



automechanika
ASTANA

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Messe Frankfurt Exhibition GmbH

10—12 JUNE 2026
IEC «EXPO», ASTANA, KAZAKHSTAN

Analytics on Target Indicators among Visitors of Automechanika Astana 2025



Analytics on Target Indicators among Visitors of **Automechanika Astana 2025:**

Indicator	Number	Share, %
Total questionnaires	14263	100%
From target sectors	7887	55,3%
Decision-makers	8486	59,5%
Influence purchasing decisions	7616	53,4%
Strong target audience (sector + decision/influence)	2902	20,36%
Legal entities	893	

Top Cities	Astana	Karaganda	Almaty	Pavlodar	Kokshetau	Stepnogorsk	Moscow	Shymkent	Kostanay	Petropavlovsk
Value	4489	188	229	91	63	63	50	45	29	24

1. Legal entities (companies):

Total number of legal entities:

893

Of which target profile companies:

532

2. Distribution of Target Companies by Sector:

Wholesale / Distributors

215 companies

Service Stations / Auto Repair

170 companies

Retail Trade

147 companies

3. Segmentation of Target Companies by Number of Employees:

Up to 10 employees — **417 companies**

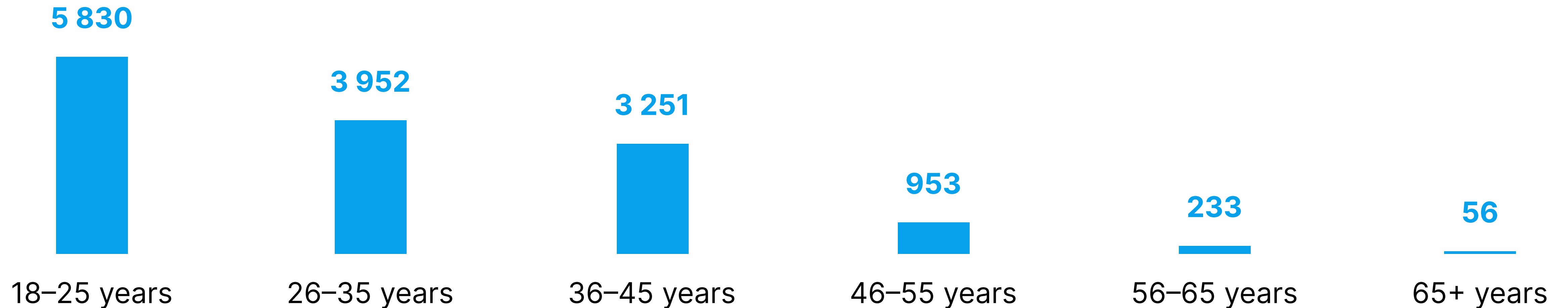
11–50 employees — **92 companies**

51–200 employees — **23 companies**

Age Statistics of Automechanika Astana 2025 Visitors

Average visitor age: **38,2 года**

Age Group Number of Visitors



Conclusion:

The majority of visitors were professionals aged 26 to 45, representing an active business audience that confirms the B2B nature of the exhibition.

Conclusion:

The exhibition was primarily attended by small and medium-sized legal entities, mostly from the wholesale and service station segments, confirming that it successfully attracted a targeted B2B audience of industry professionals.

From target sectors (7,887 visitors):

3,363 visitors (42.64%) reported that they influence or make purchasing decisions.

Strong target audience (sector + decision/influence):

2,902 visitors (20.36%) influence purchases.

The logo for bmca, consisting of the lowercase letters 'bmca' in a white, sans-serif font on a white square background.

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**We are always
happy to answer
your questions!**

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