



Leading dental trade show in Cologne



Impulses, innovations, IDS

135,000 visitors from 156 countries, an increase in visitor numbers of more than 15 per cent, a high level of internationality, quality and motivation on the part of both exhibitors and visitors – these are the key figures for IDS 2025.

For many stakeholders, the International Dental Show 2025 was more than just a meeting point for the industry—it represented a joint step forward into a future dental world that will be increasingly digital and networked.

More than 2,000 companies from over 60 countries presented their comprehensive range of products for dentistry and dental technology. More than 135,000 visitors from 156 countries rewarded this commitment with their openness and their willingness to invest. Despite geopolitical uncertainties and economic challenges, the number of trade visitors rose by more than 15 per cent compared to the previous event—with particularly strong growth in the number of visitors from Germany.

As a result, the 41st IDS ended on 29 March 2025 on a strong and convincing note, with a result that not only surpassed the figures for 2023 but also reinforces the IDS' claim to be the international benchmark in terms of quality, reach and professional relevance. Germany continues to be an important innovation hub for the dental world—this was once again evident.

"IDS has clearly exceeded our expectations yet again. Overall, we can see that the German dental industry is very well positioned as an innovation leader in terms of international competition. This is also reflected in the high level of interest in

innovative products and system solutions. IDS is the beacon for the global dental industry," said Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry (VDDI).

"IDS 2025 was a resounding success in every respect. It showed that Cologne is not only the home of the dental industry, but also a place where the future is taking shape. As the world's leading trade fair, it is both the showcase and a driving force—for sustainable progress, the quality of the supply and for global partnerships," added Oliver Frese, CEO of Koelnmesse.

Encounters and visions

"In times of rapid technological progress and digital solutions, it is more important than ever for us to work together as a dental community. IDS offers us the opportunity to exchange examples of best practice so that our patients will continue to have access to local and low-threshold dentistry in the future," said Prof. Christoph Benz, President of the German Dentists Association (BZÄK).

For Dominik Kruchen, President of the Guild Association of German Dental Technicians (VDZI), IDS 2025 was a complete success: "This year's IDS was once again the leading trade fair for many dental technician laboratories. It is the place where

laboratories examine new technologies, materials and workflows and look for new ideas in prosthetics. In doing so they benefit from their entrepreneurial vision and professional experience. Investment decisions, if they are to be well-founded, are made with a view to practical implementation in the laboratory. The large number of trainees in the exhibition halls is an expression of the fact that our up-and-coming generation is preparing for its role in the future prosthetic supply chain."

IDS 2025 in figures

2,010 companies from 61 countries took part in IDS 2025 on filling 180,000 square metres of exhibition space, including 463 exhibitors from Germany and 1,547 exhibitors from abroad. Foreign exhibitors thus accounted for 77 per cent of the total. When including estimates for the last day of the event, more than 135,000 trade visitors from 156 countries attended IDS, of which 55 per cent came from abroad. This represents a 15 per cent increase in the number of visitors compared to the previous IDS

The next, the 42nd International Dental Show will be held from 16 to 20 March 2027.

Source: IDS PR