

**NAMM[®]
Industry Insights**

What We Learned From The 2026 NAMM Show

**The
NAMM
Show**

**Post-Show
Report**

**The
NAMM
Show**



**ACC
North**

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Celebrating the members,
milestones and movements
that have shaped the sounds of generations.

The NAMM Show 2026

In 2026, the global music, sound and event technology community came together once again in Anaheim — to reconnect, discover what's new and shape what's next. From the moment the doors opened, the show floor was alive with energy: packed aisles, buzzing booths and standing-room-only sessions all reflecting the creativity and collaboration that drive our industry forward.

From breakthrough products and inspiring education to the conversations unfolding in hallways, lounges and across the show floor, we didn't just observe — we listened. We gathered feedback, tracked emerging trends and captured insights from professionals representing every corner of the industry.

This Industry Insights Post-Show Report brings those perspectives together, highlighting the ideas, signals and shifts that stood out most, organized into three key areas:

Who We Saw

What They Said

What We Learned



Who We Saw

We saw more than **60,000 attendees** from **122 countries**, **1,650+ exhibitors** representing over **5,400 brands**, and **200+ education sessions** created an environment where discovery, connection and inspiration were happening everywhere — from major product debuts and Global Media Day announcements to sold-out awards shows, artist demonstrations and mission-driven gatherings that reminded us why music matters.

What follows is a closer look at the communities found at this year's show.



The 2026 NAMM Show By the Numbers

60,000+ show attendees

8,650+ international attendees

122 countries, regions and territories

5,400+ brands

1,650+ exhibitors

200+ education sessions

550+ education speakers

\$9.8+ Billion in buying power

All the Right People. All in One Place.

Attendance at The 2026 NAMM Show reflected the full spectrum of today’s music, sound and event technology industry — led by the audiences who drive business and innovation forward.

Buyers remained a central audience, reinforcing the show’s core role as a marketplace where purchasing decisions begin, partnerships are formed and new products enter the channel. Qualified industry professionals also represented a significant share of attendees, contributing to meaningful business conversations across the show floor.

Exhibitors continued to play a vital role, showcasing new technologies and ideas, while artists and performers brought products to life in real-world creative contexts — an essential part of the NAMM experience.

Media, creators, influencers and students extended the show’s reach to millions worldwide, helping amplify industry stories and support the next generation of professionals.

Educators, nonprofit leaders, post-production specialists, manufacturer representatives and technology professionals further reflected the diversity of disciplines that sustain and grow the global music products ecosystem.

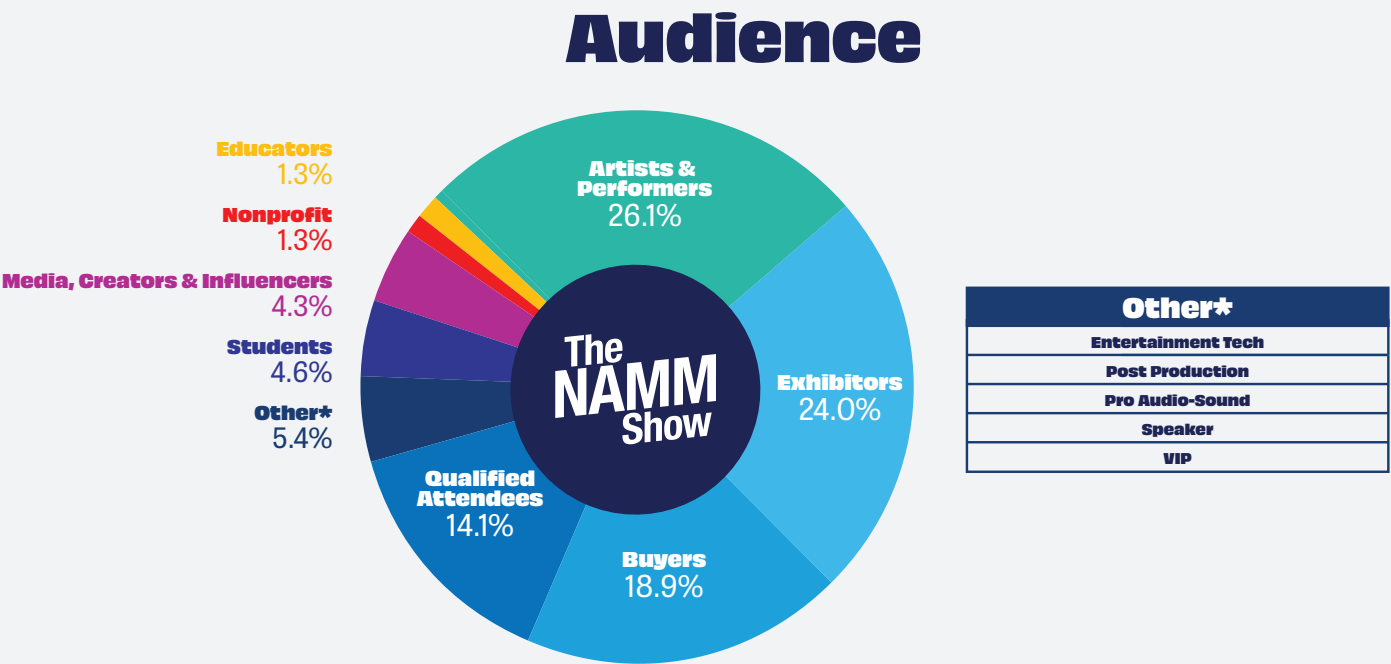
This mix of buyers, professionals, creators and innovators is what makes The NAMM Show unique: a place where the industry comes together to connect, collaborate and move forward.

92%

of exhibitors surveyed stated they were able to connect with their target audience.

90%

of attendees surveyed stated they saw the companies or brands they wanted to see at The 2026 NAMM Show.



What Exhibitors Want to See:

A Show Floor Full of Buyers, Creators and Industry Professionals

Exhibitor feedback is clear: the value of The NAMM Show comes from the people who show up to do business. The diversity and quality of attendees continue to drive product discovery, partnerships and real marketplace momentum.

Buyers from the music products industry remain the top priority, with more than 60% of exhibitors surveyed identifying them as their most important audience. Distributors and manufacturer representatives also rank high, reinforcing the show’s role in strengthening sales channels and expanding distribution networks.

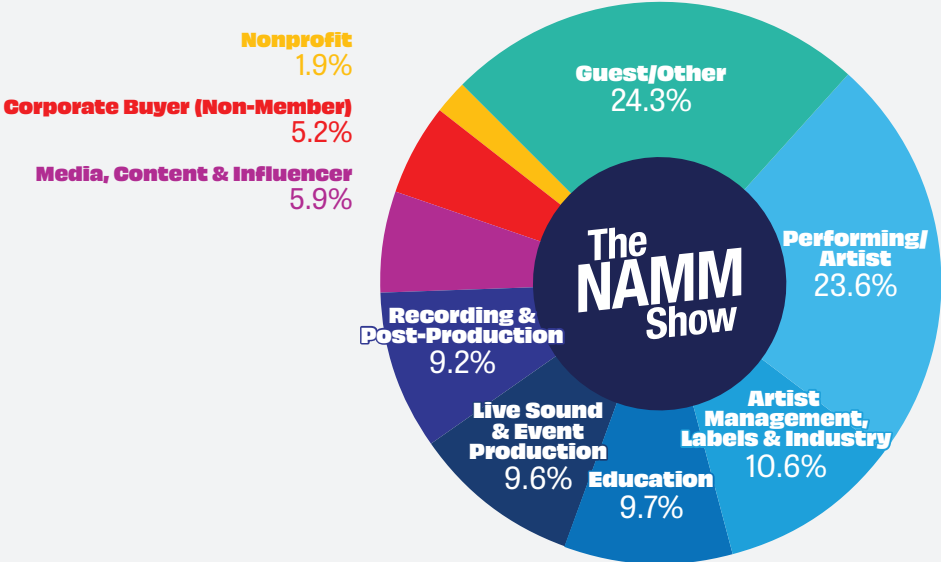
Exhibitors also place strong value on connecting with performing artists, recording professionals, and live sound and event production specialists — the creators and technicians who influence purchasing decisions, demonstrate products in real-world settings and help shape industry trends.

Beyond the show floor, exhibitors see meaningful impact in reaching the broader ecosystem, including media, content creators, educators, industry services and corporate buyers in venues, hospitality and installed sound — audiences who amplify products, shape conversations and open new markets.

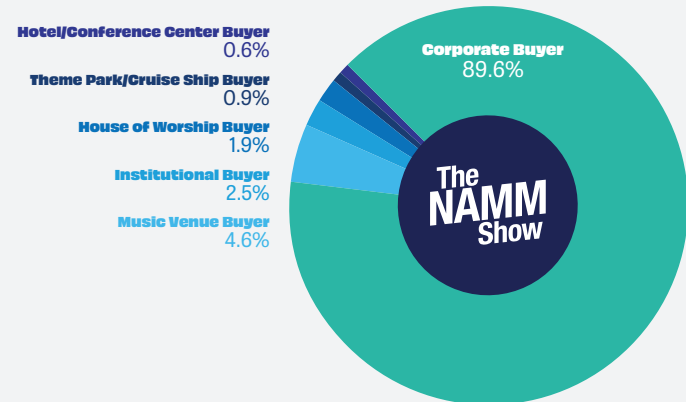
Together, this feedback reinforces what makes The NAMM Show unique: a place where decision-makers, creators and industry leaders come together to discover what’s next and move the business of music forward.



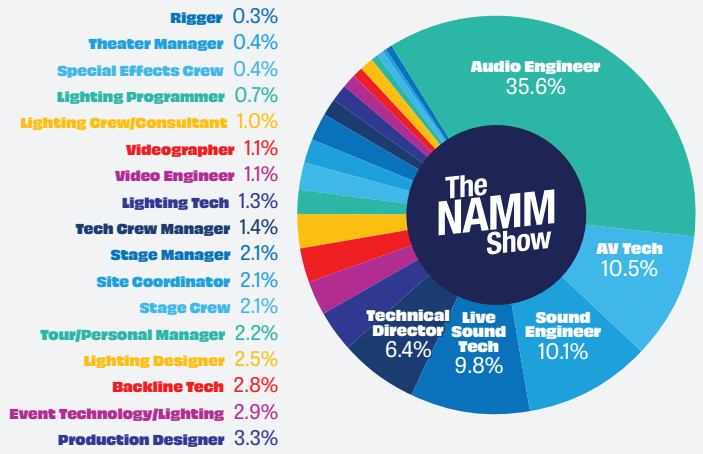
Communities



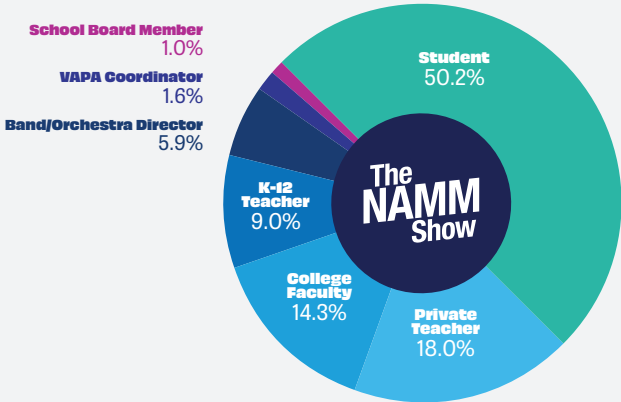
Corporate Buyer (Non-Member)



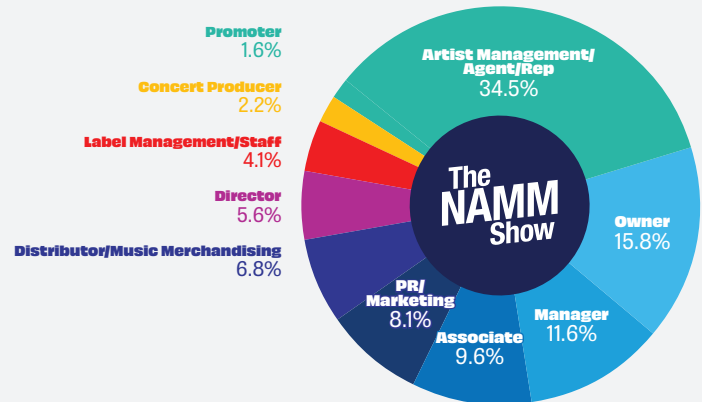
Live Sound & Event Production



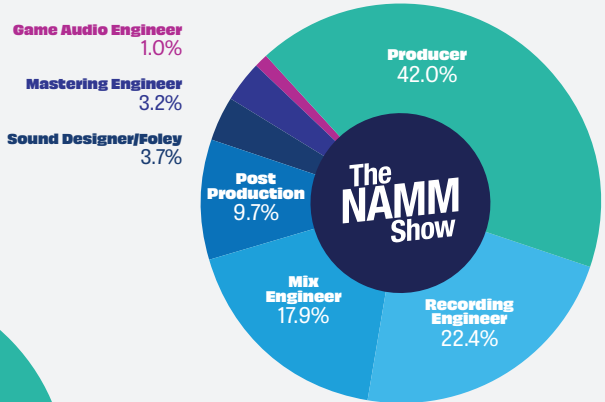
Education



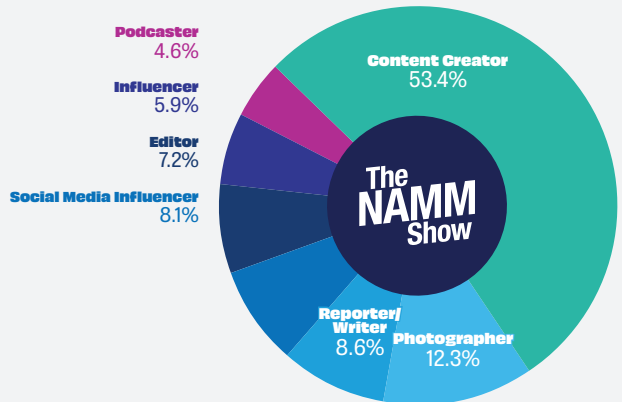
Artist Management, Labels & Industry



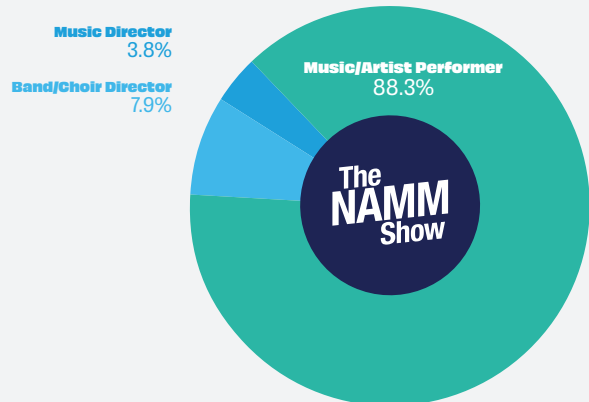
Recording & Post-Production



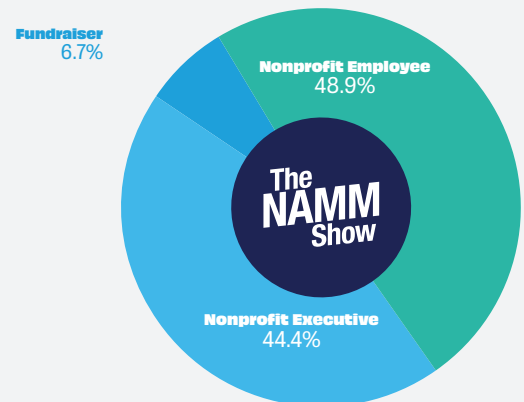
Media, Content & Influencers



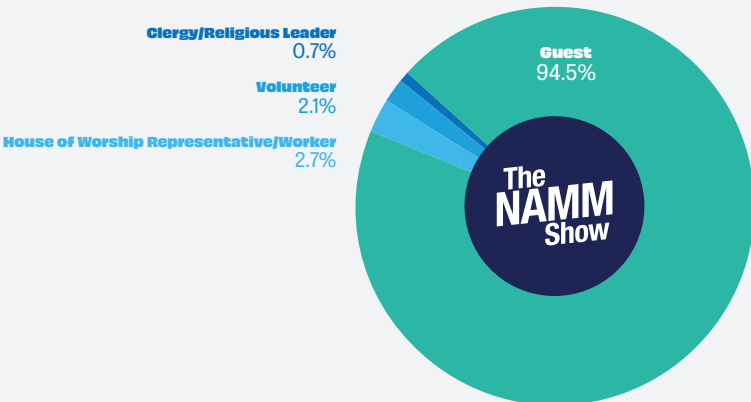
Performer/Artist



Nonprofit



Guest/Other





What They Said

Every Category. Every Industry.

Survey results among attendees show strong interest across a wide range of product categories, reflecting the diversity of today’s music and sound ecosystem. Electronic and recording products led all segments, with nearly 60% of attendees indicating interest, underscoring the continued growth of home studios, content creation and technology-driven music production.

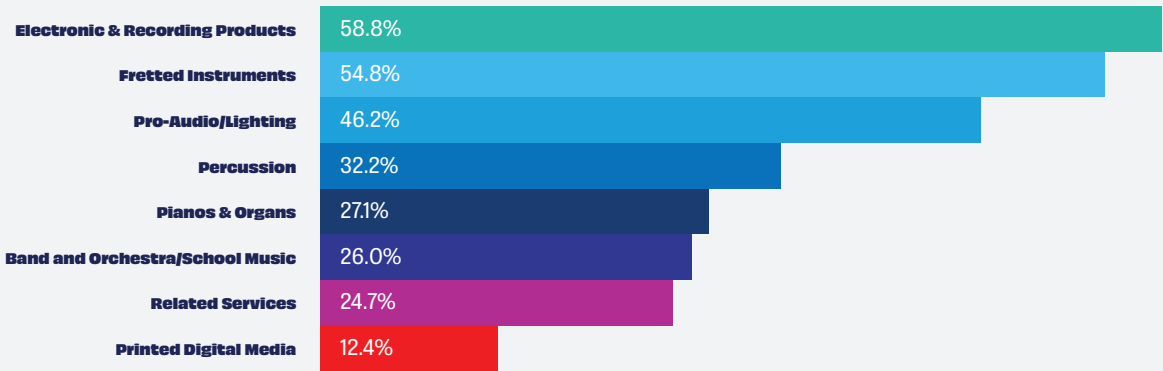
Fretted instruments followed closely, with more than half of attendees selecting this category, demonstrating the enduring popularity of guitars, basses and related gear across both professional and recreational players. Pro audio and lighting also drew significant attention, highlighting the importance of live performance, touring and installed sound as key drivers of the industry.

Percussion, pianos and organs, and band and orchestra or school music all attracted meaningful interest, showing that traditional and educational instrument categories remain essential to the industry’s foundation and future pipeline of musicians.

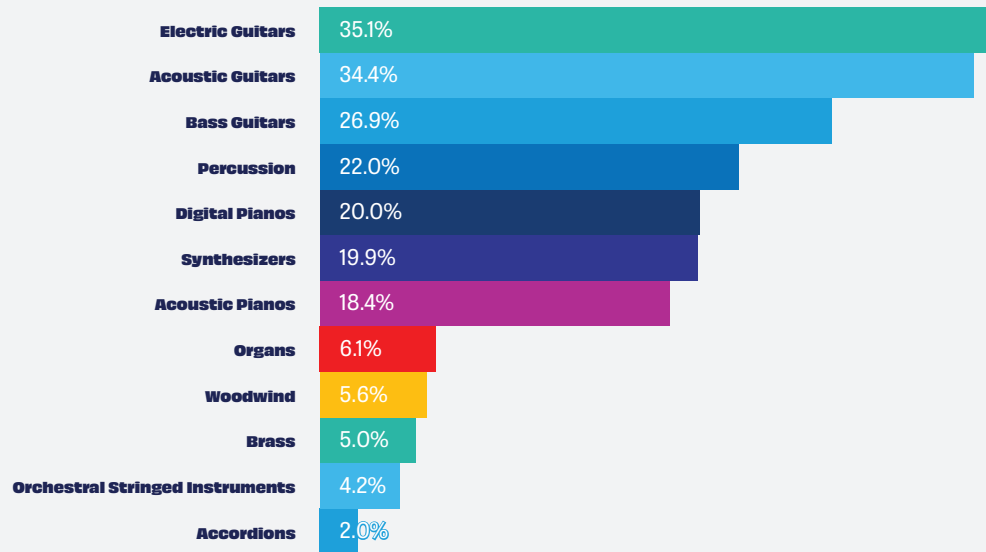
Attendees also expressed interest in related services, reflecting the growing role of business solutions, logistics, software and support services in helping companies and professionals operate and grow. Printed and digital media, while a smaller segment, continues to play an important role in education, publishing and repertoire development.

Taken together, these results show a healthy balance between technology-driven innovation, traditional instrument categories and the services that support them — illustrating the breadth of interests that come together at The NAMM Show.

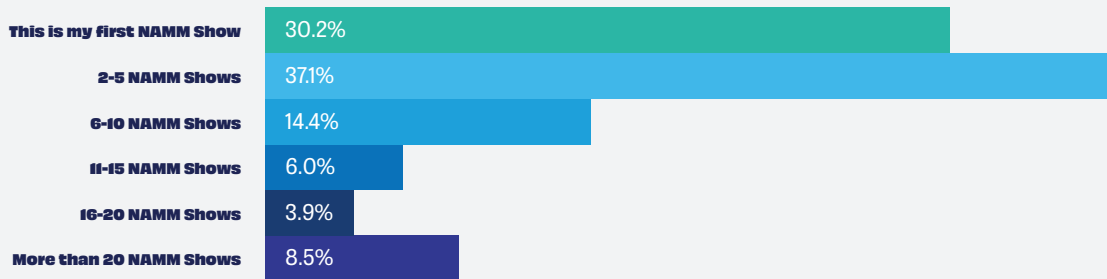
What the Industry Wants to See



Instruments Attendees Play



How many NAMM Shows have you attended?



What Products Captured the Most Interest

Attendee interest at The 2026 NAMM Show reflected a strong balance between music technology, core instrument categories and the tools that support performance and production.

Pro audio led all categories, drawing interest from more than 40% of attendees, followed closely by guitars, reinforcing the continued strength of both professional audio and fretted instruments as cornerstone segments of the industry. Strong engagement with accessories, software and plug-ins, amplifiers and live sound further highlights the growing importance of complete signal chains and integrated workflows, from studio to stage.

Interest in effects and pedals, keyboards and synthesizers and drums and percussion demonstrates the continued demand for creative tools that shape sound and performance across a wide range of genres and applications. Meanwhile, consistent engagement with bass and pianos reflects the enduring relevance of foundational instrument categories.

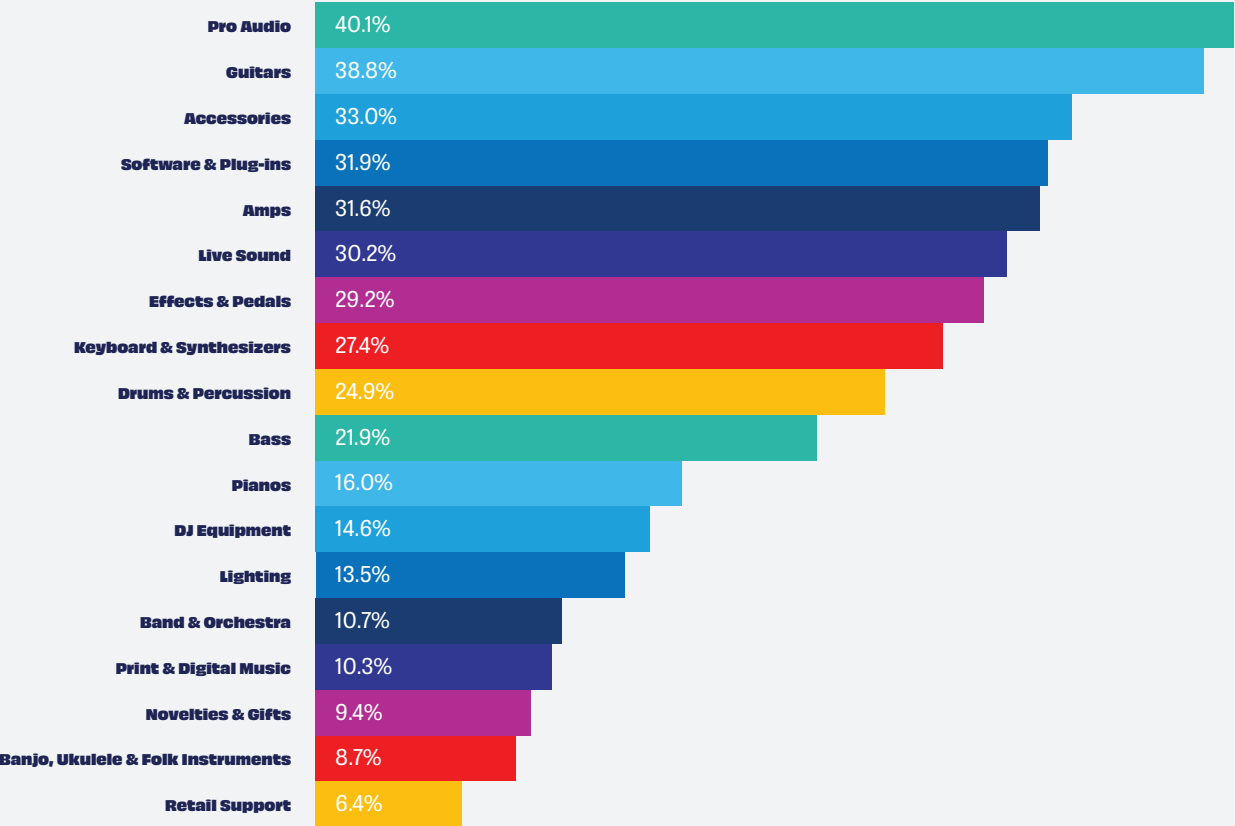
DJ equipment and lighting attracted a substantial audience, underscoring the continued growth of live performance, events and experiential entertainment. Band and orchestra, print and digital music and education-focused categories remain important pillars of the industry, supporting music education and long-term player development.

Specialty and retail-focused segments — including novelties and gifts, folk instruments and retail support services — round out the ecosystem, reflecting the many ways businesses engage customers and create value beyond the core instrument purchase.

Taken together, this data shows a healthy and diverse range of interests, from high-end production tools to traditional instruments and retail solutions — demonstrating once again that The NAMM Show brings together every category that fuels the music products industry.



Product Interest



A Truly Global Gathering

International attendance at The NAMM Show continues to reflect the global reach of the music, sound and event technology industry. Europe represented the largest share of international participants, accounting for more than one-third of attendees, followed by strong participation from Latin America and the Caribbean and East Asia. Together, these regions demonstrate the depth of engagement across key manufacturing, distribution and performance markets worldwide.

Canada also remained a significant contributor, while attendees from Africa, the Middle East and Central Asia, along with Australia, Oceania, Southeast Asia and the Indian Subcontinent, highlight the broad geographic diversity of the NAMM community and the growing importance of emerging and developing markets.

Country-level participation further illustrates this global momentum. China, Mexico, Canada, the United Kingdom, Germany and Japan once again ranked among the most represented countries, reflecting NAMM's continued importance as a destination for international buyers, distributors and manufacturers. Notably, several countries — including Brazil, France, Guatemala and Colombia — saw meaningful gains in ranking, signaling increased engagement and growth in key regions, particularly in Latin America.

This broad international presence reinforces The NAMM Show's role as a global crossroads for the industry, where professionals from around the world come together to discover new products, build partnerships and shape the future of music making.

122

Countries, Regions and Territories

8,650+

International Attendees

Representatives from 122 countries, regions and territories attended the show.

Here's a ranking of the top countries represented on the show floor: (excluding U.S.)

1. China

2. Mexico

3. Canada

4. United Kingdom

5. Germany

6. Italy

7. Japan

8. Brazil

9. France

10. Korea

11. Taiwan

12. Australia

13. Sweden

14. Spain

15. Argentina

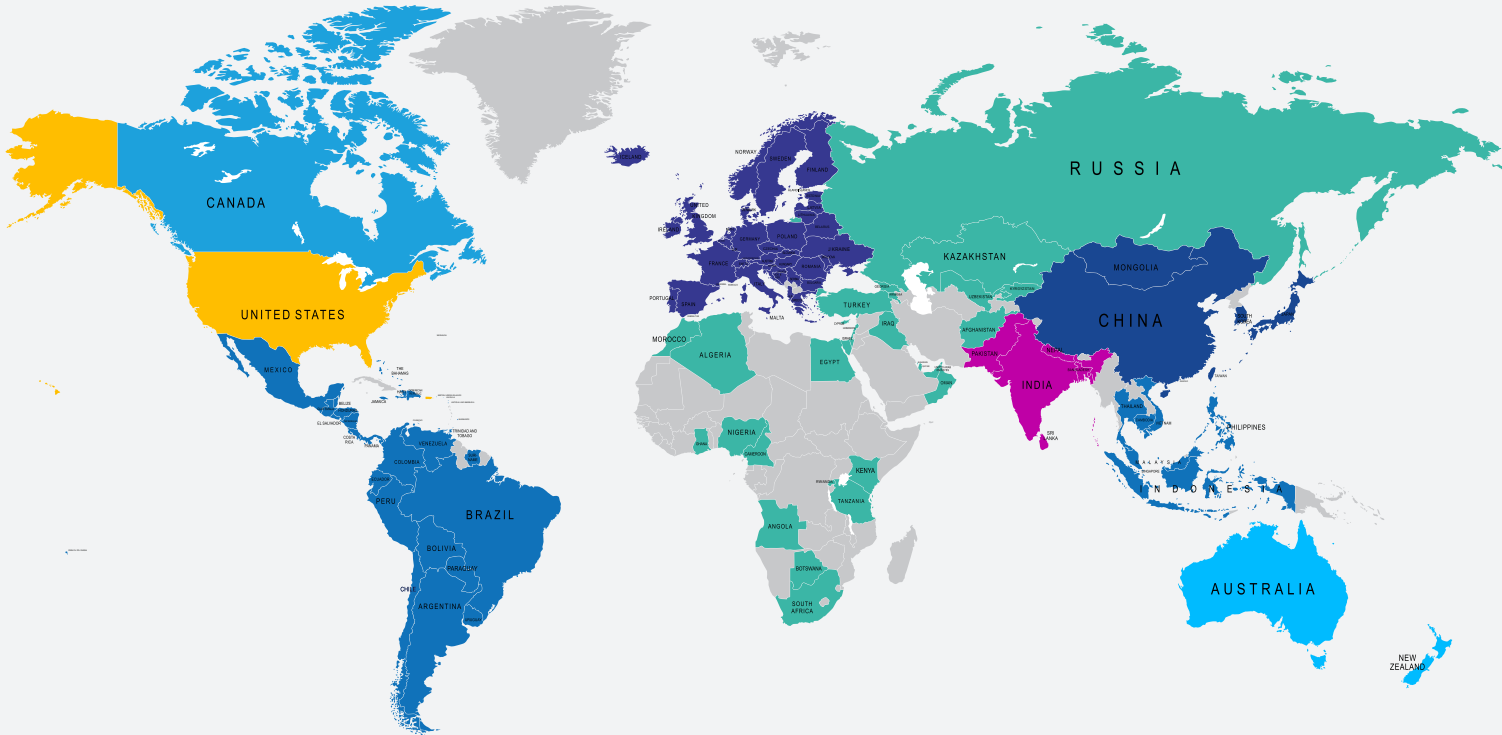
16. Turkey

17. Guatemala

18. Netherlands

19. Colombia

20. Peru



International Attendee Percentage by Region:
Percentages based on total international attendance. (excluding U.S.)

- Europe 34.6%

■ Latin America and Caribbean 23.1%

■ East Asia 22.9%

■ Canada 9.5%

■ Africa, Middle East, Central Asia and Russia 3.8%

■ Australia and Oceania 3.0%

■ Southeast Asia 2.2%

■ Indian Subcontinent 1.0%

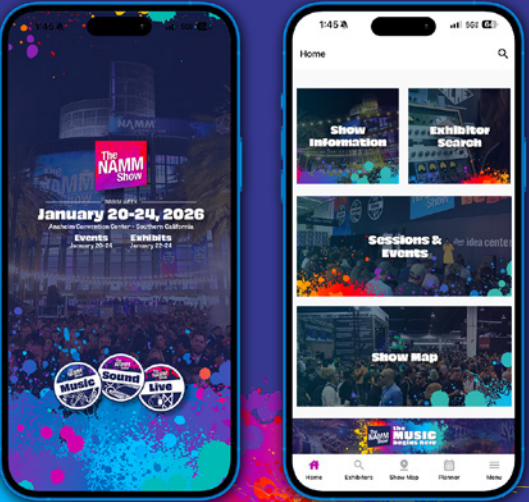
Strong Engagement Across Digital Tools

Attendees made extensive use of NAMM's digital tools to navigate and plan their show experience. The online directory generated more than **138,000 unique visits** and **over 313,000 total visits**, serving as a primary resource for researching exhibitors, products and sessions.

The mobile app also saw significant engagement, with more than **31,000 downloads** and over **330,000 launches**, reflecting how attendees relied on mobile tools to manage schedules, explore the show floor and stay connected throughout the week.

Meanwhile, the interactive floor plan recorded more than **75,000 unique visits** and over **150,000 total visits**, underscoring the importance of wayfinding and real-time planning in helping attendees maximize their time onsite.

Together, these numbers highlight the growing role of digital tools in enhancing the attendee experience — making it easier to discover exhibitors, plan meetings and navigate the show.



The NAMM Show App

Online Directory:

- 138,000 unique visits
- 313,000 total visits

Significant Engagement

- 31,000 downloads
- 330,000 launches

Interactive Floor Plan

- 75,000 unique visits
- 150,000 total visits

Digital Planning and Networking Drove Engagement

Planning activity was especially strong. More than **6,400 attendees** used My Show Planner to organize their experiences, adding over **87,000 exhibitors** and thousands of sessions and features to their personal agendas. These numbers reflect how attendees increasingly prepare in advance using digital tools.

Networking tools also saw meaningful engagement, generating more than **2,000 message threads** and nearly **2,900 messages exchanged** among attendees, buyers, exhibitors and speakers. These interactions demonstrate how digital platforms are helping extend conversations beyond booth visits and education sessions, making it easier for professionals to connect and follow up.

Together, these insights show that digital planning, discovery and networking have become an integral part of The NAMM Show experience — helping attendees find what matters most, connect more efficiently and make the most of their time at the show.



Total App Launches

Android: 62,129
iOS: 270,015

- 67% of surveyed attendees liked using the app
- 31,455 unique mobile app visits
- 2,858 messages sent
- 87,246 exhibitors added to MyPlanner by 6,403 users

Millions Engaged. One Industry Connected.

The conversation around The 2026 NAMM Show didn't stop at the show floor — it reached millions around the world.

Instagram drove the largest impact with **5.7 million views**, reaching more than **553,000 people** and adding nearly **20,000 new followers**, fueled primarily by organic engagement. Facebook generated **2.7 million views** and continued to grow its audience, while LinkedIn strengthened NAMM's professional reach with more than **91,000 impressions** and **1,700+ new followers**.

Together, these results show the power of NAMM's digital community — amplifying the energy of the show, extending industry stories, and connecting music makers and professionals worldwide.

2026 NAMM Show Social Media Analytics



Instagram

5.7 Million views
(6.2% from ads)

553,400 Accounts reached

+19,745 Followers



Facebook

2.7 Million views

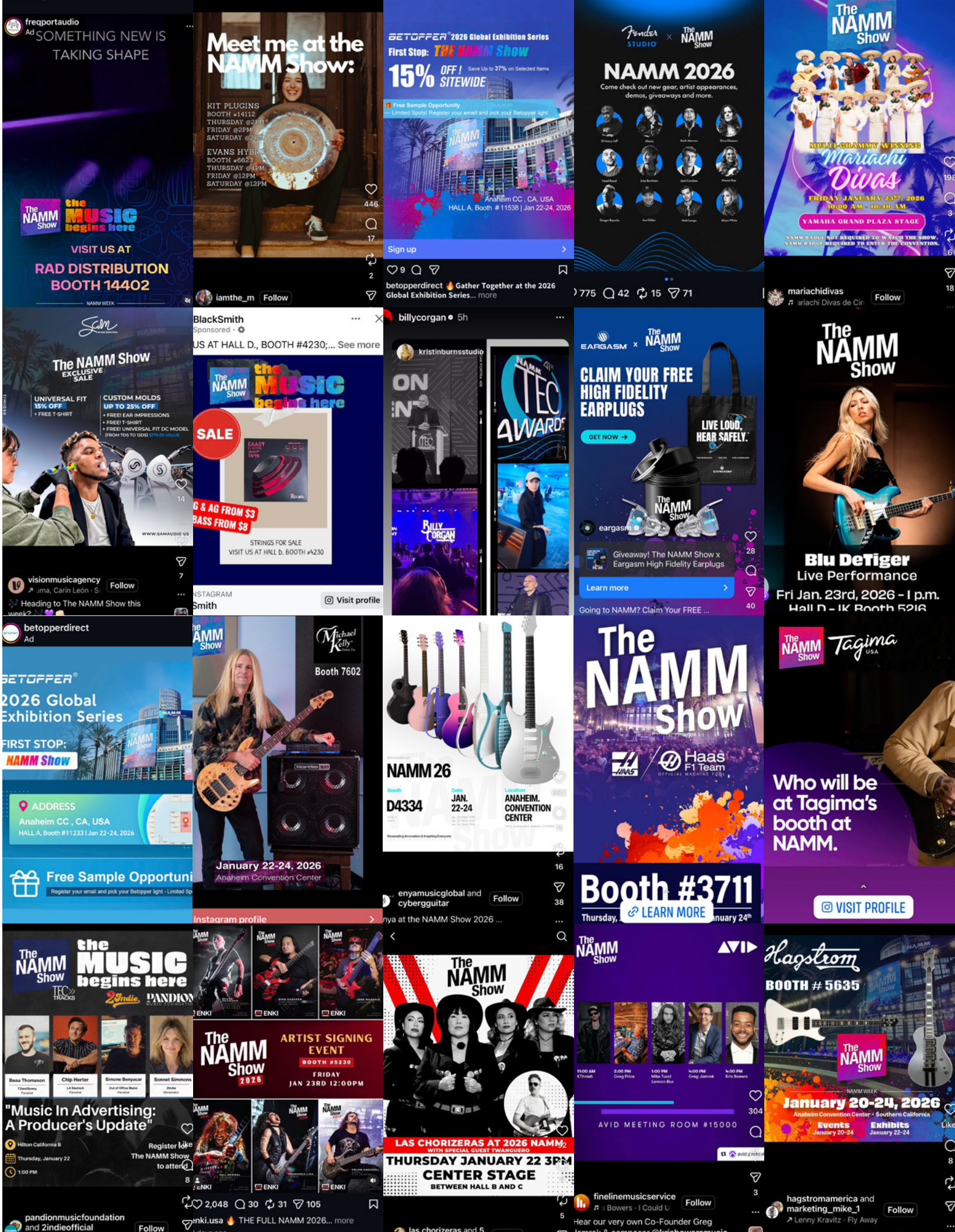
+4,112 Followers



LinkedIn

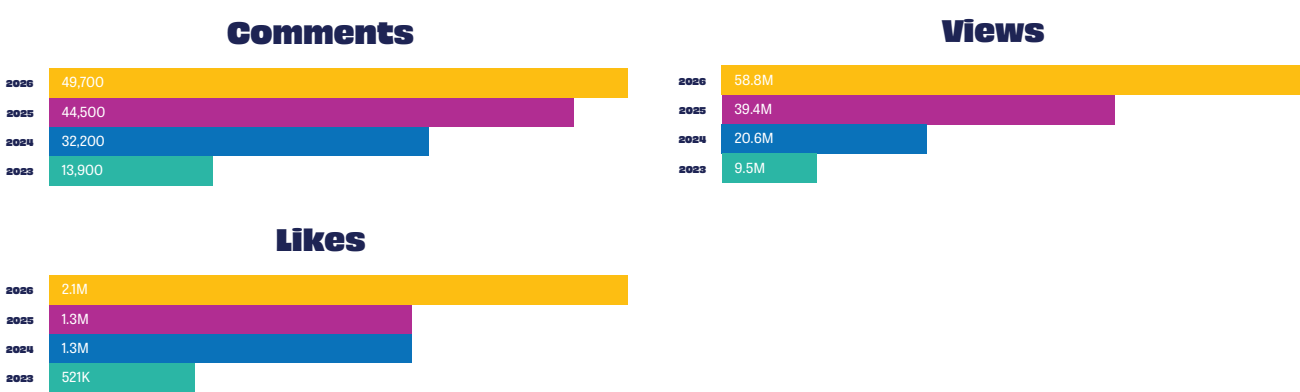
91,639 Impressions

+1,769 New followers



Content Creator/Influencer Narrative

Content created at The NAMM Show continues to expand its global reach at an accelerating pace. Since 2023, creator-driven content has grown at an **83.6% compound annual growth rate**, with total social media views reaching **58.8 million** as of February 15, 2026. This represents nearly **50% growth** over 2025, and reflects how NAMM has become not only a place where the industry gathers, but a platform where its stories are shared with audiences worldwide.



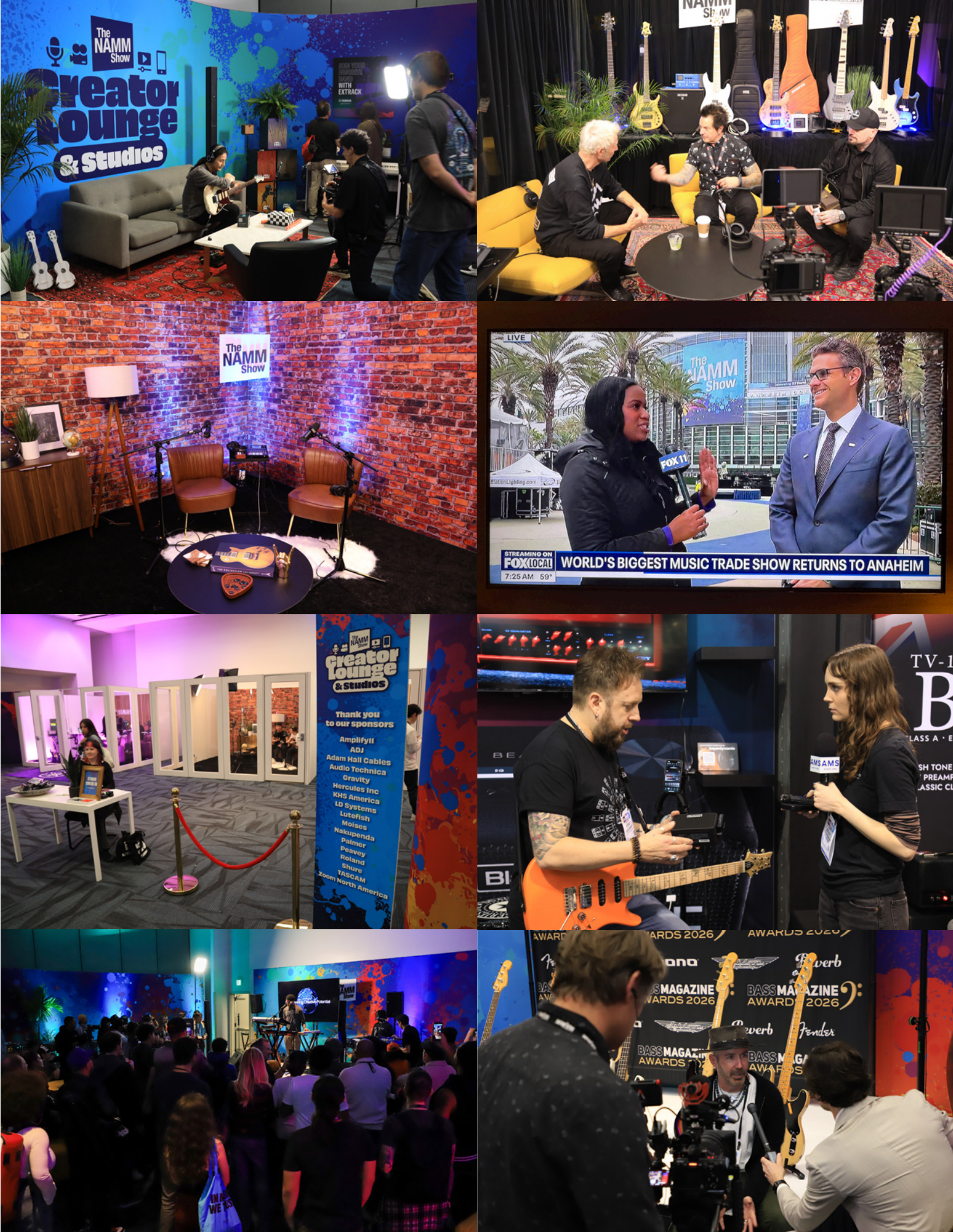
Year	Views	View Growth	Likes	Comments
2026	58.8M	49.2%	2.1M	49,700
2025	39.4M	91.3%	1.3M	44,500
2024	20.6M	116.8%	1.3M	32,200
2023	9.5M	--	521K	13,900

58.8M

Social Media Views
As of 02.15.26

83.6%

Compound Annual Growth
Rates since NAMM Show 2023



Education That Energized the Industry

Across 505 sessions, The 2026 NAMM Show delivered more than 91,000 total session engagements, underscoring the show’s role as a global hub for learning, inspiration and professional growth.

From headline moments like Charlie Puth: Turning Ideas Into Hit Songs (700+ attendees) to high-impact networking events and hands-on technical workshops, education at NAMM spanned the full spectrum of today’s music, recording and live sound ecosystem.

Content centered on creator economy strategies, hit-making insights, studio innovation, international community building and music education advocacy—demonstrating that NAMM is not just where products are discovered, but where careers are shaped and ideas take flight.

Whether attendees came to sharpen technical skills, grow their revenue streams, connect globally or be inspired by industry leaders, NAMM’s education program proved once again to be a powerful driver of engagement, community and forward momentum for the industry.



The Awards That Bring the Stars to NAMM

At The 2026 NAMM Show, the industry doesn't just gather to see what's next — it comes together to celebrate the people and innovations moving music forward. NAMM's award shows create defining moments throughout the week, adding cultural relevance, media reach and star power to an already dynamic global marketplace.

From the **NAMM Retail Awards** honoring the retailers who serve music makers every day, to Best in Show recognizing breakthrough products and standout innovations across the show floor, these programs reinforce NAMM's role as the industry's commercial and creative heartbeat. **The She Rocks Awards** delivers an inspiring celebration of women shaping the future of music and audio, while the **TEC Awards** spotlight the technical achievements behind recordings, live sound, broadcast and immersive media — honoring the innovators who power what the world hears. **The Parnelli Awards** shine a light on the teams and talent behind the world's biggest tours and live productions, elevating the craft and professionalism of the live event community.

Together, these award shows do more than recognize excellence — they attract some of the biggest names in music and culture. From icons like **Billy Corgan**, members of **Green Day**, and industry voices such as **Rick Beato**, to countless artists, producers and creative leaders, these moments draw global attention and bring unmistakable star power to Anaheim.

The result is a NAMM experience that blends business, inspiration and celebration — generating headlines, amplifying social engagement, strengthening community and reminding the world that when the music industry gathers, it does so on the biggest stage possible.





What We Learned

Why Exhibit. Why Attend. Why It Matters.

Feedback from more than **2,700 post-show survey participants** confirms what our community already knows: NAMM delivers real value — for exhibitors, for attendees and for the future of music making.

Why Exhibit

Exhibitors come to NAMM to meet the people who matter — and those people are here. Senior leaders, decision-makers and buyers consistently report high satisfaction and strong intent to return, reinforcing NAMM's role as a place where real business gets done.

Retailers, distributors, manufacturer representatives and contractors remain deeply engaged, making the show floor one of the most efficient marketplaces in the industry. Product discovery, relationship-building and forward planning all happen in a matter of days.

Core categories such as guitars, pro audio, lighting and electronic and recording products continue to thrive, with professionals in these segments reporting some of the strongest enthusiasm and alignment with the show experience. At the same time, feedback from operational leaders helps us continue to refine and improve, ensuring the show evolves to meet the needs of a changing industry.



Why Attend

For attendees, The NAMM Show brings together the entire music ecosystem in one place — manufacturers, retailers, artists, educators, media, production professionals and service providers. It’s an opportunity to see what’s new, learn what’s next and build relationships that shape the year ahead.

Artists and creators consistently describe NAMM as more than a trade show. It’s a place where inspiration happens, where community comes to life and where creativity and commerce meet on equal footing.

Media, content creators and influencers help amplify these moments, turning new product launches, performances and conversations into stories that reach audiences around the world.

And perhaps most telling of all, the busiest people in the industry — senior leaders and executives — continue to make NAMM a priority. They return because the connections, insights and opportunities they find here simply can’t be replicated anywhere else.

The Big Picture

Across every audience, the message is clear: NAMM works.

- It works as a marketplace.
- It works as a learning environment.
- It works as a global gathering place for the people who make music happen, and through active participation, members help give back by expanding the industry and creating more opportunities for music makers everywhere.

The NAMM Show succeeds because it is commercially relevant, strategically important and culturally meaningful.





The NAMM Show continues to be a fantastic opportunity to connect face-to-face with current customers and potential customers from all over the U.S. and the world.

Pat Redd, CMO Goldtop Marketing + Strategy

NAMM 2026 was electric — brands I loved, brands and instruments I had never heard of — and the sessions!!! They were wildly informative and productive as far as networking and relationship building. Energized to practice more and get ready for NAMM 2027!

Kat Kelley, Artist-Musician

An intentional and well-curated experience, The 2026 NAMM Show convincingly demonstrated that, when done well, trade shows are still a very worthwhile endeavor and experience.

Christian Wissmuller, MMR Magazine

NAMM is more than a show ... it's an ecosystem where our industry showcases every sector and comes together to connect, learn and move forward collectively. NAMM 2026 reminded us that when manufacturers, educators, artists and partners align in one place, the result is innovation, advocacy and real momentum for the future of music.

Michael Kamphuis, Conn Selmer

NAMM was an experience and an adventure where I got to meet others just as passionate about music as I am from around the world.

Camron Whitehead, Ted Brown Music

NAMM is THE place in the world to connect, reconnect and cultivate relationships in our industry. Without NAMM, progress would be tougher, slower and less effective.

Michael Gilreath, Fishman

The connections made at The NAMM Show don't "stay at the NAMM show." They last a lifetime and influence for years.

Jeep Simonet, Five Star Guitars

NAMM truly inspired and motivated me for what is next after graduation and how to achieve those dreams.

Gavin Munroe, Student

The NAMM Show connects and informs music educators and music champions in powerful, relevant and unique ways that fuel us up to make progress in our field for the year ahead.

Jessica Baron, Guitars in the Classroom





**The
NAMM
Show**

**the
MUSIC
begins here**

See you next year!



— NAMM WEEK —

January 26-30, 2027

Anaheim Convention Center • Southern California

Events
January 26-30

Exhibits
January 28-30