



Post Show Report 2025

Audience insight, buyer influence and market reach for stakeholders



Executive summary

Manufacturer-led audience with strong Turkish market depth and broad international reach.



854

Total attendees

58%

of visitors were international

39%

Of visitors were from glass manufacturers

65%

authorise, influence or specify purchasing

Headlines

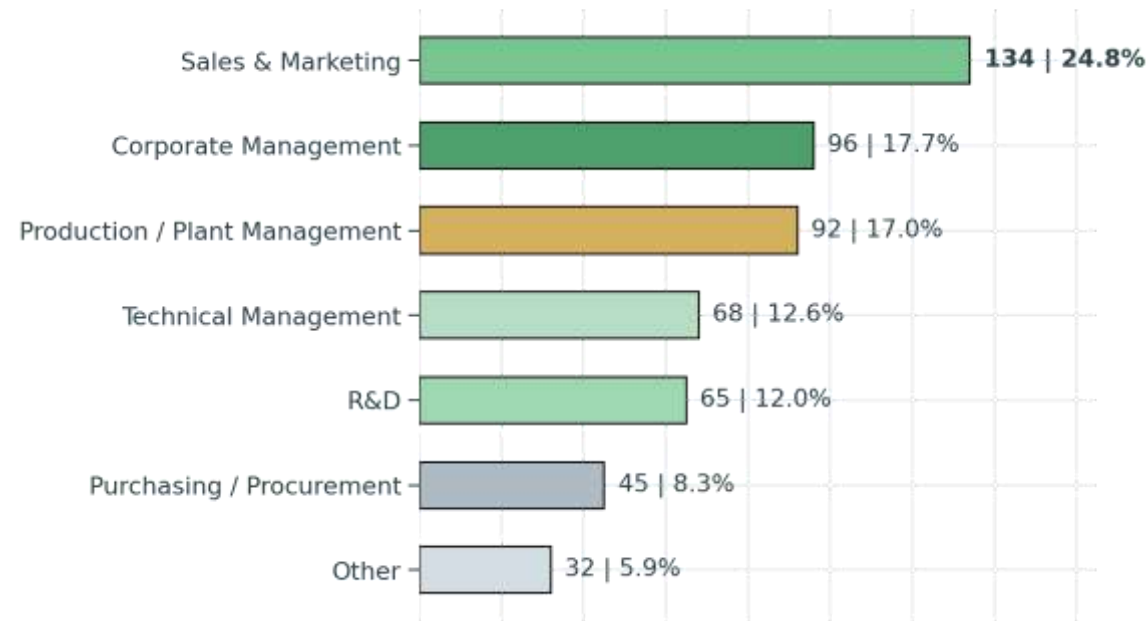
- The event delivered concentrated access to Turkey, alongside reach across Europe, the Middle East and international markets.
- The audience profile is commercially relevant: manufacturers, equipment suppliers, R&D teams and distributors are strongly represented.



Audience profile by job function

The audience combines commercial, corporate, production and technical decision-making roles.

Top job functions



Key insight

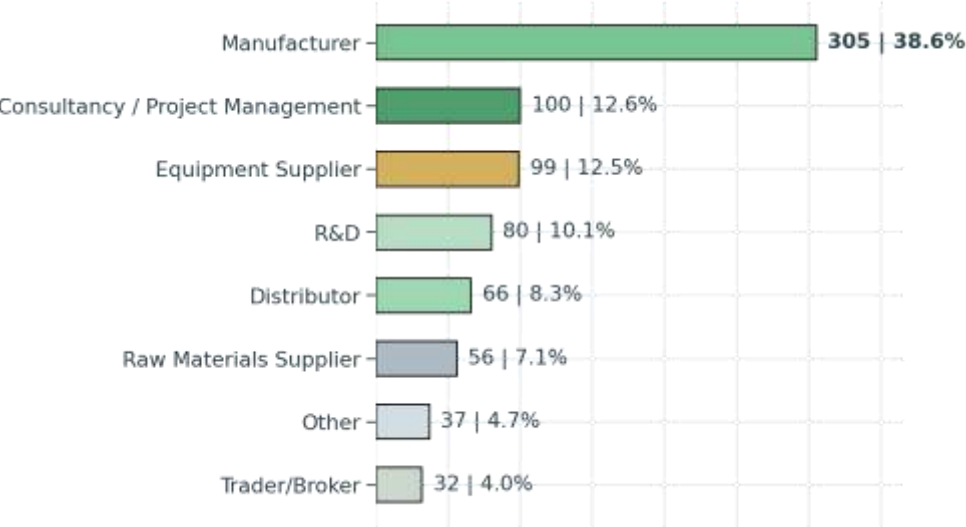
- Sales & marketing is the largest job function captured, at 24.8%.
- Corporate, production and technical management together create a strong decision-maker story.
- R&D and purchasing/procurement add further depth for technical and buying-led exhibitors.

Company profile and product sectors

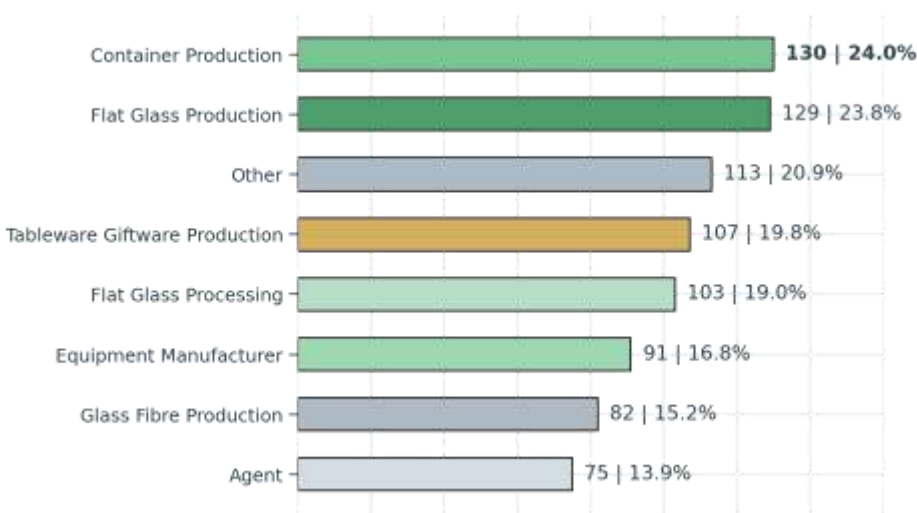
The data shows a manufacturer-led audience with wide representation across glass production sectors.



Nature of company business



Products/services manufactured or supplied



Purchasing influence and equipment interests

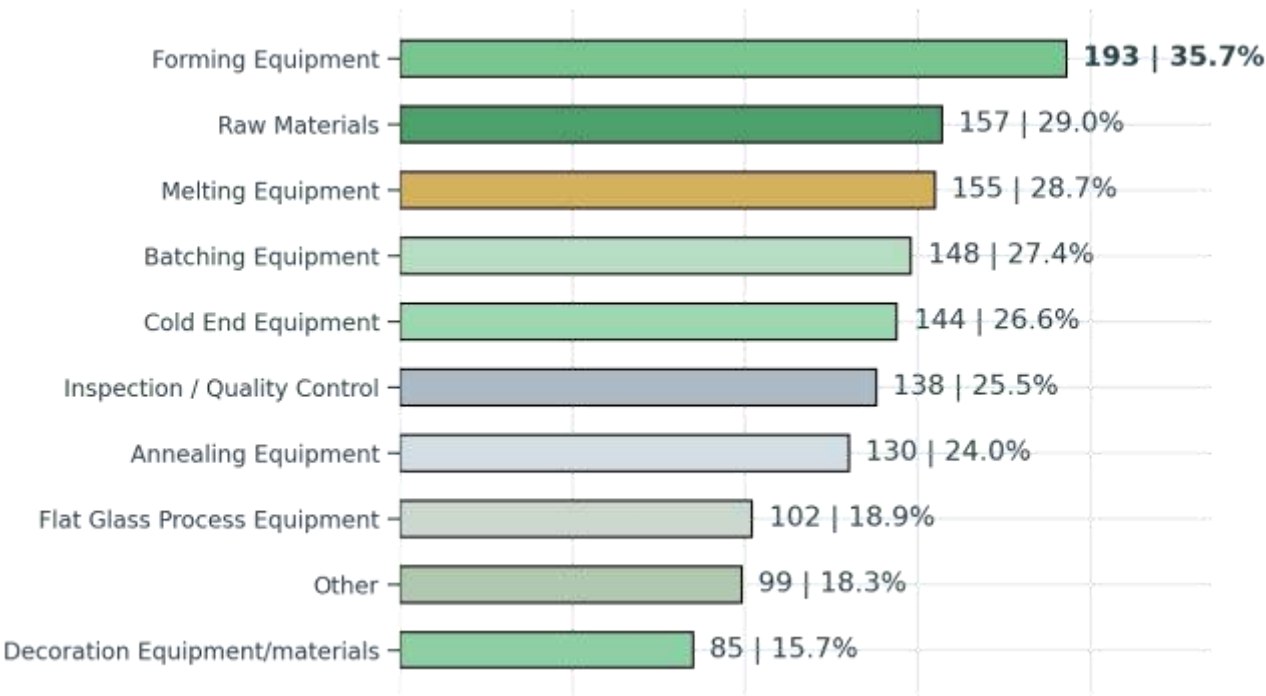
A high proportion of attendees can authorise, influence or specify purchasing decisions.

Purchasing influence



Authorise: 177 | Influence: 137 | Specify: 36 | None: 191

Purchasing responsibility categories

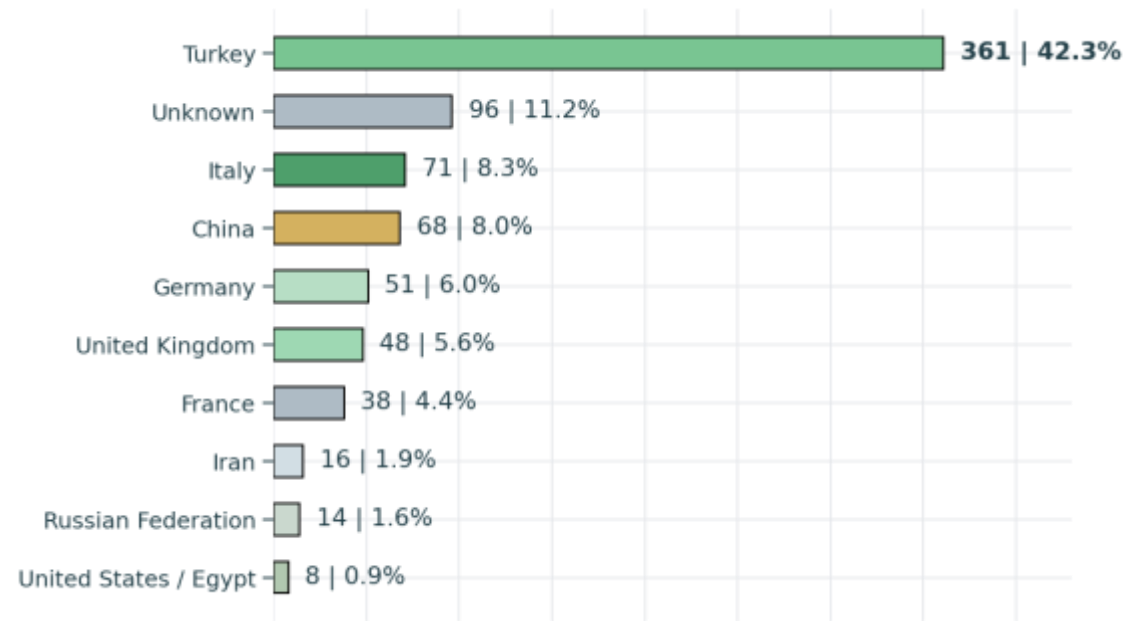


Geographic reach and company size

The audience is rooted in Turkey, with strong international participation across Europe and beyond.



Top countries by attendees



39

named countries represented in the country records



Company size profile

50% of respondents work in companies with 100+ employees.



Actionable insights for the next campaign

Lead sales messaging with manufacturer concentration, Turkish market access, buyer influence and equipment responsibility data; then layer in international reach for export-focused exhibitors and sponsors.

Recommended CTA

Connect with Turkey and Europe's glass manufacturing decision-makers.