

# Visitor analysis

## 34,781

visitors (5,913 of whom came from abroad)

### Investment intentions of visitors\*



## 24 — 27

October 2026

### Visitor feedback\*

## 89%

would recommend südback to others

## 70%

are involved in investment decisions in their company

## 79%

would come back to südback

## 55%

hold managerial positions

## 1.8

Overall mark given by all visitors

### Catchment area of visitors\*

## 83%

from Germany

## 17%

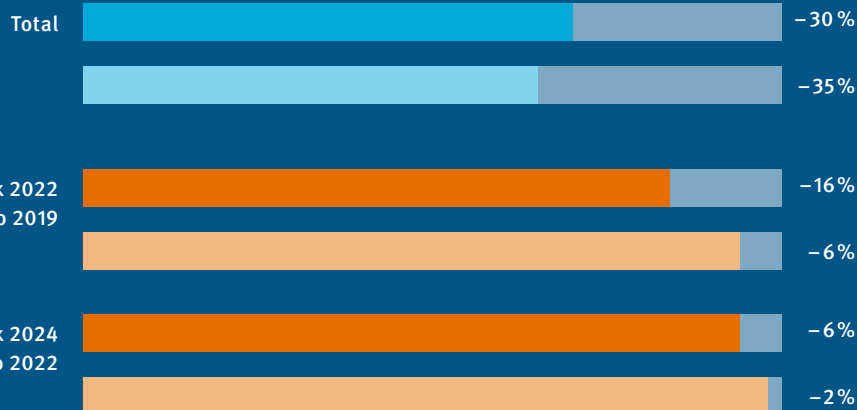
from abroad

Top visitor countries:

Austria, Switzerland, Poland, Italy, Netherlands



## Development of südback compared to other German exhibitions\*\*



The 166 exhibitions compared to their previous events before Corona.

Exhibitors  
Visitors

\*\* Source AUMA 2022

# Exhibitor information

# 562

exhibitors

# from 23

countries

# 82%

of exhibitors would  
recommend südback  
to others

## Focal points of our trade fair



Shop fixtures  
and fittings



Raw materials  
for bakers and  
confectioners



Merchandise



Sales  
promotion



Services,  
information,  
management



Working and  
operating  
technology

## Rental charge (net) for your stand areas

### Row stand



€ 229/m<sup>2</sup>  
From 16.06.25  
€ 239/m<sup>2</sup>

### Corner stand



€ 259/m<sup>2</sup>  
From 16.06.25  
€ 269/m<sup>2</sup>

### End stand



€ 269/m<sup>2</sup>  
From 16.06.25  
€ 284/m<sup>2</sup>

### Island stand



€ 282/m<sup>2</sup>  
From 16.06.25  
€ 294/m<sup>2</sup>



## Messe Stuttgart



**15,000 parking spaces** on  
the trade fair grounds  
**Own exit** on the A8 motorway



**30 min** by suburban/under-  
ground railway from Stuttgart  
Main Station/city centre



**300 metres** from Stuttgart  
Airport



**Truck access** to every exhibition  
hall; **Exhibition halls at ground  
level** with spacious logistics areas

## 4 good reasons for südback:

1. Be part of the largest trade fair for the bakery and confectionery trades in Germany in 2026.
2. Profit from the complete range of products and services for the entire industry.
3. südback combines craftsmanship and innovation.
4. Make use of one of the most modern infrastructures in Europe at Messe Stuttgart.

Register now at:  
[suedback.com/registration](https://suedback.com/registration)

### Partners of südback



### Organiser



Messe Stuttgart

Landesmesse Stuttgart GmbH  
Messeplazza 1, 70629 Stuttgart,  
Germany

### Your contact

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### International representatives

[messe-stuttgart.de/auslandsvertretung](https://messe-stuttgart.de/auslandsvertretung)



### Latest information about südback

#suedback2026  
#partsuedback

