wide range of areas and confirmation of bauma as the world’s leading trade fair for the industry.

### Development of exhibitor numbers



### Assessment from exhibitors



### Achieving exhibitor goals



Read statements here about bauma from our customers:

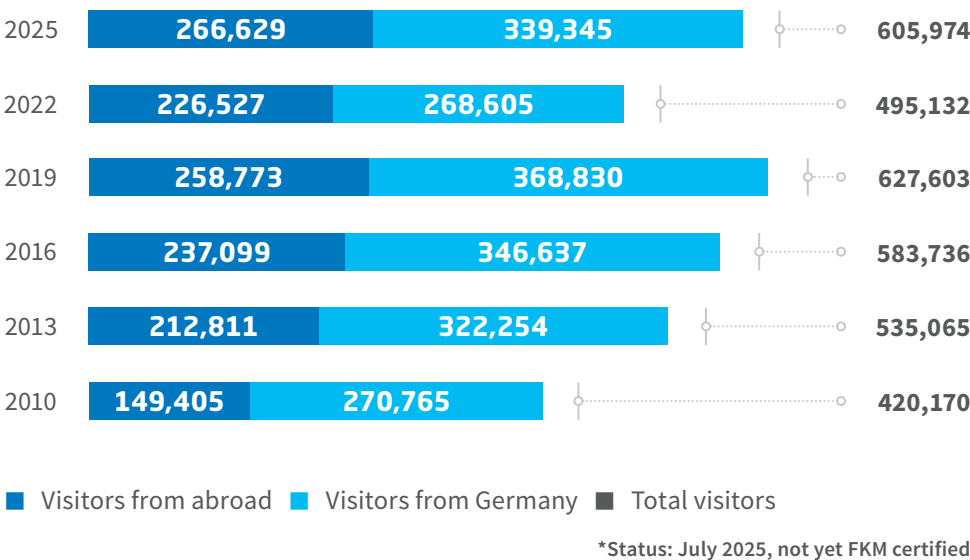


# Top marks from the trade audience.

## Visitor survey

Highest satisfaction ratings in almost all areas: Trade visitors to bauma 2025 were once again satisfied across the board and particularly praised the breadth of the offering and the high density of innovations and relevant key players in the industry.

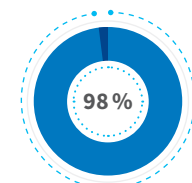
### Distribution of visitors by origin



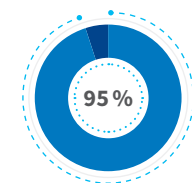
### Achieving visitor goals



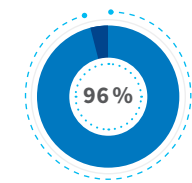
### Assessment from the visitors



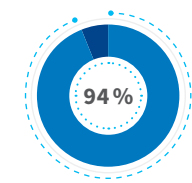
Likelihood to recommend



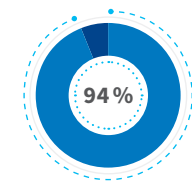
Advantage compared to competition



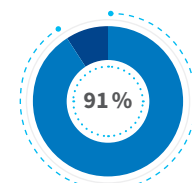
Likelihood to revisit



Satisfaction with exhibitor internationality



Satisfaction with visitor benefit



Satisfaction with innovation density

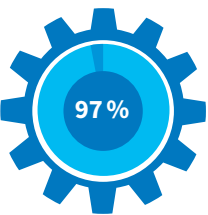


# Our location: Munich.

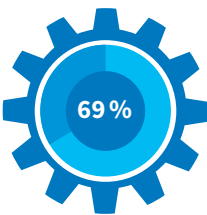
# Our radius: worldwide.

## International orientation

bauma is a world-leading trade fair in the truest sense of the word. Taking part even just once gives you direct access to all the markets in the world and the most important key players in the industry. But the visitors themselves also stand for global relevance: 605,974 visitors, with 44 % from abroad.

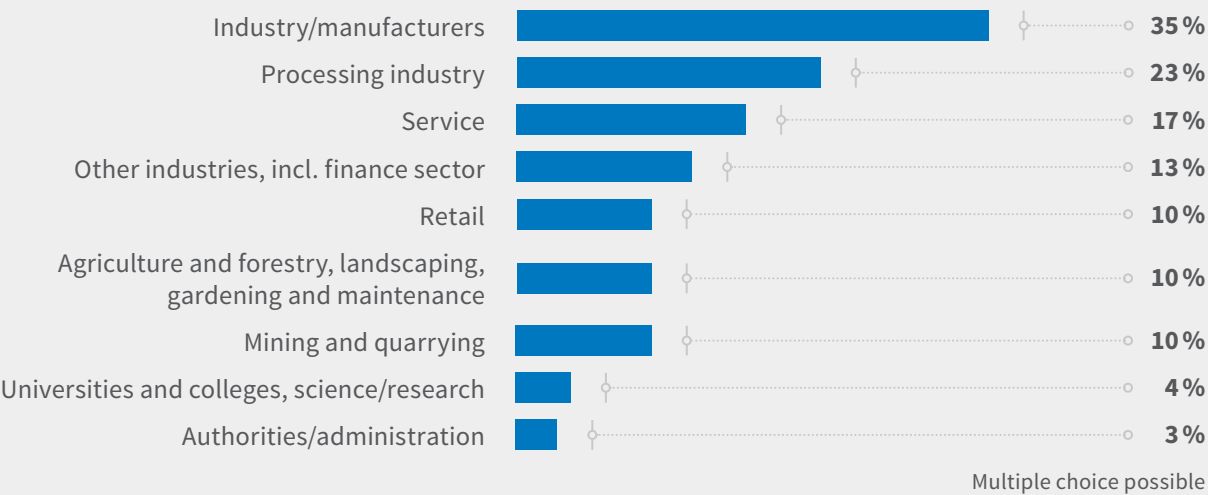


Overall satisfaction  
(visitors and exhibitors)

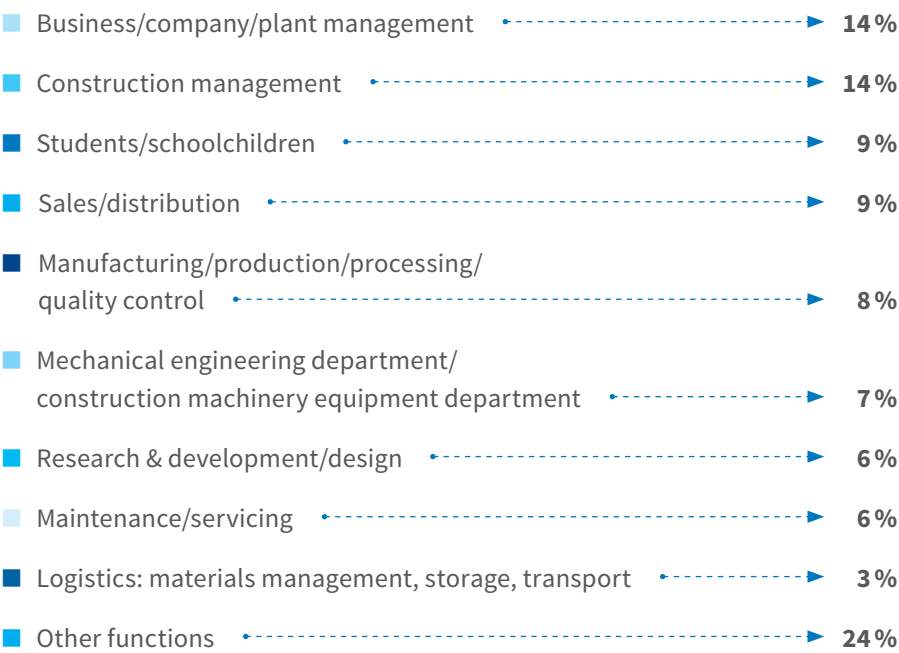


of all trade visitors are  
decision-makers,  
21 % with a leading role

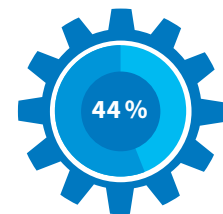
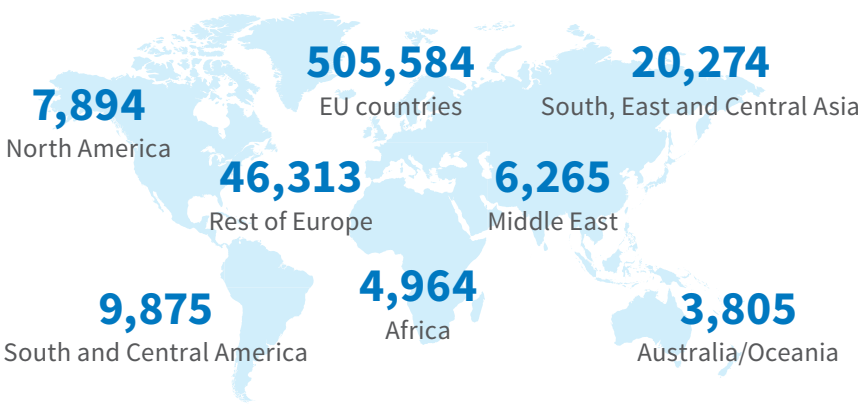
## Trade visitors by sector



## Trade visitors by role



## Visitors by continent



International  
visitors

## Top 30 international exhibitor countries

Italy	579	France	102	Poland	45	Bulgaria	12
People's Republic of China	421	Spain	93	Belgium	36	Ireland	10
Turkey	240	Austria	79	Czech Republic	31	Slovakia	9
Netherlands	131	India	69	Denmark	29	Slovenia	9
Great Britain/Northern Ireland	108	Switzerland	58	Canada	22	Luxembourg	8
USA	103	South Korea	55	Japan	17	Norway	7
		Finland	51	Portugal	15	Australia	6
		Sweden	50	Taiwan	14	Romania	6

\*Status: July 2025, not yet FKM certified

## Top 30 international visitor countries

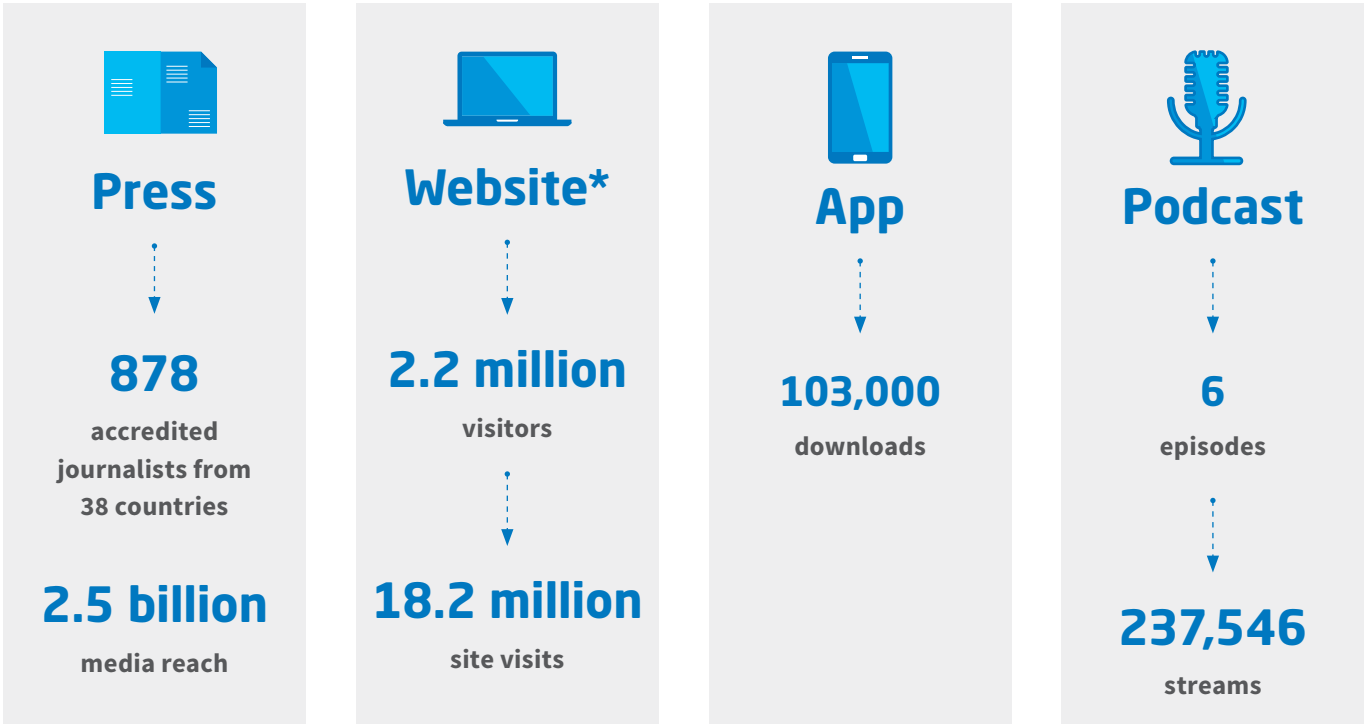
Austria	40,116	Czech Republic	6,158	Norway	3,733	Canada	2,561
Italy	29,808	Spain	5,847	Slovenia	3,584	Portugal	2,508
Switzerland	22,747	Belgium	5,783	Croatia	3,560	Hungary	2,250
France	15,200	Sweden	5,715	India	3,410	Slovakia	2,204
Netherlands	12,873	USA	5,310	Brazil	3,231		
Poland	7,510	Denmark	4,742	Ireland	3,231		
China	7,135	Turkey	4,472	Japan	3,220		
Great Britain/Northern Ireland	6,397	Finland	4,356	Australia	3,216		
		Romania	4,072	Israel	3,011		

Status: April 2025



Wide reach.  
Even wider scope.

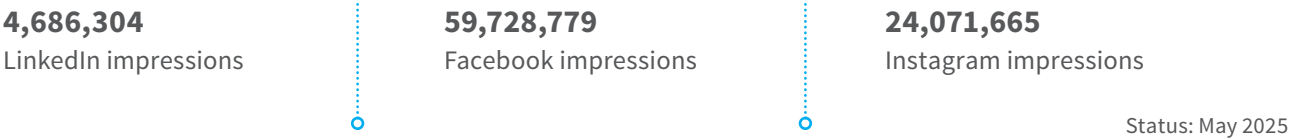
Media presence



\* Period:  
October 2024 – April 2025

Status: June 2025

Social media



Status: May 2025

# LET'S MEET AGAIN: APRIL 3-9, 2028

A large graphic featuring a globe with a blue and white color scheme, a QR code, and a large yellow 'b' logo. The background is a solid blue color.

Exhibitor registration for bauma 2028 will be possible from spring 2026.

## bauma NETWORK

THE WORLD'S LEADING BRAND  
IN THE CONSTRUCTION MACHINERY  
AND MINING INDUSTRY

- bauma
- bauma CHINA
- bauma CONEXPO INDIA
- m&T expo  
PART OF bauma NETWORK





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