

NAMM[®] Industry Insights

What We Learned from The 2024 NAMM Show

The
NAMM
Show

2024
Post Show
Report



The NAMM Show is where the global industry unites.

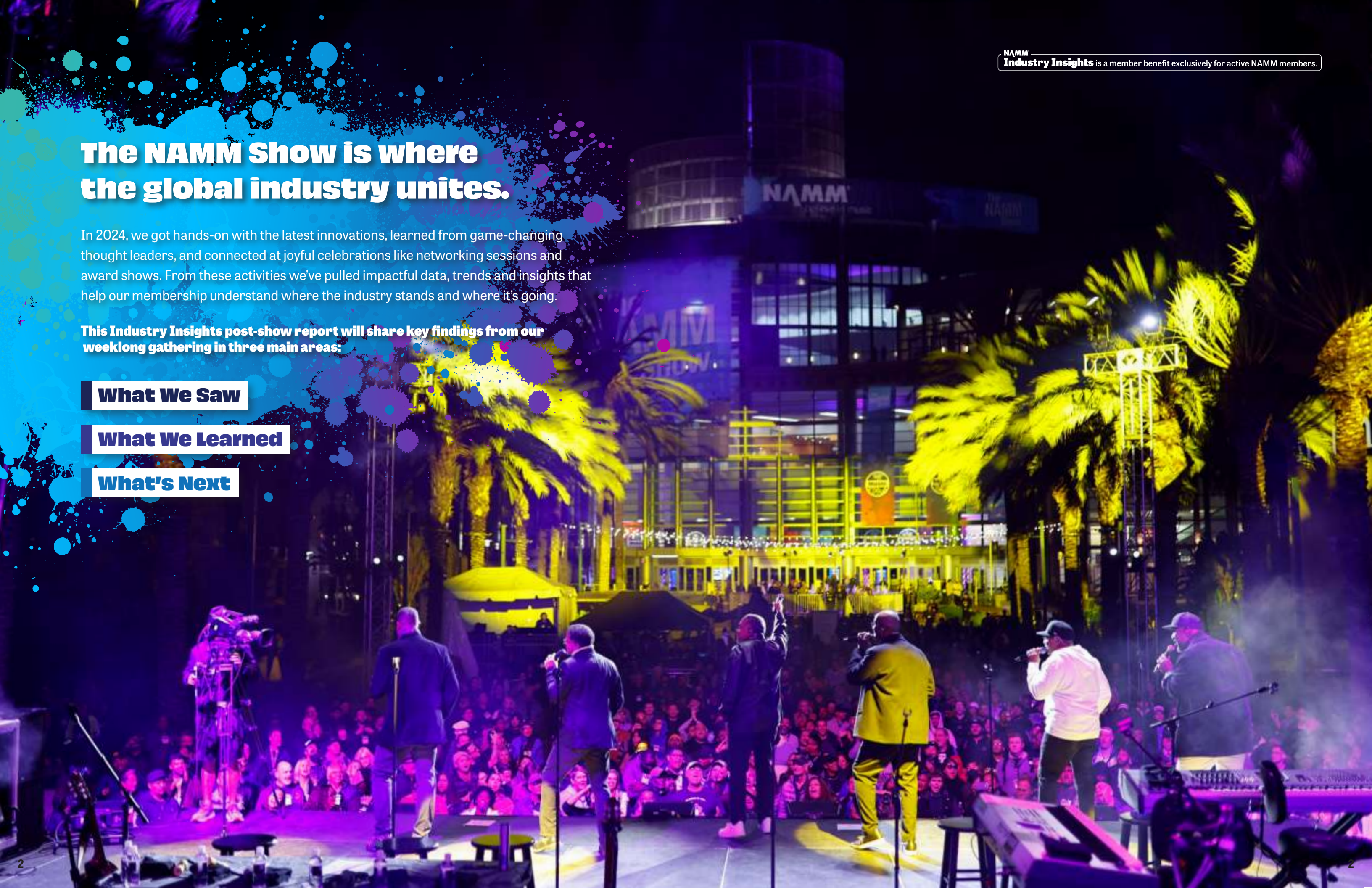
In 2024, we got hands-on with the latest innovations, learned from game-changing thought leaders, and connected at joyful celebrations like networking sessions and award shows. From these activities we've pulled impactful data, trends and insights that help our membership understand where the industry stands and where it's going.

This Industry Insights post-show report will share key findings from our weeklong gathering in three main areas:

What We Saw

What We Learned

What's Next





What We Saw

The Right Decision Makers Under One Roof.

For an exhilarating week, the right mix of companies, buyers, international attendees, influencers, media and artists from across our global industry developed relationships and drove industry growth.

The economic impact of the show was measured through a variety of metrics, including “buying power,” which is the sum of revenue of the buying companies at the show as reported by Music Inc. It’s a big number:

There was over **\$10.2 billion in buying power** at The 2024 NAMM Show.

The NAMM Show by the Numbers

62,282 show attendees

10,512 international attendees

125 countries, regions and territories

3,500+ brands

1,600+ exhibitors

250+ education sessions

650+ education speakers

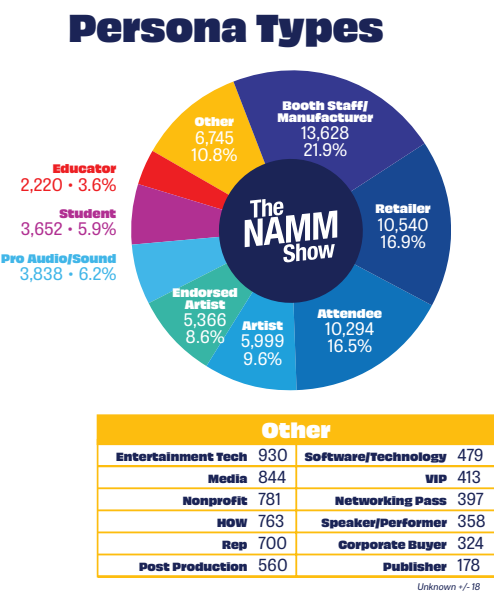
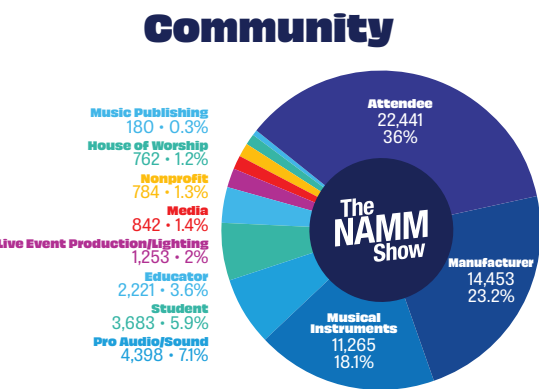
\$10.2 Billion in buying power

The Right Mix of Audiences

The 62,282 attendees discovered gear, developed their careers, and connected with the industry. Our focus was getting the right mix, and this show featured the largest percentage of buyers and influencers in NAMM Show history:

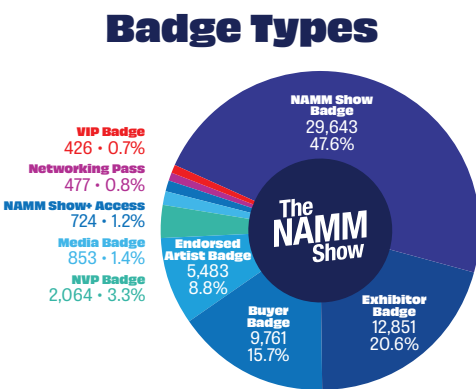
17% of attendees (10,603) were credentialed as either a **buyer or media/influencer**

20,785 attendees self-identified as a **content creator**



Brands Reached Beyond the Show Floor

Attendees' social media profiles spanned the globe, reaching over **120M Followers** on their channels.



A Diversity of Interest

As the needs of working professionals and retail buyers evolve, NAMM does in turn, with a show as diverse as the industry itself. Home recording, content creation and podcasting continue to grow, and pro audio has taken the top spot this year for attendee interest.

The Home for Pro Audio

As we see in the Activity Interest chart, performing and playing music ranks highest, which is no surprise. The Product Interest chart shows that pro audio is now our largest segment.

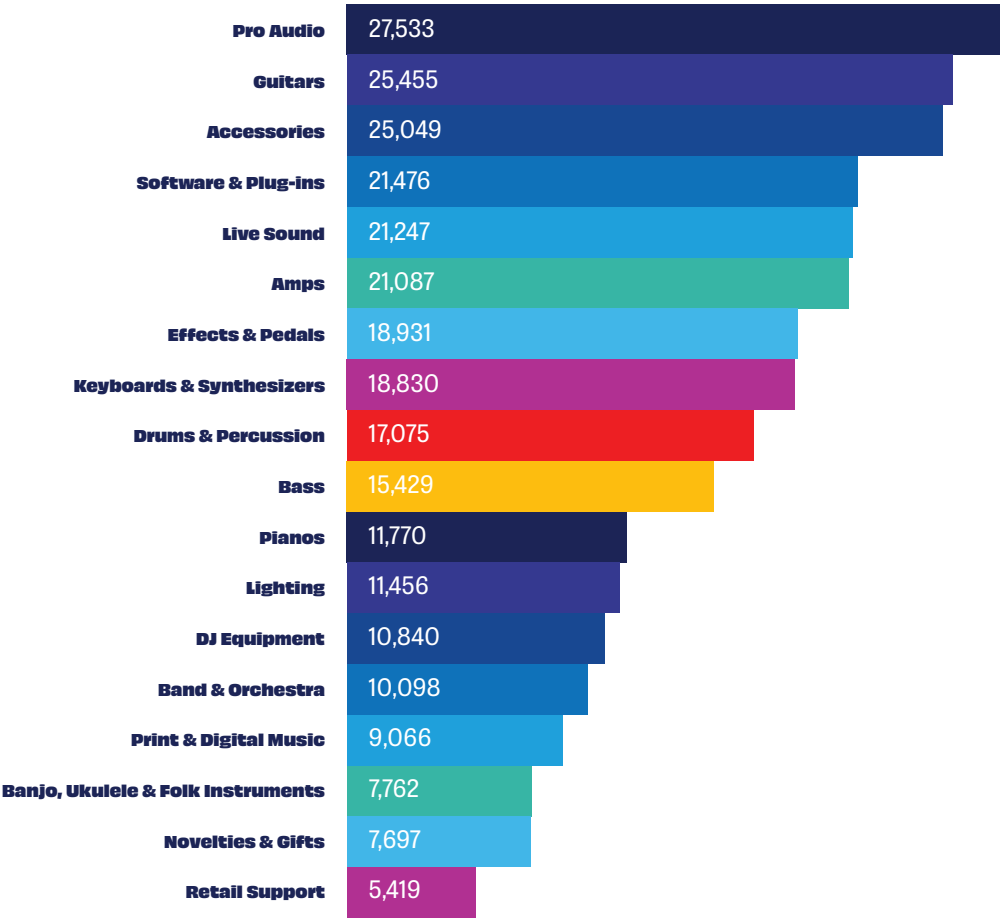
Houses of Worship Performers and Pros Discover Gear Here

Hundreds of full-time house of worship buyers attended, and 7,214 attendees were involved in their houses of worship, making The NAMM Show a definitive home for gear discovery, networking and professional growth in this important sector. Events like the Worship Musician Pre-NAMM Hang, Musicians' Chapel and NAMM Yamaha Night of Worship united the community.

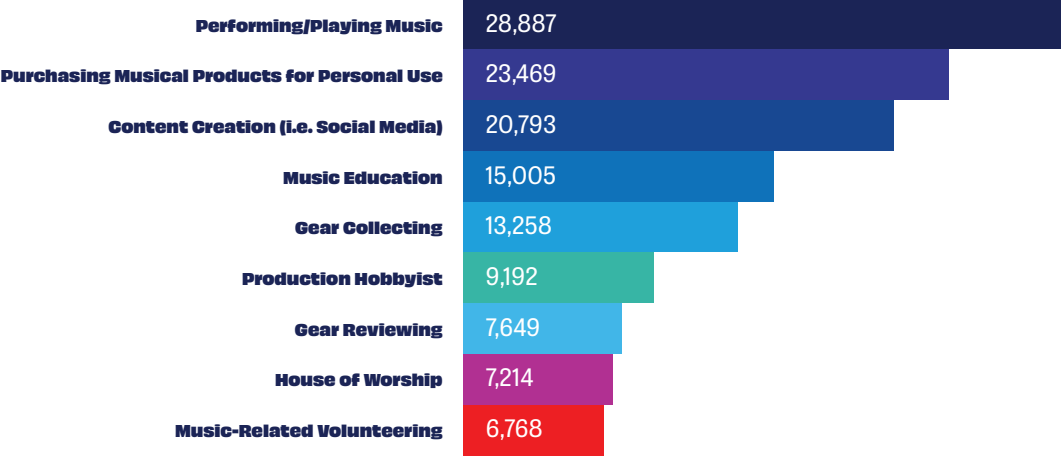
The Next Generation Found Here

The event also helped to develop our future leaders, with 6,600+ students, educators and nonprofit leaders in attendance.

Product Interest

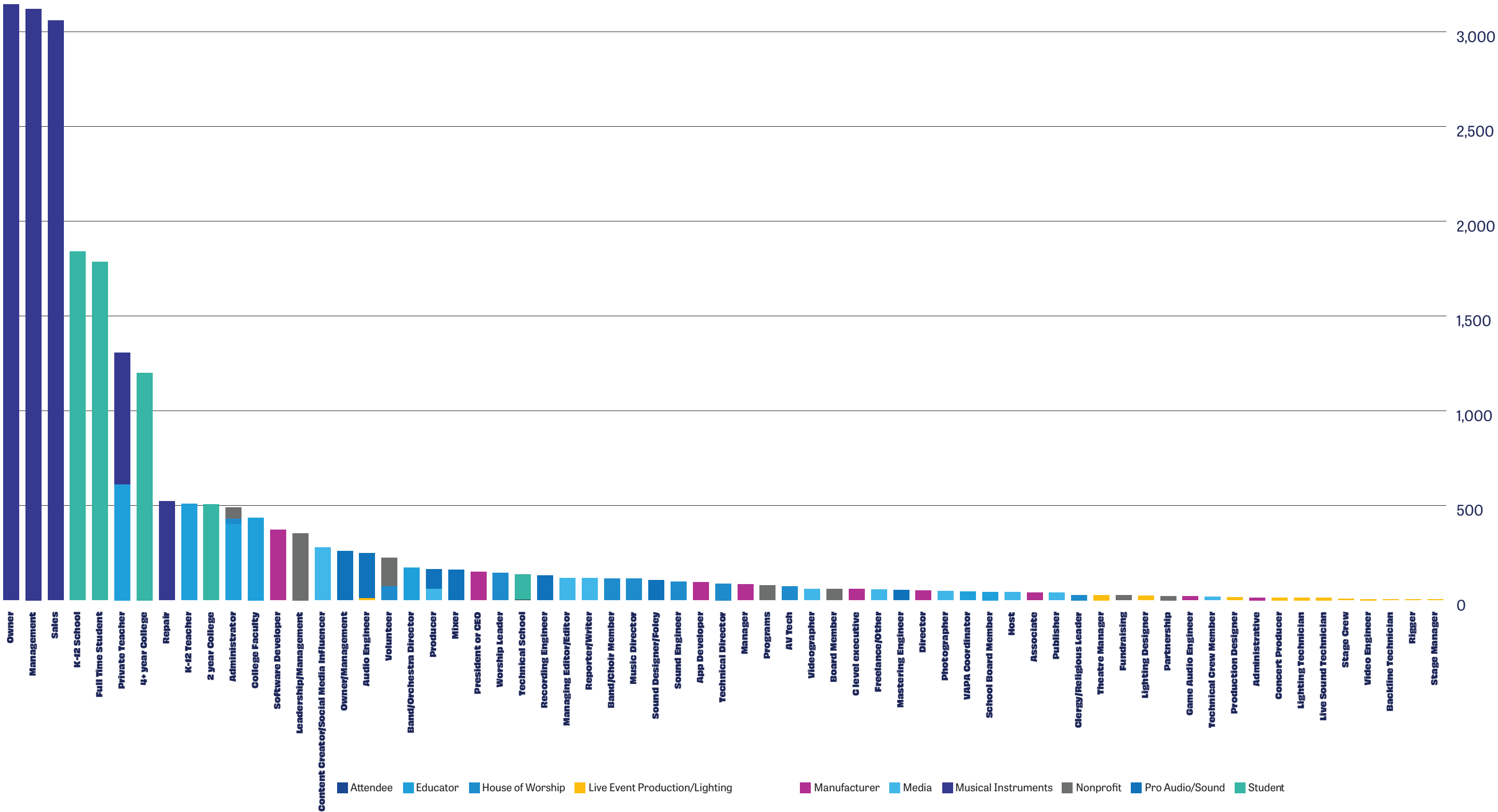


Activity Interest



A Wide Range of Roles

Top Roles at the Show: ■ Owner ■ Management ■ Sales



International attendees returned in a big way — an increase of 41%!

The NAMM Show is known for its global reach and massive impact, and the numbers backed up the feeling on the show floor. International interest and energy continued to grow, powering conversations and product awareness in a way no other industry event can.

Representatives from 125 countries, regions and territories attended the show.

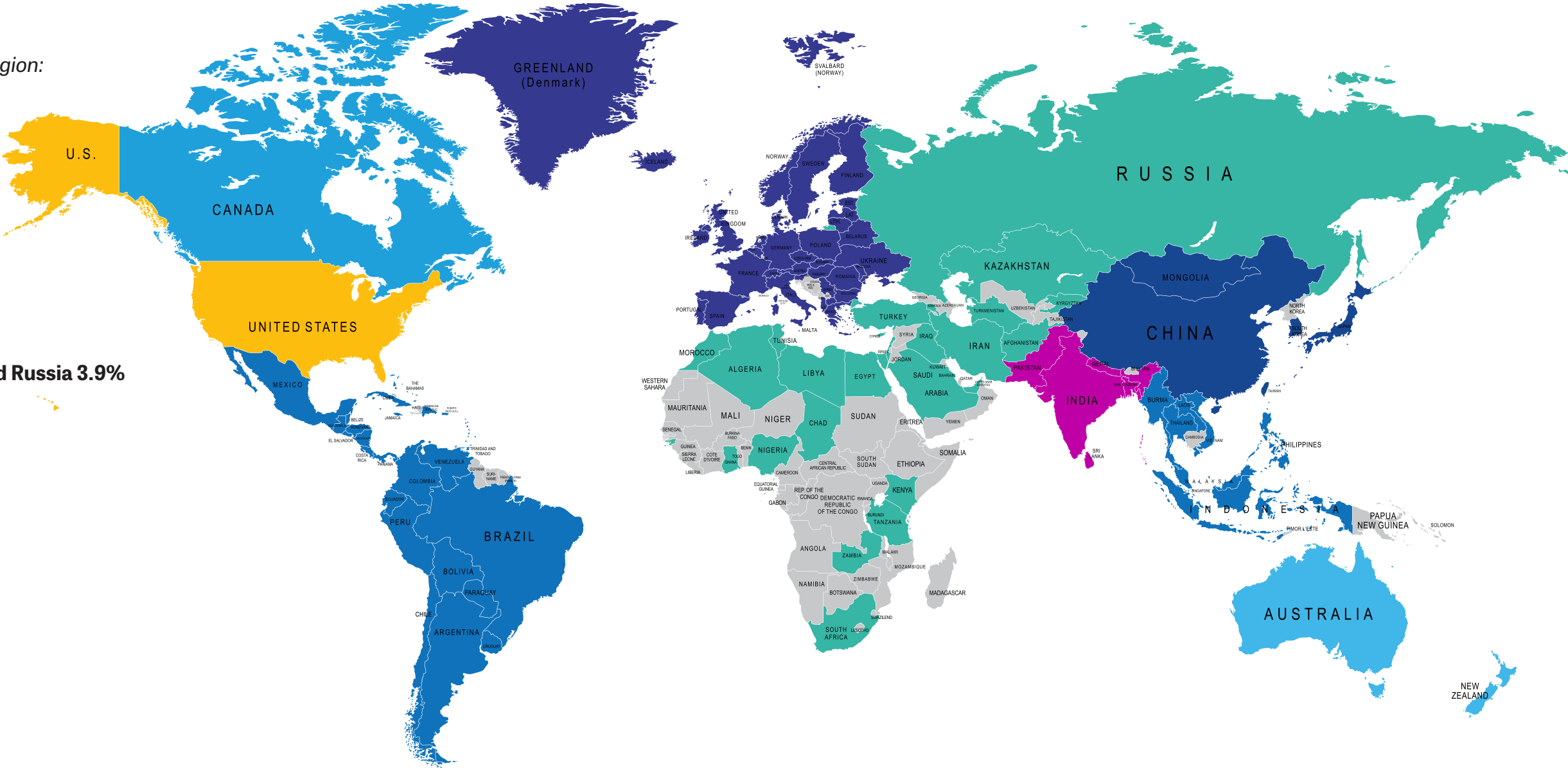
Twenty countries and regions really stood out at the show.

Here's a ranking of the top countries represented on the show floor:

China	Germany	France	Sweden	Poland
Canada	Japan	Taiwan	Australia	Netherlands
United Kingdom	Italy	Brazil	Turkey	Chile
Mexico	Korea	Spain	Argentina	Switzerland

International Attendee Percentage by Region:

- Europe 35.4%
- East Asia 26.6%
- Latin America and Caribbean 17.2%
- Canada 10.9%
- Africa, Middle East, Central Asia and Russia 3.9%
- Australia and Oceania 2.8%
- Southeast Asia 2.4%
- Indian Subcontinent 0.8%



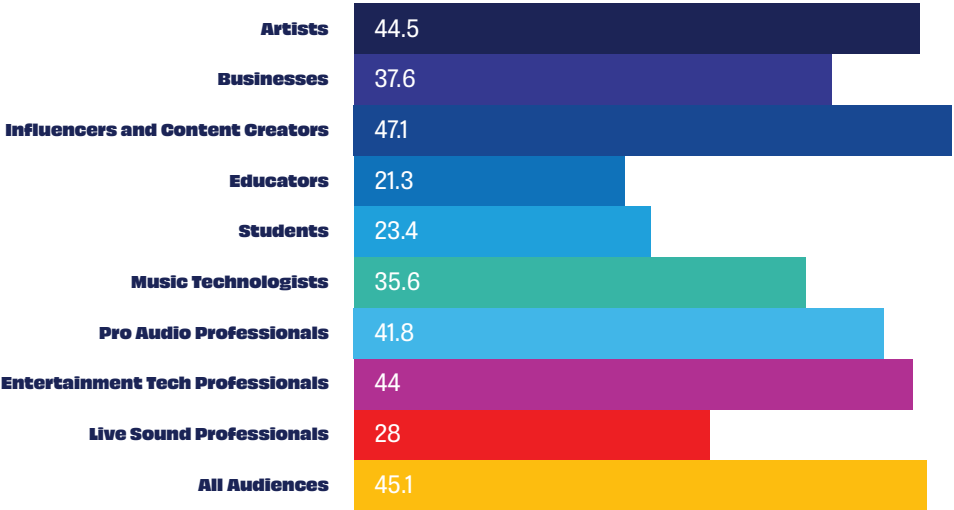
Taking Technology to the Next Level

Technology made the show more convenient, efficient and far reaching with **72.3% of attendees surveyed highly rating The NAMM Show+ App.**

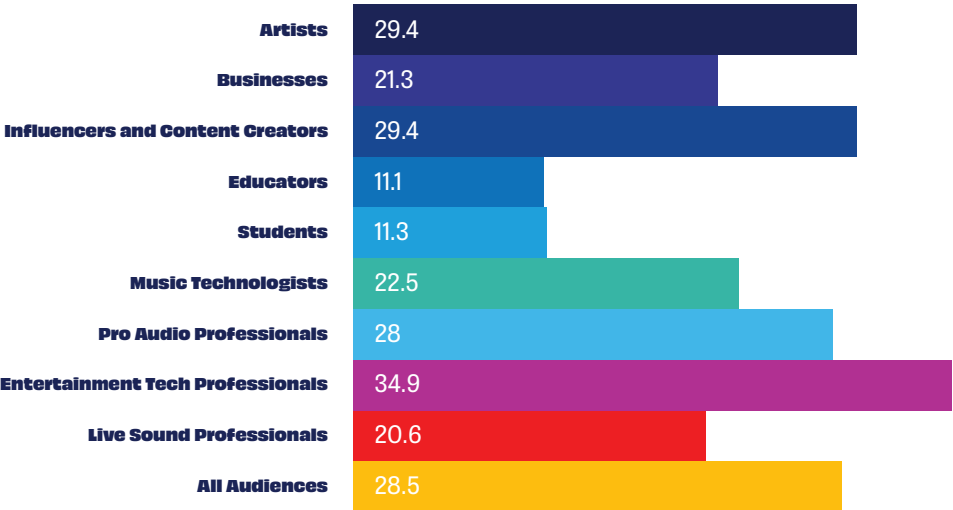
29,452 active users utilized the app, connecting with other attendees, bookmarking products, planning their schedules, navigating the show floor, watching livestreams and catching up on education sessions from the comfort of their home.



Average Viewers Per Session by Session Category



Average Watchtime in Hours by Session Category



What We Learned

It's not just about who's at the show; it's about trending behaviors, how attendees grow and what those changes say about our industry's future.

Product launches came back in a big way.

Manufacturers kicked up their product development cycles, with **512 products listed** on NAMM Show+ and 109 entries on The NAMM Show Electronic Press Kit.

The NAMM Global Media Day launched a record number of products, with company representatives having the opportunity to make on-stage global press announcements and demo their latest innovations to a packed crowd of media and influencers.

Likewise, the Best in Show Awards featured a record number of submissions.

80% of surveyed exhibitors rated the show positively.

The show helped attendees to grow more confident in the industry.

The number of survey respondents feeling confident in the state of the music industry increased by 4.9% after The NAMM Show, representing 70.1% of all respondents.

The number of respondents who are very confident about the state of the industry **increased 9.9% after The NAMM Show.**

The media's confidence in the state of the industry **increased 14.3% to 75% after The NAMM Show.**

Social media activity went through the roof — increasing 100%+.

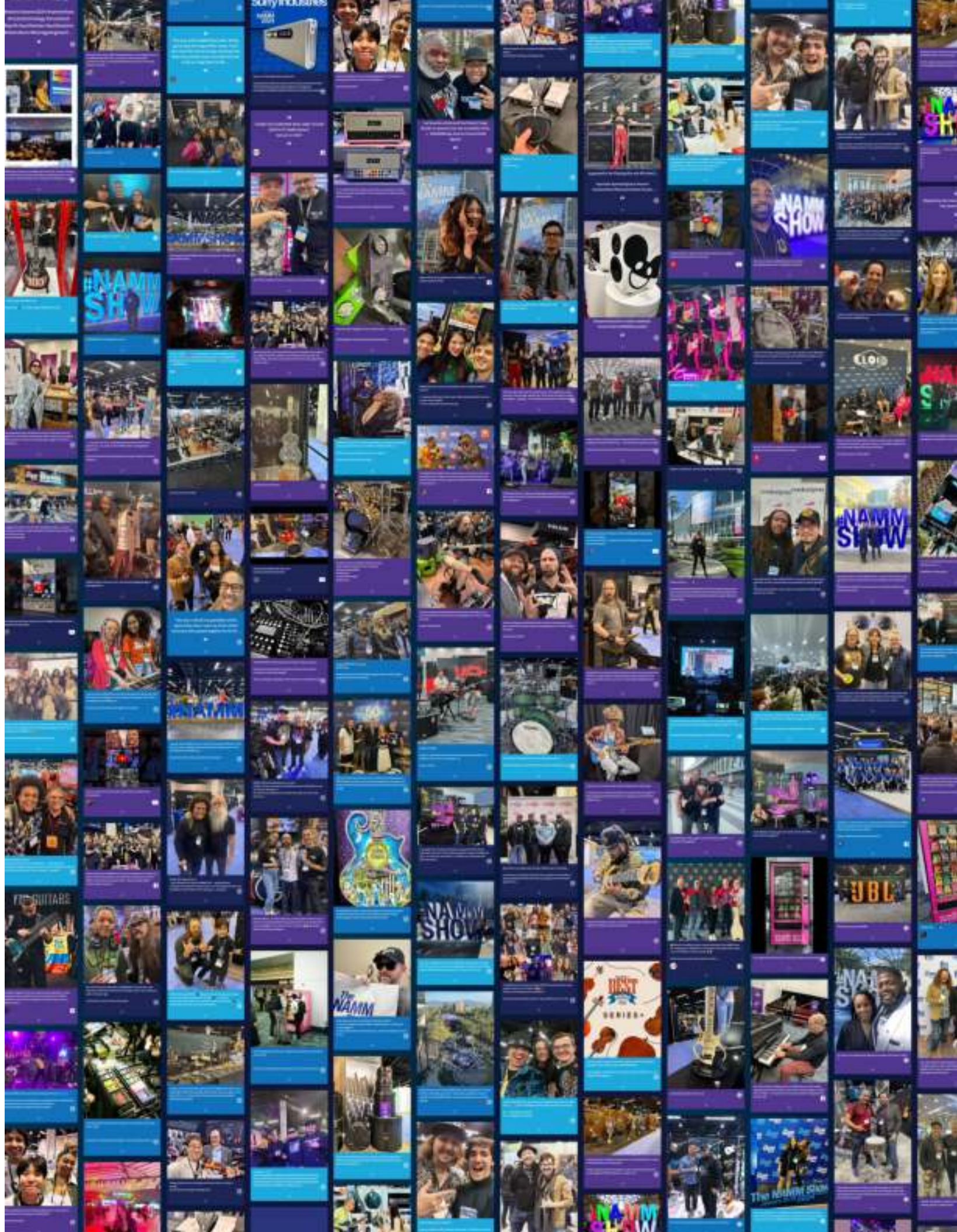
In 2023, our dashboards tracking top influencers in the industry reflected 521K verified likes from these key accounts throughout the entire year. **In 2024, there are already 1.22M verified likes, with more continuing to flow in.**

Interest in social media education remains strong.

While AI was the talk of the show floor, our session scan data showed that social media remains top-of-mind for NAMM members.

The top attended Idea Center sessions were:

- 5 Ways to Make People Fall in Love With Your Brand on Social Media
- Advanced TikTok Strategies: Creating Content the Algorithm Favors
- 3 Keys to Video Success on YouTube, Instagram and TikTok
- ‘Pensado’s Place’ Presents ... Mentoring With the Experts
- Instagram: How to Go From Connections to Clients



The “Breakfast Session” morning keynotes continue to be attendee favorites.

The top attended events (by scans) were driven by NAMM U Breakfast Sessions and star power (Dua Lipa).

- Industry Insights (NAMM U Breakfast Session)
- Technologies Revolutionizing the Future of the Music Business (NAMM U Breakfast Session)
- Grand Rally for Music Education (NAMM U Breakfast Session)
- Best in Show (NAMM U Breakfast Session)
- Mixing a Hit: Matty Green on Dua Lipa’s ‘Future Nostalgia’ (TEC Tracks)

44.7%

attended education sessions, making the show the single greatest opportunity for broad-scale professional development in the industry.

90%

of those who attended sessions found NAMM education to be relevant to the current and future needs of the industry.

(These numbers were derived from post-show survey data.)





Attendees were apprehensive about generative AI, but NAMM Show education helped increase a positive outlook by 5.3%.

After The NAMM Show, respondents who view generative AI as an opportunity increased by 5.3%, though the percentage of respondents who feel AI is an opportunity overall is still somewhat low at 37.7%. By providing additional education at future NAMM Shows, we can help the industry take advantage of growth opportunities, maximize productivity and have a voice in legislation on the subject of AI through NAMM's Member Services and the association's advocacy work.

Attendees valued having a mobile and desktop app experience.

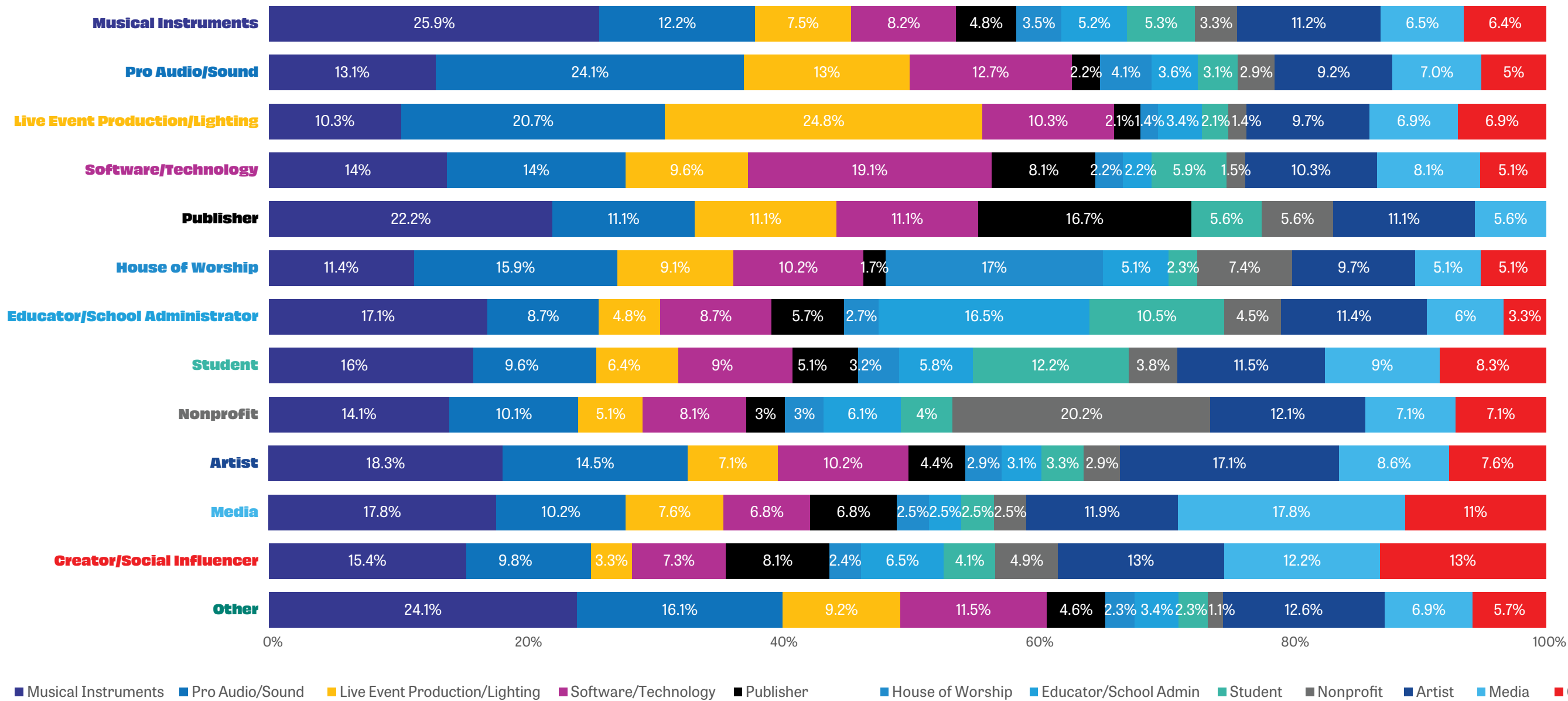
When people met via the app, they had lengthy conversations, with an average meeting duration of 46 minutes. The web app saw 41.5% of logins; 46.8% of logins were via iOS and 11.7% of logins were via Android. These findings will help us create more opportunities for attendees to hold both in-person meetings and virtual meetings through NAMM Show+.

The app was a networking machine, with 105,237 connections made and 72% of users who made at least one connection.

Attendees Found Their Target Audiences

Attendees surveyed ranked the communities they most wanted to connect with at the show.

Each row reflects the audience that the surveyed community (listed on the left) considered “very important” to see at the show.

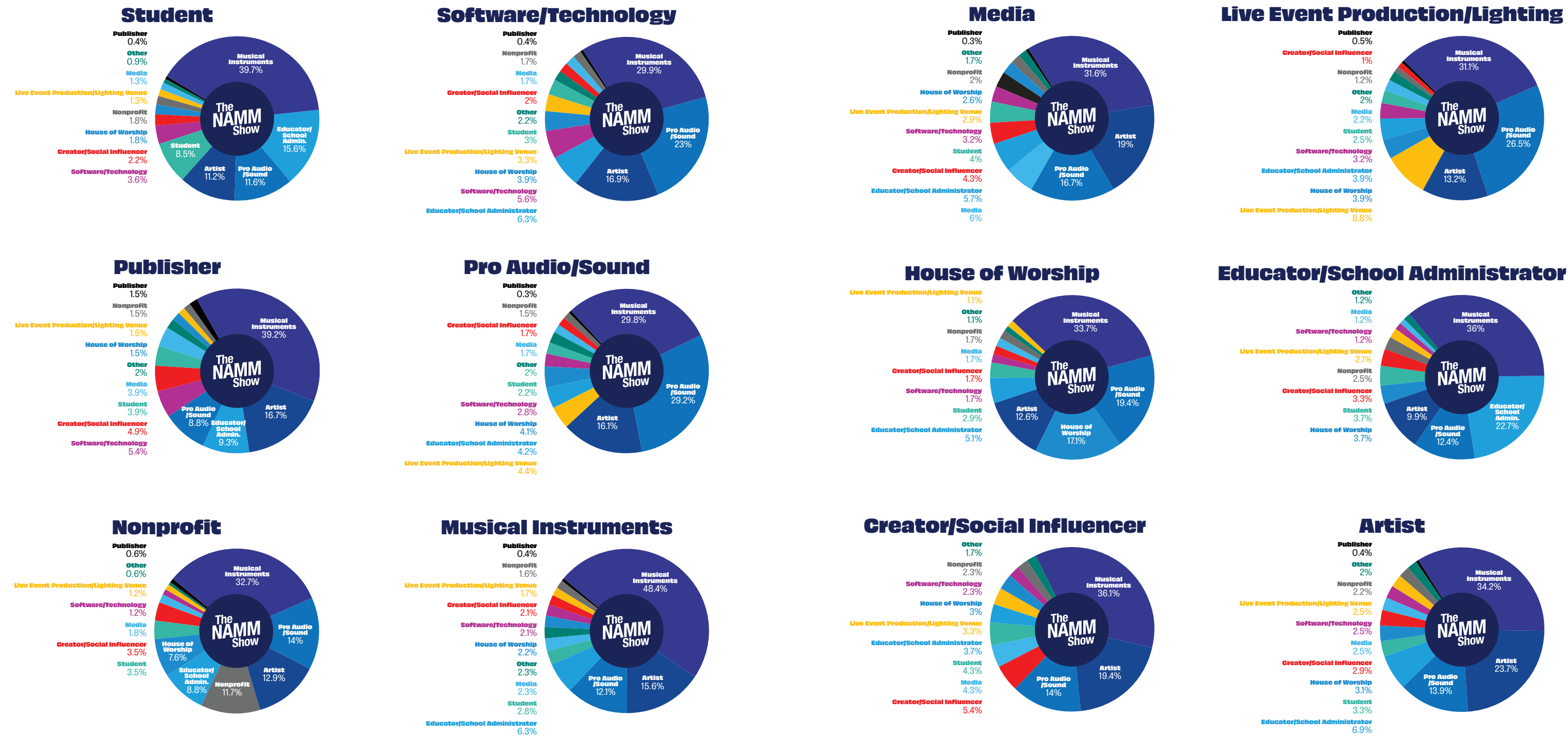


People Have a Passion for the Show

Approximately **2 out of 3 (67.3%)** stated they will attend NS25. The top 3 communities most likely to attend NS25 are nonprofits (89.7%), media (82.1%) and creators/social influencers (79.2%), reflecting this show’s positive trend in content-creator sentiment and engagement.

Networking is Valued

Each pie chart represents a different community at The NAMM Show and breaks down who wanted to see that community the most.





What's Next?

NAMM is taking these industry insights, survey feedback and exhibitor responses to heart. We're building a better show for the betterment of the industry, and we welcome any feedback to get there.

Keeping the Right Mix

Having the right balance of the industry communities is crucial, so we're expanding our marketing efforts to maintain a professional environment at the show, while cultivating and welcoming youth and other diverse audiences so we can **ensure industry growth for years to come.**

Going Global

We've grown robustly following the pandemic, with international attendance up by 40.8% from the previous year. We're working with associations and influencers from around the world to continue NAMM's role as an international platform for the music products industry. **The show and NAMM membership are valuable tools to exchange ideas, discover new gear and build the comradery** that makes the music industry so unique.

Serving NAMM Members

Ultimately, our goal is to provide valuable experiences and insights to our members. In other words, everything we learn, you should learn. That's why we're expanding reports like these with upcoming Industry Insights, in collaboration with Forrester Research.



Following Macro Trends: The Re-emergence of Live Sound

NAMM will stay nimble in the face of macro trends. For example, as live sound came roaring back, The NAMM Show reopened its ACC North Level 2 halls, developed marketing activations to draw an audience and supported the live sound community.

Increasing Focus on Influencers and Media

We will continue to welcome influencers, content creators and the media to the show, providing white-glove service, opportunities for quiet spaces and events celebrating this vital audience group. We will help them expand their reach and global impressions so they can highlight products at the show to online audiences that may not be able to attend in person.

NAMM NeXT

NAMM NeXT is an immersive education, networking and thought leadership experience developed exclusively for NAMM members. This one-of-a-kind event will combine outside-the-industry expertise with inside-the-industry leaders to provide the highest level of professional development available for businesses.

NAMM NeXT will address these concepts:

- Understanding the Next-Generation Consumer
- Leading Through Disruption
- Business Reinvention
- Future-Forward Global Trends and Insights
- Entrepreneurship in the Next 5 Years
- Next-Level Marketing Strategy

Our post-show survey indicates that over 60% of attendees are interested in NAMM NeXT, including 50% of exhibiting companies. Visit next.namm.org to learn more.

NAMM[®] NeXT

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