

**NAMM<sup>®</sup>**  
**Industry Insights**

# **What We Learned From The 2025 NAMM Show**

**The  
NAMM  
Show**

**Post-Show  
Report**

**#NAMM  
SHOW**







# The NAMM Show:

## Where the Industry Moves Forward

In 2025, we once again came together to experience the latest breakthroughs in music, sound, and entertainment technology. From hands-on product demos to insightful sessions led by industry trailblazers, The NAMM Show was a gathering place of innovation, learning, and connection.

Beyond the excitement, we gathered key data, emerging trends, and expert insights to help our industry understand its current landscape and future direction.

**This Industry Insights Post-Show Report distills the biggest takeaways from our time in Anaheim into three key areas:**

**What We Saw**

**What We Learned**

**What's Next**







## What We Saw

### The Right People. The Right Place. The Right Moment.

For one electrifying week, the most influential voices in the music, sound, and entertainment technology industries converged at The NAMM Show. From top-tier buyers and global brands to artists, media, and thought leaders, the show created unmatched opportunities for business, collaboration, and innovation.

The impact of The NAMM Show is undeniable, with industry leaders making key business decisions on-site. One of the most telling indicators? Buying power — the combined revenue of attending purchasing companies, as tracked by Music Trades.

**\$10.4+ billion in buying power** was present at The 2025 NAMM Show — fueling the future of the industry.

## The 2025 NAMM Show by the Numbers

**63K+** show attendees

**10,700+** international attendees

**125** countries, regions and territories

**4,400+** brands

**1,850+** exhibitors

**250+** education sessions

**650+** education speakers

**\$10.4+ Billion** in buying power





# The Right Blend of Industry Leaders

With **63K+ attendees**, The NAMM Show was more than just an event — it was a powerhouse of discovery, career growth, and industry connection. This year, we focused on curating the right mix of buyers, influencers, and decision-makers, **delivering the largest percentage of qualified industry professionals in NAMM Show history.**

From groundbreaking gear to career-defining opportunities, this was the place where quality business happened and the future of music, sound, and entertainment took shape.

## Attendee Personas

**Other**  
1,616 • 2.6%

**Entertainment Tech**  
715 • 1.1%

**Nonprofit**  
742 • 1.2%

**House of Worship**  
758 • 1.2%

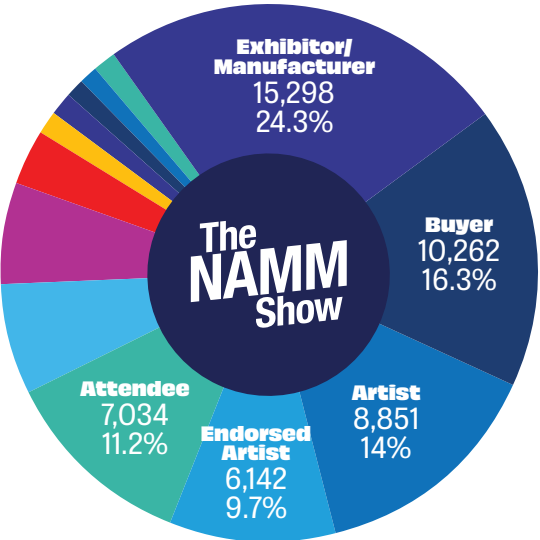
**Content Creator**  
699 • 1.1%

**Media**  
894 • 1.4%

**Educator**  
2,020 • 3.2%

**Student**  
3,878 • 6.2%

**Pro Audio/Sound**  
4,123 • 6.5%



Other	
Manufacturer Rep	520
VIP	423
Speaker	335
Software/Technology	236
Publisher	102





# How Industry Roles Connect at The NAMM Show

The NAMM Show brings together professionals across music, sound, and entertainment — fostering innovation, collaboration, and shaping the future of our industry. **As the driving force behind purchasing decisions, business owners, executives, and sales teams represented the top three attendee roles**, actively seeking new products, forging key partnerships, and making critical investments that shape the market. Meanwhile, students and educators explore new learning tools and career pathways, ensuring the industry's future talent pipeline. Audio engineers, producers, and mixers dive into cutting-edge technology, refining their craft alongside industry legends.

**Content creators and influencers** capture and share the excitement with global audiences. **Repair specialists, backline technicians, and stage crews** discover the latest tools to perfect their craft, while the **worship community** explores how technology enhances musical and spiritual experiences.

**Journalists and editors** document the trends, and **lighting designers, video engineers, and live production experts** push creative boundaries. At the highest levels, **CEOs and industry leaders** shape the future through strategic discussions.

No matter their role, everyone at NAMM shares a passion for music, coming together to discover, learn, and inspire the next generation.



- Artist
- Attendee
- Content Creator
- Educator
- Entertainment Tech
- Media
- Nonprofit
- Pro Audio/Sound
- Publisher
- Manufacturer Rep
- Software/Technology
- Student
- House of Worship
- Exhibitor/Manufacturer
- Buyers

## Roles at The NAMM Show





# The Sounds of 2025: What Captured Industry Interest

The 2025 NAMM Show reflected the evolving priorities of the music, sound, and entertainment industries, with **pro audio leading as the top product category, drawing interest from 28,165 attendees**. This underscores the growing demand for professional recording, production, and live sound solutions.

**Guitars and accessories followed closely**, proving that traditional instruments and supporting gear remain as vital as ever. The popularity of amps, effects & pedals, and basses reinforced the strong presence of the guitar community at the show.

Live sound, software & plug-ins, and keyboards & synthesizers highlighted the increasing integration of technology in music creation and performance. Meanwhile, DJ equipment, lighting, and print & digital music continued to capture attention, showing the diverse ways professionals engage with music and sound.

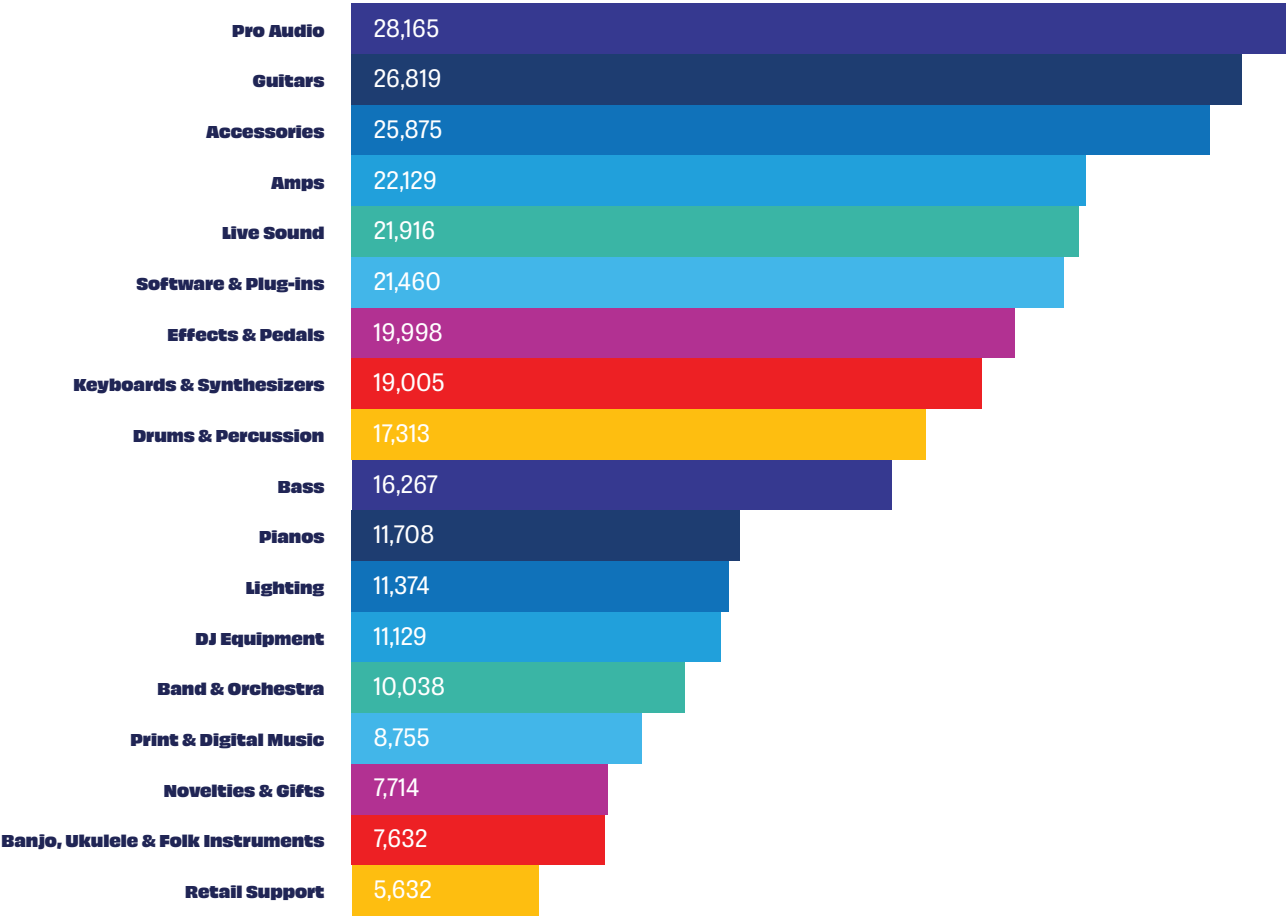
From drums & percussion to band & orchestra, **The NAMM Show remains the industry’s premier destination**, offering something for every sector — from traditional musicians to cutting-edge digital creators.

# Passions That Drive the Industry

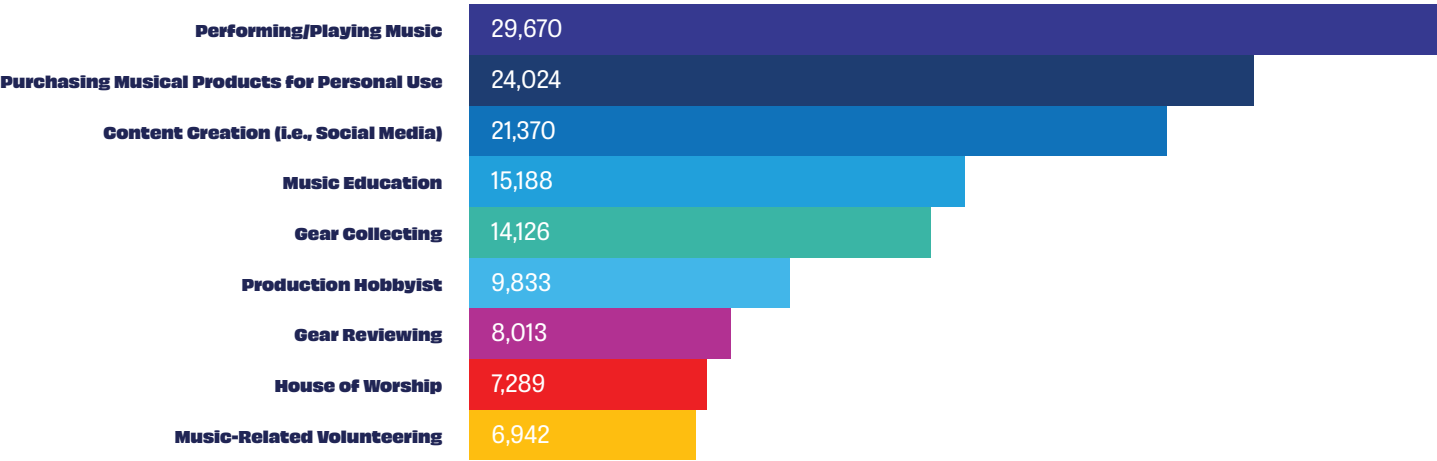
At The 2025 NAMM Show, attendees came together with a wide range of interests, reflecting the dynamic and evolving landscape of the industry. Performing and playing music led the way, with **nearly 30,000 attendees identifying it as their primary passion**. Purchasing musical instruments remained a key focus among attendees, demonstrating the show’s impact on buying decisions and industry growth.

The rise of content creation **(21,370 attendees)** highlights the expanding role of digital platforms in music and audio, while music education **(15,188 attendees)** continues to be a vital pillar of the industry. The NAMM Show also welcomed gear collectors, hobbyists, and gear reviewers, reinforcing the deep enthusiasm surrounding musical products and technology.

## Product Interest



## Activity Interest





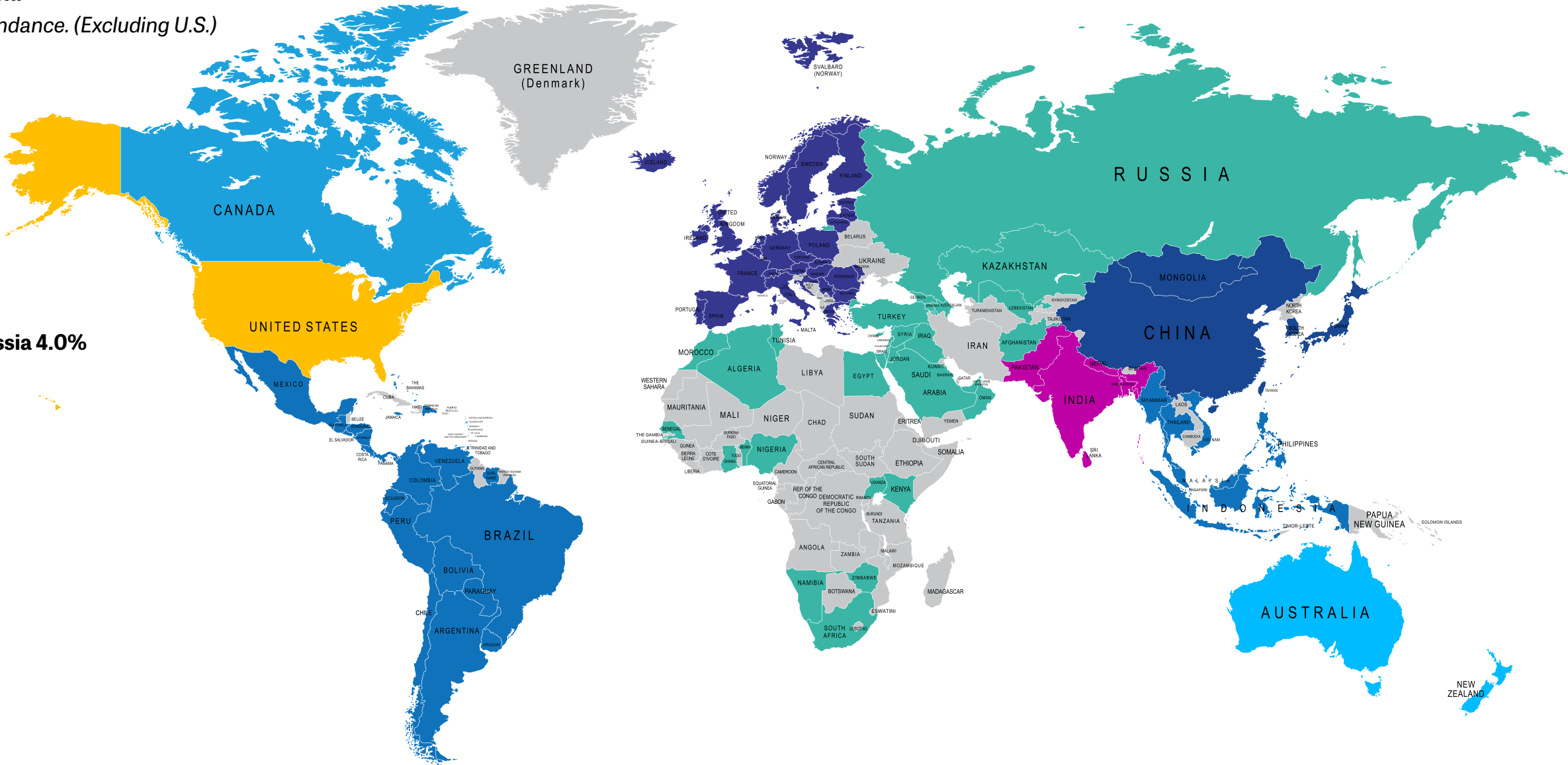
# Our Global Community Is Thriving

The NAMM Show continues to be a powerful international gathering, with global attendance holding steady at impressive levels. Year after year, the show attracts a vibrant and engaged global community, fostering connections, innovation, and business opportunities across borders. As the industry's premier event, The NAMM Show remains the ultimate destination where international energy fuels progress and collaboration.

## International Attendee Percentage by Region:

Percentages based on total international attendance. (Excluding U.S.)

- Europe 35.9%
- East Asia 24.1%
- Latin America and Caribbean 18.3%
- Canada 11.6%
- Africa, Middle East, Central Asia and Russia 4.0%
- Australia and Oceania 3.1%
- Southeast Asia 2.2%
- Indian Subcontinent 0.8%



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

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

- |                   |            |               |                 |
|-------------------|------------|---------------|-----------------|
| 1. China          | 6. Germany | 11. France    | 16. Argentina   |
| 2. Canada         | 7. Japan   | 12. Brazil    | 17. Netherlands |
| 3. Mexico         | 8. Korea   | 13. Australia | 18. Peru        |
| 4. United Kingdom | 9. Taiwan  | 14. Spain     | 19. Poland      |
| 5. Italy          | 10. Sweden | 15. Turkey    | 20. Chile       |



# Elevating The NAMM Show Experience With Technology

Technology took The NAMM Show to new heights, making it more seamless, efficient, and globally connected. An impressive **3 out of 4 attendees surveyed gave high marks to The NAMM Show+ app**, which saw 33,593 active users engaging in powerful ways — networking with peers, bookmarking must-see products, planning their schedules, navigating the show floor, streaming live content, and catching up on education sessions from anywhere.

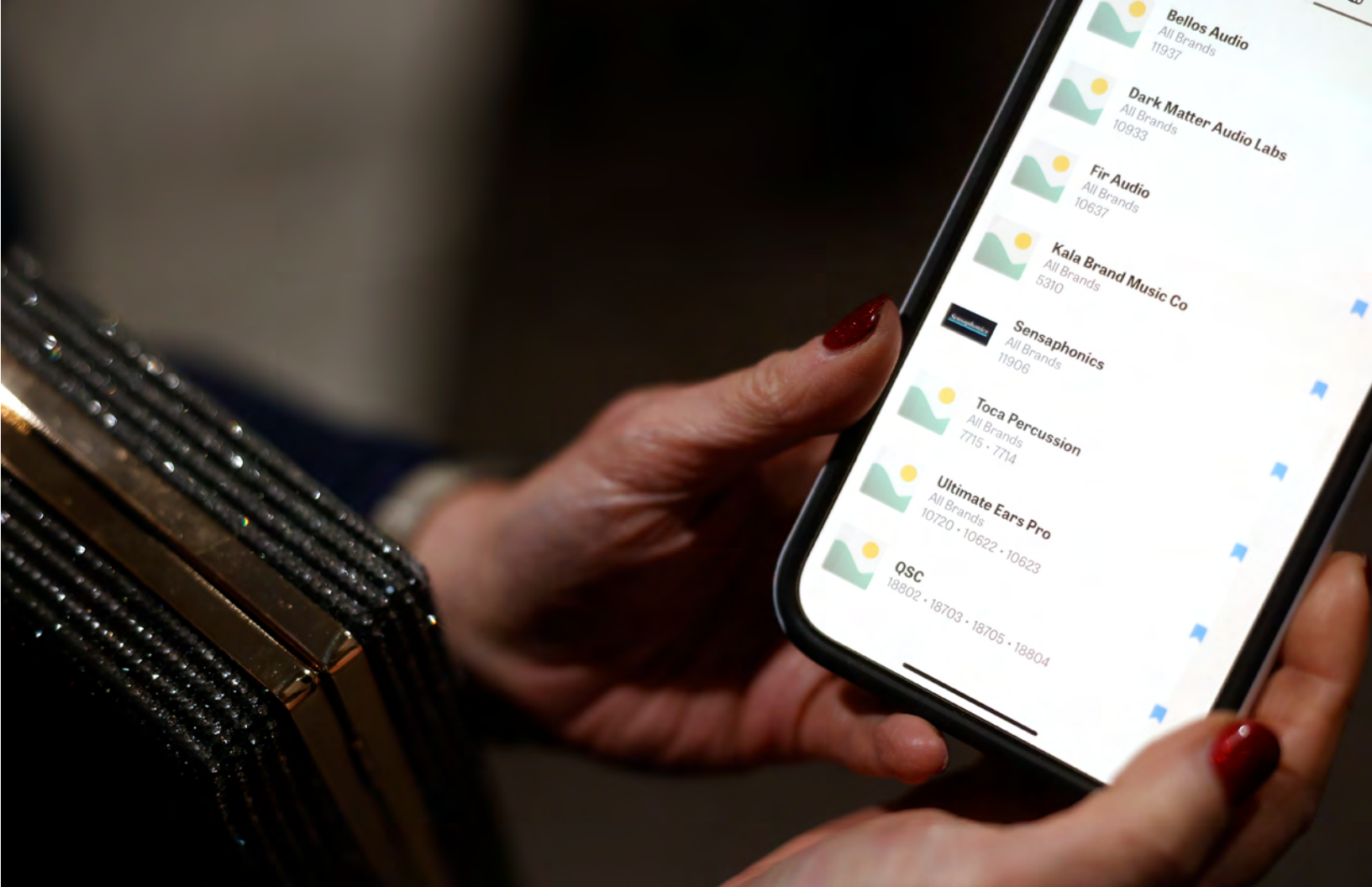
## NAMM Show+ Users Stay Connected

At 38 minutes and 30 seconds, the average duration of a video call on NAMM Show+ highlights strong engagement among users, indicating meaningful conversations and networking opportunities.

When it comes to platform usage, **iOS leads with 51.3% of unique logins, followed by the web app at 37.5%, and Android at 11.3%**. This distribution suggests that a majority of users prefer mobile access, particularly on Apple devices, while a significant portion still engages via desktop.

## Engagement Grows 14%

The NAMM App was used by more than half of all attendees in 2025.



## NAMM Show+ Drives 110K+ Connections, Powering Industry Networking

With **110,595 connections made on NAMM Show+**, the platform has proven to be a powerful tool for networking and relationship-building. **68% of users actively engaged** by making at least one connection, demonstrating strong user participation and the platform’s effectiveness in fostering industry connections. This high engagement rate underscores NAMM Show+ as a valuable space for professionals to expand their networks.

- Total Contacts Made**  
110,595
- Contacts Made per Active User**  
3.3
- Total Discussions Created**  
6,290
- Total Messages Exchanged**  
15,436
- Average Duration of Video Calls**  
38:30





# What We Learned

## The Industry Is Evolving

Product launches demonstrated where our industry is innovating, and signaled a renewed energy for using The NAMM Show as a global launch platform. But it's more than just who attends — it's about shifting trends, how attendees engage, and what these changes reveal about the future of our industry.



# Product Launches Are Bigger Than Ever

## GLOBAL MEDIA SPOTLIGHT

The NAMM Global Media Day set a new record for product launches, giving companies the stage to unveil their latest innovations to a packed audience of media and influencers.

## INNOVATION ON DISPLAY

Hundreds of products were listed on NAMM Show+, with 139 more products featured in The NAMM Show Electronic Press Kit.

## BEST IN SHOW SOARED

A record-breaking number of products were submitted for the Best in Show Awards, showcasing the industry's creative momentum.

## CONFIDENCE ON THE RISE

91% of those surveyed rated the show positively, and industry confidence surged — 76% of respondents felt optimistic about the industry after attending The NAMM Show, an 11% increase from pre-show sentiments.



# Influencer Buzz Skyrockets

NAMM's social media accounts are reaching more and more people, broadcasting show highlights around the world.

On Instagram:

- 209,251** total followers
- 2.2 Million** views in January
- 19K+** followers gained this show cycle
- 410,500** unique accounts reached

# Coverage/Recap Highlights



**Instagram Story Event Recaps**  
**9,261** average views per story





# Instagram Broadcast Channel

This year we introduced a new broadcast channel, used as an additional form of direct communication to keep show attendees informed.

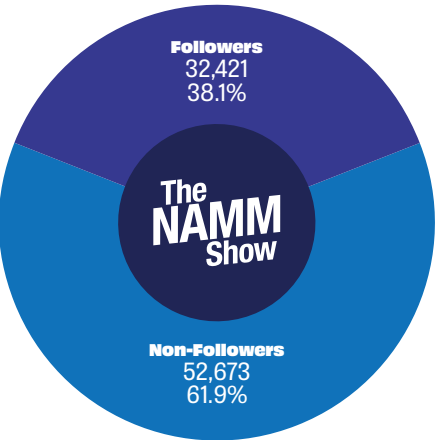
**3K+** members  
**2,700** average views on messaging

# Top Performing Content

## INSTAGRAM



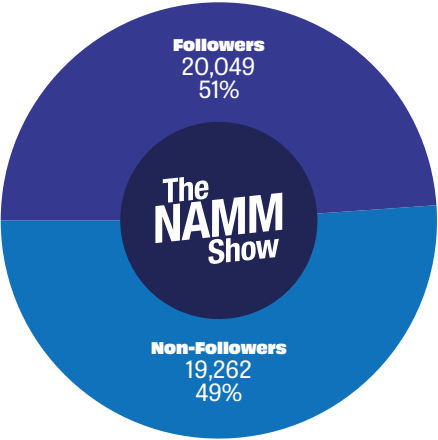
**Pre-Show Excitement Reel**  
**85,094** views  
**3,700** likes  
**429** shares  
**122** comments  
**79** saves  
**59,169** unique accounts reached



## FACEBOOK



**NAMM Show Kickoff**  
**39,311** unique accounts reached  
**62,242** views  
**921** likes  
**48** shares  
**33** comments  
**4** saves



## LINKEDIN



**Pre-Show Excitement**  
**7,091** impressions  
**261** likes  
**17** shares  
**13** comments  
**4** saves



# The Growing Impact of Content Creators and Influencers at The NAMM Show

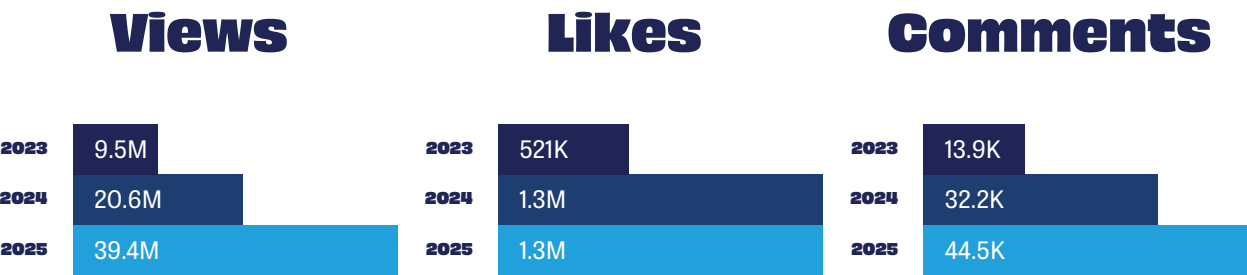
Over the past three years, The NAMM Show has seen an extraordinary surge in digital engagement, driven by the increasing presence and influence of content creators and social media influencers. Their participation has significantly expanded the show's reach, generating millions of views, likes, and comments across multiple platforms.

In **2023**, content from The NAMM Show garnered **9.5 million views**, with **521K total likes** and **13.9K comments** — a strong foundation showcasing the power of digital creators in amplifying the event's impact.

By **2024**, that momentum **more than doubled**, with views skyrocketing to **20.6 million**, engagement soaring to **1.3 million total likes**, and community interactions nearly tripling with **32.2K comments**. This surge reflected not only increased participation from creators but also the deepening engagement of their audiences, who turned to their favorite influencers for insider access, product demos, and behind-the-scenes moments.

Looking at **2025**, the trend continues its explosive growth. With **39.4 million views**, the show's digital footprint has expanded exponentially. While total likes remain at **1.3 million**, comments have jumped to **44.5K**, reinforcing the increasing dialogue and interaction between attendees, brands, and the global music community.

This trajectory underscores the **power of influencer-driven content** in amplifying The NAMM Show's visibility, fostering real-time conversations, and driving unprecedented engagement. As more creators join the movement, their reach continues to bridge the gap between the show floor and audiences worldwide — solidifying The NAMM Show as a global music industry phenomenon both in-person and online.





# The NAMM U Sessions Consistently Draw Large Attendance

The most-scanned events were fueled by these engaging keynotes and the star power of artists like [Jon Batiste](#), [Victor Wooten](#) and [Jacob Collier](#).

- The Grand Rally for Music Education (NAMM U Breakfast Session)
- Industry Insights (NAMM U Breakfast Session)
- Disrupt Your Marketing in 2025 (NAMM U Breakfast Session)
- NAMM Marketing Summit: Instagram Boot Camp
- A Conversation With Jon Batiste

90%

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

47%

of those under 21 attended education sessions demonstrating that the next generation has a strong desire to learn..

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

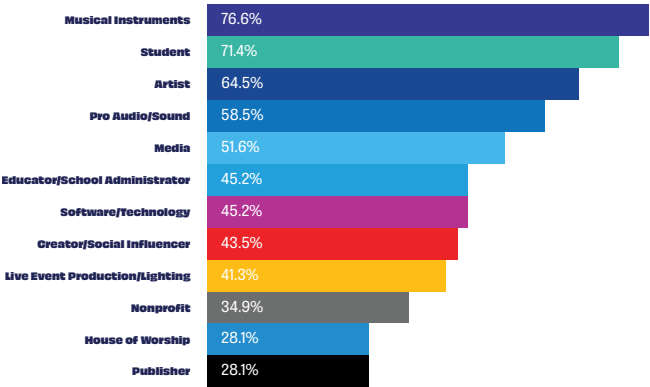




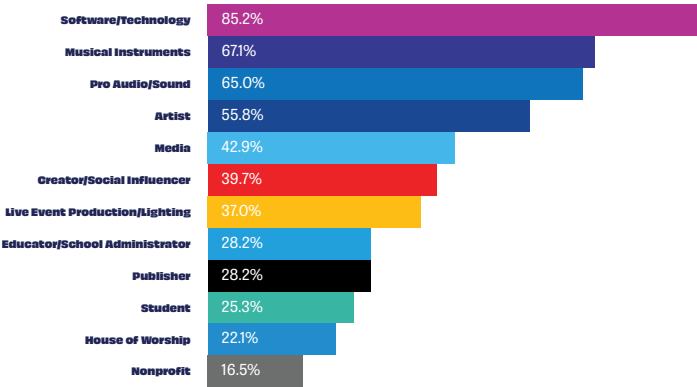
Networking Is Valued

Each bar graph represents a community that various surveyed groups represented by percentages considered “very important” to see at the show.

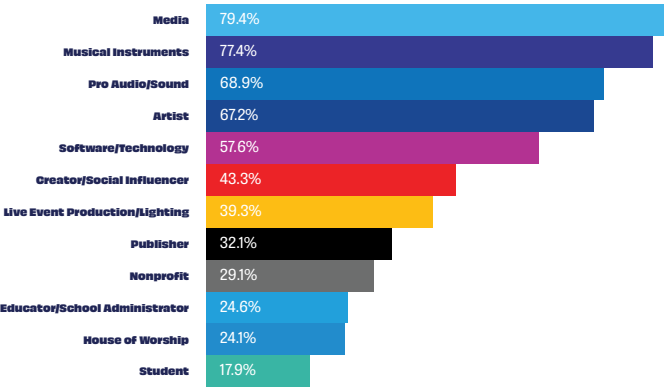
Student



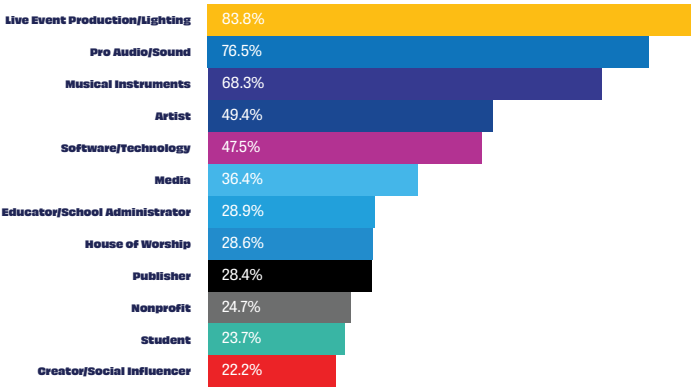
Software/Technology



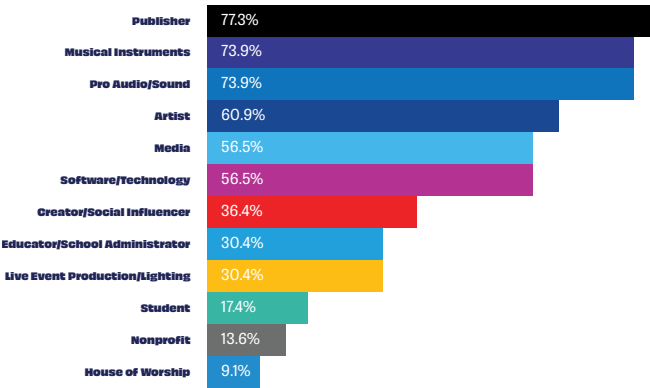
Media



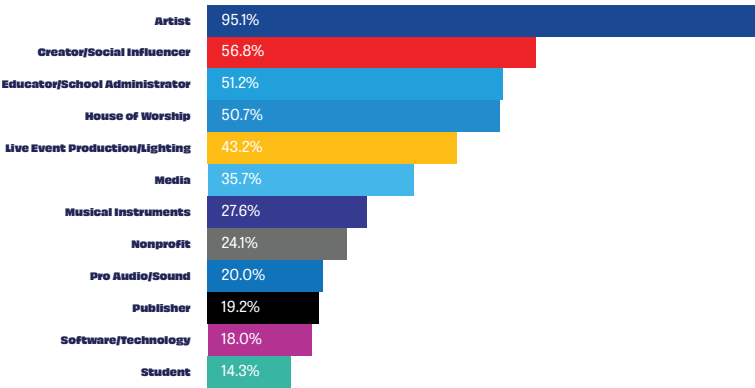
Live Event Production/Lighting Venue



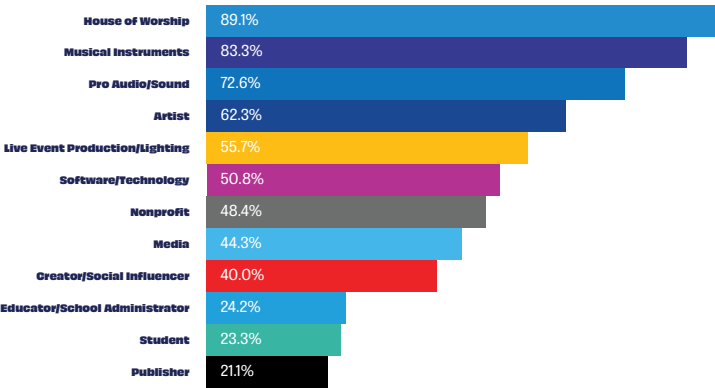
Publisher



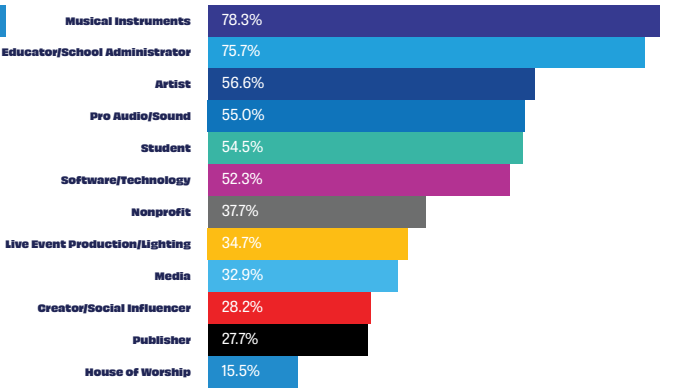
Pro Audio/Sound



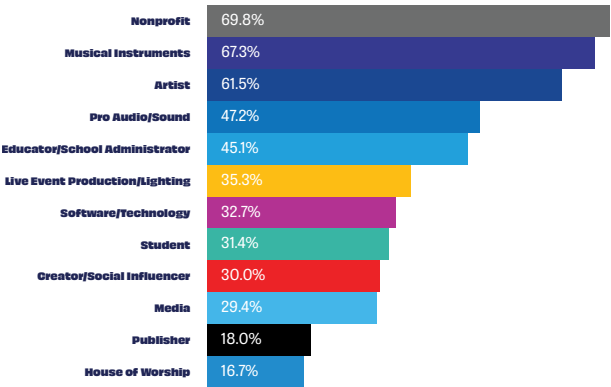
House of Worship



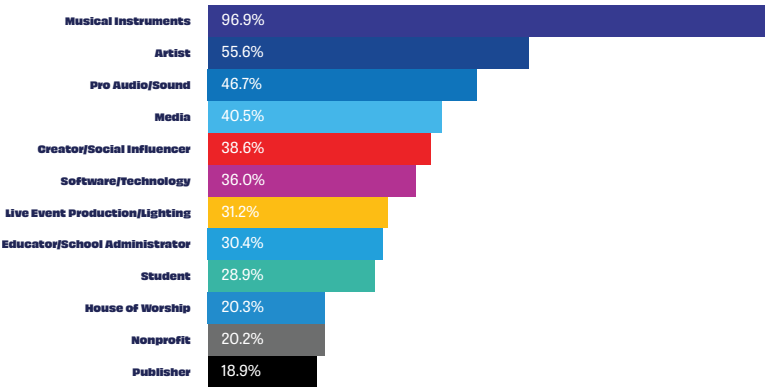
Educator/School Administrator



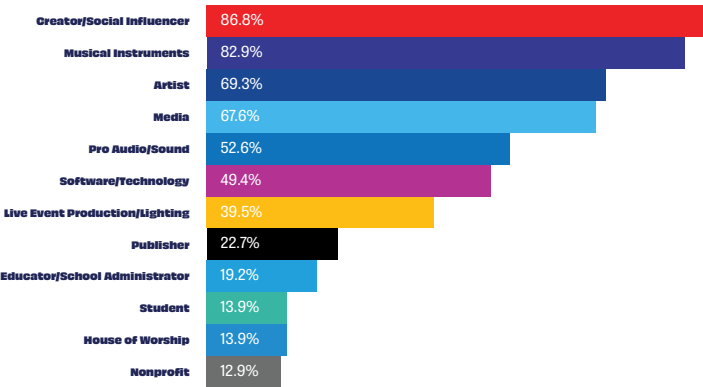
Nonprofit



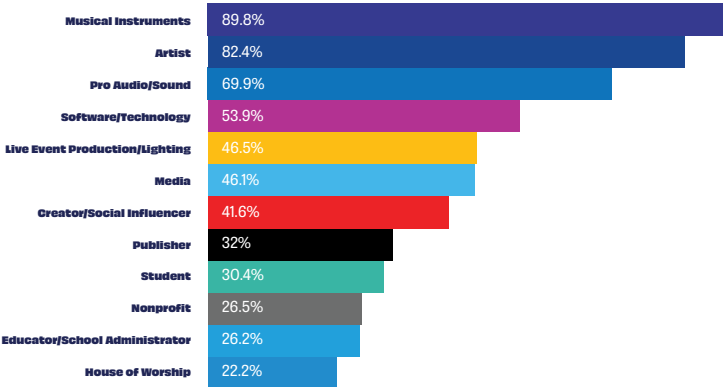
Musical Instruments



Creator/Social Influencer



Artist







# What's Next?

At NAMM, we're listening — industry insights, survey feedback, and exhibitor input are shaping a stronger, more impactful show. **We're committed to creating an event that serves the industry's evolving needs**, and we welcome your ideas to help us get there.

# Keeping the Right Mix

Maintaining the right balance of industry communities is key to the show's success. That's why we're expanding our marketing efforts to ensure a professional environment while also fostering the next generation of industry leaders. By welcoming youth and diverse audiences, we're investing in long-term industry growth.

# Going Global

NAMM's international reach continues to expand. We're collaborating with associations and influencers worldwide to strengthen NAMM's role as a **premier global platform for the music products industry**. From discovering new gear to exchanging ideas and forging connections, the show and NAMM membership offer invaluable opportunities that make this industry truly special.

# More Time for Community, Education & Inspiration

At The 2025 NAMM Show, we're giving the industry more of what matters: five days of world-class education, networking, and events, with three of those days dedicated to high-energy exhibits and product discovery. This innovative format allows attendees to maximize learning, build meaningful relationships, and make the most of their time on the show floor.





# More Voices, More Reach: Influencers at The NAMM Show

As digital creators continue to shape the future of music, audio, and entertainment, NAMM is expanding its commitment to influencers and content creators like never before. With exclusive experiences, behind-the-scenes access, and a growing platform to connect with brands and industry leaders, **The NAMM Show is the ultimate destination for creators** looking to amplify their reach and impact.

At the heart of this movement is the Creator Lounge & Studios — a dynamic and thriving hub where influencers, musicians, and content creators come together to collaborate, capture content, and engage with the latest gear and technology. Following its resounding success, **the Creator Lounge was a big part of The 2025 NAMM Show**, providing a curated space for networking, brand partnerships, live interviews, and real-time content creation.

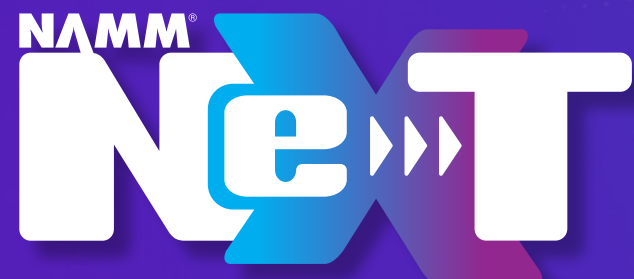
By bridging the gap between in-person experiences and digital audiences, NAMM is ensuring that the innovation, music, and connections made at the show reach and inspire communities worldwide. Whether through live streaming, social media, or immersive storytelling, **influencers play a key role in sharing the NAMM experience** — and we're making sure they have the tools and support to do it better than ever before.

## Serving NAMM Members

At the heart of NAMM is our commitment to providing members with meaningful insights and experiences. **Everything we learn, you should learn** — giving you the data and trends you need to stay ahead.







# Insights for the Future of the Music Industry

June 29 – July 1, 2025

JW Marriott Nashville • Nashville, TN



## ▶▶▶ An immersive education, networking and thought- leadership experience

NAMM NeXT is a one-of-a-kind event combining outside-the-industry expertise with inside-the-industry leaders to provide the highest level of professional development available for businesses.

**Don't miss this summer's exclusive  
NAMM member event!**

### Program Topics Include:

- Future business trends
- Customer experience in the new economy
- Global economic outlook and impact
- Marketing strategy to break through the noise
- Leading through disruption
- The impact of AI on business and work
- Innovation and creativity



Professional  
Insights for  
Future Trends



Leadership  
and Marketing  
Workshops



Industry  
Panel  
Roundtables



Networking  
With Industry  
Leaders



Breakfast and  
Lunch With  
Live Music



Exclusive  
Evening  
Events

## Who should attend?

Current NAMM members, including experienced and emerging leaders, looking to grow their businesses and advance their careers.

Brands, retailers and entrepreneurs, as well as pro audio, live event and music education professionals.

## What is the format?

Two-day curated program with immersive education and networking, plus breakfast and lunch.

Format includes keynote speakers, workshops and industry panels.

Evenings include music and opportunities to expand your network.

## What makes NAMM NeXT unique?

Combines global experts and industry leaders in an immersive environment.

NAMM-focused experience offering more value than more expensive conferences.

Program focused on insights to drive the future of the music industry.

[next.namm.org](https://next.namm.org)





**See You Next Year!**



NAMM WEEK

**January 20-24, 2026**

Anaheim Convention Center • Southern California

**Events**  
January 20-24

**Exhibits**  
January 22-24