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# ATTENDANCE AUDIT SUMMARY

**CES® 2025**  
January 7-10, 2025  
Las Vegas, NV  
CES.tech



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In a competitive environment for events, we don't rest on the reputation CES has as the world's most powerful technology event – we earn it each year. CES 2025 was no exception.

We're proud to report that CES 2025 drew 142,465 attendees from around the globe, including 81,621 industry professionals and 6582 members of the media. International attendees accounted for 40.2% of the total audience, demonstrating CES's continued global influence. From industry titans to groundbreaking startups, from investors to policymakers representing 158 countries, regions and territories, the entire tech ecosystem converged in Las Vegas to forge deals, create jobs, and tackle the world's biggest challenges.

Across the show floor, as part of one of the most dynamic keynote lineups to date, and in hundreds of conference sessions, attendees explored the latest in AI, digital health, energy transition, mobility, quantum, sustainability, and more. More than 4500 exhibitors showed how technology is changing lives today, from AI-driven advances to make us healthier and more productive, to accessibility technologies opening new doors for people with mobility challenges. Eureka Park buzzed with the next generation of disruptive startups, while industry giants unveiled innovations set to redefine entire sectors.

At CES, we believe in transparency and credibility. That's why our attendance numbers are independently audited under UFI, the Global Association of the Exhibition Industry's rigorous standards. We're proud to uphold the highest level of accuracy and accountability—because CES isn't just about bringing in massive crowds, it's about bringing together the *right communities* to drive the industry forward. We invite you to review the detailed breakdown of CES 2025 in this Attendance Audit Summary.

Thank you for being a part of CES 2025! We look forward to welcoming you to CES 2026, January 6-9 in Las Vegas, NV.

Sincerely,



A handwritten signature in black ink, appearing to read 'Kinsey Fabrizio'.

**Kinsey Fabrizio**  
President,  
Consumer Technology Association



A handwritten signature in black ink, appearing to read 'John T. Kelley'.

**John T. Kelley**  
VP, CES Show Director,  
Consumer Technology Association

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## PREFACE

CES is the most powerful tech event in the world—the proving ground for breakthrough technologies and global innovators. This is where the world’s biggest brands and most innovative startups do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector.

Visit [CES.tech](https://CES.tech) for news and information about the show.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

## AUDIT SOURCES

The *CES 2025 Attendance Audit Summary* provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

- Alliance for Audited Media CES 2025 Event Audit Report
- CES 2025 Registration Data, provided by Maritz
- 2024 Fortune Global 500 list
- 2024 Twice Top 50 CE Retailers

### Alliance for Audited Media

AAM provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show’s merits.



The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

#### CES 2025 TOTAL ATTENDANCE OVERVIEW

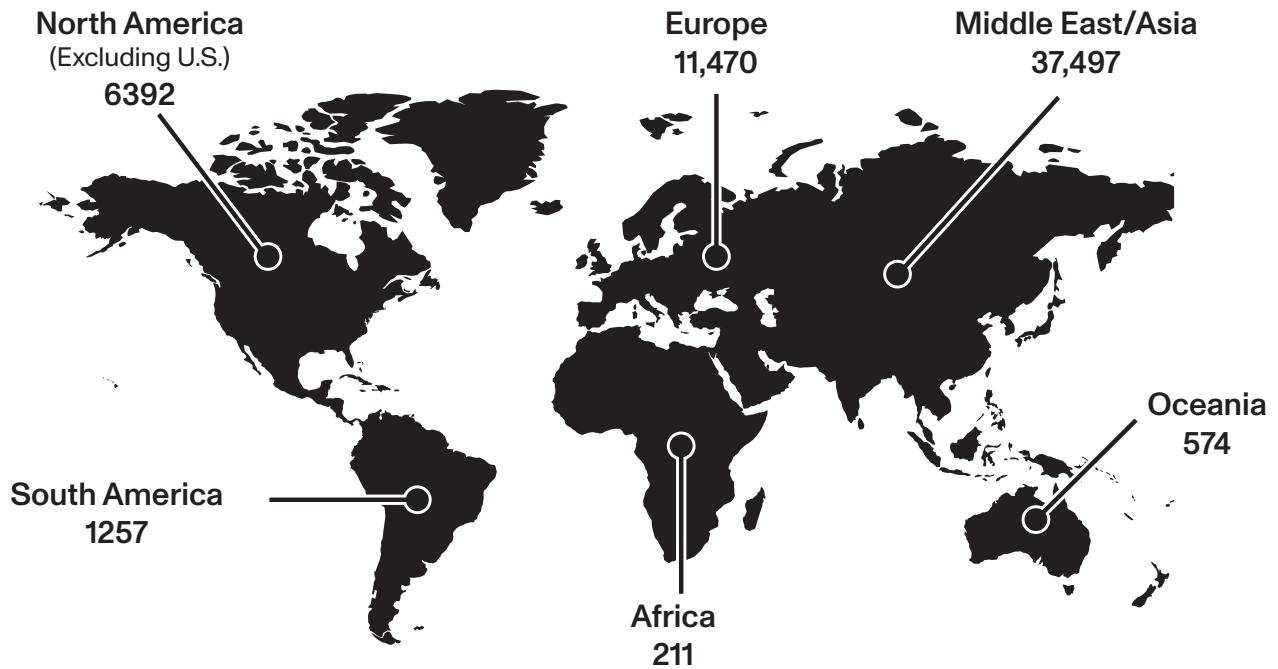
Registration Type	Domestic	International	Total Verified Attendance
Industry Attendees	52,166	29,455	81,621
Exhibitor Personnel	28,818	25,444	54,262
Media	4080	2502	6582
Total Verified Attendance	85,064	57,401	142,465

CES 2025 attracted **305** of the 2024 Fortune 500 companies

#### SENIOR-LEVEL EXECUTIVE ATTENDANCE

Job Title	Verified Attendance	% of Total Verified Attendance
President/Founder	16,764	12%
C-Level Executives	13,675	10%
Vice President/SVP/EVP	17,939	13%
Director/Sr. Manager/General Manager	23,918	17.6%
Total Senior-Level Executives	72,296	53%

CES welcomed a global audience with 57,401 international visitors from 158 countries, regions and territories.



**40.2%** of CES 2025 attendance came from outside of the United States

TOP 20 COUNTRIES, REGIONS AND TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	85,064	Italy	777
South Korea	14,405	Hong Kong, SAR	736
China	10,542	Netherlands	697
Japan	6426	Turkey	603
Canada	4013	India	598
Germany	2623	Israel	554
France	2177	Singapore	501
Taiwan	2120	Australia	470
United Kingdom	1835	Sweden	466
Mexico	1768	Brazil	455

Top executives at CES 2025 presented their insights and vision for the industry's future, with presentations from:

- will.i.am, Founder and CEO, FYI
- Kofi Amoo-Gottfried, Chief Marketing Officer, DoorDash
- Kevin Austin, Group Vice President, Toyota Motors North America
- Sheri Bachstein, President, The Weather Company
- Ami Badani, Chief Marketing Officer, Arm Inc.
- Angela Baker, Chief Sustainability Officer, Qualcomm
- Ed Bastian, CEO, Delta Air Lines
- Gulen Benji, Lead Global Chief Marketing Officer Mars Inc. and Global Chief Growth Officer Mars Snacking, Mars
- Wassym Bensaid, Chief Software Officer, Rivian
- Kelly Blair, CEO, OnlyFans
- Justin Boitano, VP Enterprise AI, NVIDIA Corporation
- Julia Boorstin, Senior Media & Tech Correspondent, CNBC
- Carmella Boykin, Host/Producer, The Washington Post
- Nancy Brown, CEO, American Heart Association
- Heidi Browning, Chief Marketing Officer, National Hockey League
- Don Burnette, Founder and CEO, Kodiak Robotics
- Danielle Carney, Head of Live Sports and Video Sales, Amazon Ads
- Greg Cathey SVP, Transformation and Innovation, Walmart US
- Dan Clancy, CEO, Twitch
- Jeff Collins, President, Advertising Sales, Marketing and Brand Partnerships, Fox Corporation
- Pedro Conceição, Director Human Development Report, United Nations Development Programme
- Amelia DeLuca, Chief Sustainability Officer, Delta Air Lines
- Steve Downer, Vice President, Amazon
- Nakul Duggal, Group GM, Automotive, Industrial & Embedded IoT, and Cloud Computing, Qualcomm
- Ossa Fisher, President, Aurora
- Ashley Flowers, CEO, audiochuck
- Jennifer Gardy, Deputy Director (Global Health), Bill & Melinda Gates Foundation
- Ryan Gould, EVP, Sales - Streaming, Digital, and Advanced Advertising, Warner Bros Discovery
- David Holmberg, President and Chief Executive Officer, Highmark Health
- Howard Hu, Orion Program Manager, NASA Orion
- Jensen Huang, Founder & CEO, NVIDIA Corporation
- Burkhard Huhnke, CTO, Scout Motors
- Barbara Humpton, President and CEO, Siemens USA
- Todd Kahn, CEO & Brand President, Coach
- Dorothy Kilroy, Chief Commercial Officer, OURA
- Karlie Kloss, Founder, Kode With Klossy
- Steven Kolb, CEO, Council of Fashion Designers of America
- Yuki Kusumi, Group CEO, Panasonic Holdings Corporation
- Yann LeCun, Vice President & Chief AI Scientist, Meta
- Megan Myungwon Lee, Chairwoman and CEO, Panasonic
- Fara Leff, COO, Klutch Sports Group
- Gretchen Littlefield, Chief Executive Officer, Moore
- Cynthia Littleton, Co-Editor in Chief, Variety
- Martin Lundstedt, President and CEO, Volvo Group
- Dhar Mann, Founder, Dhar Mann Studios
- Norman Marks, Vice President, Automotive, NVIDIA Corporation
- Sally Miller, Global CIO, DHL Supply Chain
- Andrea Murphy, Director, Environmental Affairs, Panasonic
- Josh Simon, Vice President, Consumer Products, Netflix
- Lars Stenqvist, Executive Vice President & CTO Volvo Group, Volvo Group
- Julie Sweet, Chair and CEO, Accenture
- Maria Taylor, Host of Football Night in America, and the Big Ten College Countdown, NBCUniversal
- Terri Wang, Growth, OpenAI
- Reid Wiseman, Artemis II Commander, NASA Artemis
- Jennifer Witz, Chief Executive Officer, SiriusXM
- Jen Wong, COO, Reddit Inc.
- Linda Yaccarino, CEO, X
- Robert Yaskovic, Associate Program Manager, NASA EGS

**JOB TITLE BREAKDOWN**

	Industry Attendee	Exhibitor Personnel	Total Verified Attendance
Account Management/Sales Rep	3726	4155	7881
Analyst	1414	323	1737
Creative Professional	1042	1287	2329
Manager/Store Manager/ Product Manager	6306	5476	11,782
President/Founder	13,383	3381	16,764
Technical Professional	3924	2828	6752
Systems Installer/Integrator	426	157	583
Trainer/Educator	765	193	958
Vice President/Senior VP/Executive VP	11,276	6663	17,939

**ENTERTAINMENT & ADVERTISING COMMUNITY\***

Industry Attendees	Total Verified Attendance
Advertising and Marketing	6573
Content, Media and Entertainment	3028
Total Advertising and Entertainment	9601

**TOP 20 REPRESENTATION FROM TWICE'S TOP 50 CE RETAILERS OF 2024**

Company	Number of Reps at CES 2025	Company	Number of Reps at CES 2025
Amazon	1663	Micro Center	27
Microsoft	390	The Home Depot	25
Hewlett Packard	361	Newegg	23
Lenovo	334	Staples	19
Walmart	224	Dell	12
Best Buy	97	B&H Photo	10
Costco	59	Nebraska Furniture Mart	10
Lowe's	51	RC Willey	10
Sam's Club	50	BJ's Wholesale Club	9
Target	28	Curacao	9

\*Individuals self-reported; total represents a single individual with duplicate selects removed.



## REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	Industry Attendees*	Exhibitor Personnel
Consumer Goods	1976	2%
Distribution	3005	3.6%
Retail	4789	5.8%
System Integrator/Installation/ VAR	1754	2%
Total Representing Buying Organizations	11,524	14%

## REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	Industry Attendees*	% of Total Verified Industry Attendees
Advertising and Marketing	6573	8%
Business Services	3701	4.5%
Content, Media and Entertainment	3028	3.7%
Digital Health	1294	1.5%
Education/Training	1616	1.9%
Engineering/Research and Development	5231	6%
Finance (Banking, Service, Insurance)	2385	2.9%
Healthcare/Pharmaceuticals/Biotech	1981	2%
Manufacturer's Rep	1095	1%
Non-Profit/NGO/Lobbying	651	<1%
Software Development/Publishing	4107	5%
Sports and Fitness	544	<1%
Telecom and Utilities	2032	2%
Travel and Hospitality	1745	2%
Venture Capitalist/Private Equity/Investing	1653	2%

\*Industry Attendees = Does not include media or exhibitor personnel

TOP 20 PRODUCT CATEGORIES OF INTEREST

Market/Product Category**	Industry Attendees*
Artificial Intelligence	32,669
IoT/Sensors	17,642
Vehicle Technology and Advanced Mobility	16,535
Robotics	15,565
AR/VR/XR	14,936
5G Technologies	14,340
Smart Home and Appliances	13,968
Startups	13,330
Marketing and Advertising	12,213
Digital Health	11,986
Retail/E-Commerce	11,138
Energy/Power	10,737
Cloud Computing	10,545
Audio	10,547
Gaming and Esports	10,175
Cybersecurity	10,028
Video Technologies	9654
Lifestyle	9032
Accessories	8797
Drones	8575

\*Industry Attendees = Does not include media or exhibitor personnel

\*\*Industry Attendees may select multiple /product categories

CUSTOMER BASE SUMMARY – INDUSTRY ATTENDEES\*

Classification by Customer Base	Total Verified Attendance	% of Total Verified Industry Attendees
Business to Business (B2B)	33,653	41%
Business to Consumer (B2C)	16,828	20.6%
Both (B2B and B2C)	29,351	35.9%

\*Industry Attendees = Does not include media or exhibitor personnel



# Leaders in Technology

Through our Leaders in Technology program, CES 2025 attracted 158 government guests from across the globe including state elected officials, high-ranking U.S. congressional and agency staff, as well as international governmental officials and staff.

## APPOINTED AND ELECTED OFFICIALS

The White House (1)	State of Washington (4)
U.S. Department of Commerce (2)	State of Wyoming (1)
U.S. House of Representatives (2)	Government of Austria (2)
Federal Maritime Commission (1)	Government of Belgium (2)
Federal Trade Commission (2)	Government of Canada (2)
Federal Communications Commission (1)	Government of Estonia (1)
National Transportation Safety Board (1)	Government of Finland (1)
State of Alabama (1)	Government of France (1)
State of Arizona (1)	Government of Georgia (2)
State of Florida (2)	Government of Germany (2)
State of Georgia (1)	Government of Israel (4)
State of Hawaii (2)	Government of Luxembourg (1)
State of Iowa (1)	Government of Morocco (2)
State of Louisiana (1)	Government of Netherlands (4)
State of Michigan (2)	Government of Philippines (4)
State of Nevada (1)	Government of Portugal (1)
State of New Mexico (1)	Government of Saudi Arabia (1)
State of Ohio (1)	Government of South Korea (1)
State of Oklahoma (1)	Government of Sweden (3)
State of Oregon (1)	Government of Switzerland (4)
State of South Carolina (1)	Government of Taiwan (2)
State of Texas (2)	Government of UAE (1)
State of Utah (1)	Government of United Kingdom (2)

## U.S. AND INTERNATIONAL GOVERNMENT STAFF

The White House (1)	U.S. Small Business Administration (2)
U.S. Senate (6)	Federal Communications Commission (7)
U.S. House of Representatives (35)	National Transportation Safety Board (1)
U.S. Department of Commerce (18)	Export-Import Bank of the United States (1)
U.S. Department of Health and Human Services (2)	NASA (2)
U.S. Environmental Protection Agency (4)	State of Arizona (2)
U.S. Food and Drug Administration (4)	District of Columbia (2)
U.S. National Institutes of Health (1)	State of Illinois (1)
U.S. Small Business Administration (2)	State of Nevada (6)
U.S. Department of Transportation (1)	State of Texas (1)
U.S. Department of Veteran Affairs (2)	Government of Canada (1)
U.S. Department of Homeland Security (22)	

HIGHLIGHTS INCLUDE:

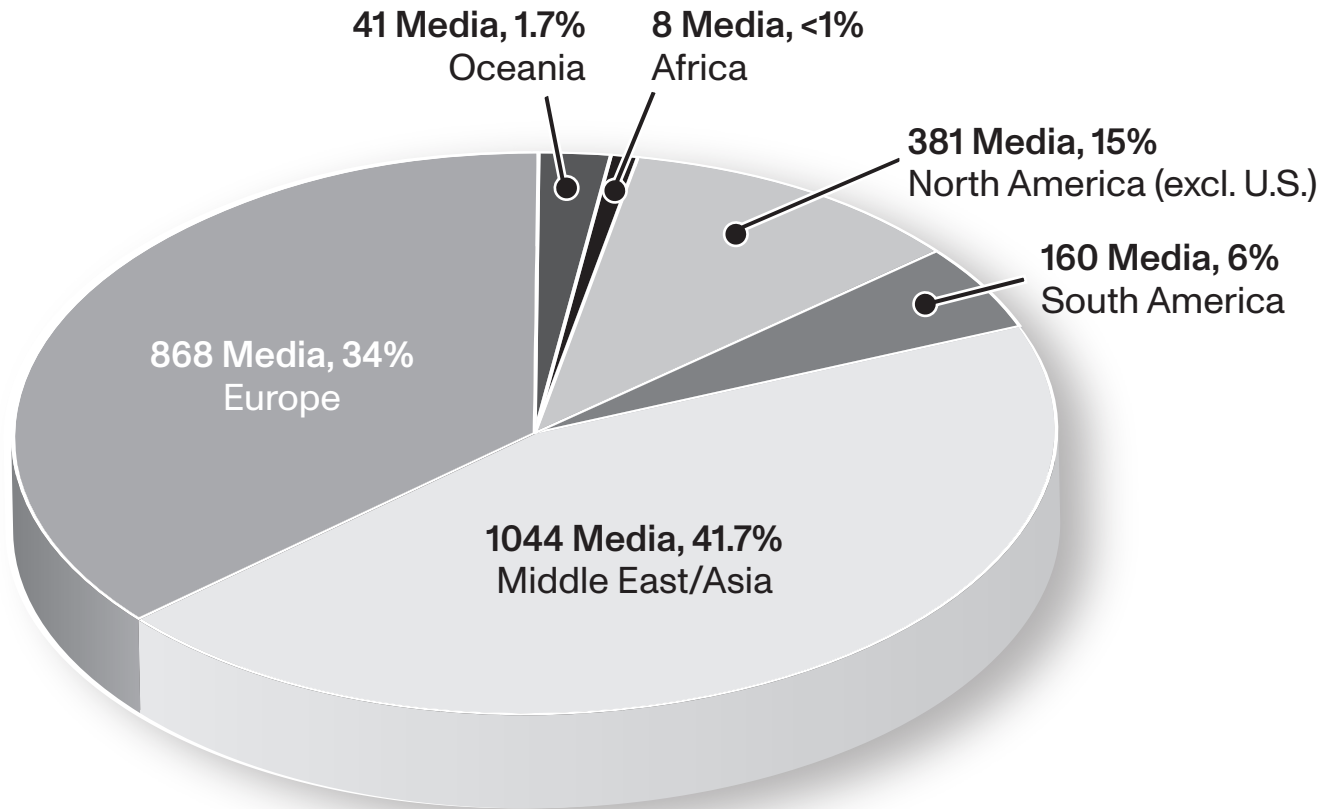
**36B CES Global Reach** on social media

**466K CES Mentions** across social media

**Media Coverage**

CES 2025 attracted 6582 media, analysts and content creators from 84 countries, regions and territories. Major broadcast networks, online and print publications, business and trade magazines, newspapers, podcasts and blogs covered CES 2025 extensively. The show also welcomed creators from a variety of channels. These storytellers covered the show, reaching global audiences on topics like AI, mobility, health, enterprise, personal tech, and more.

**International Media Attendance by Region**



ABC	Future PLC	The Daily Beast
Ad Age	Good Housekeeping	The Globe and Mail
ADWEEK	Hearst	The Hollywood Reporter
Aftonbladet	Herald Corporation	The Independent
Agence France Presse	IDG	The Korea Economic Daily
Al Jazeera Media Network	IGN	The Motley Fool
Android Authority	iHeartMedia	The New York Times
ARD German Radio & TV	Inc. Magazine	The Retail Observer
Associated Press	Investor's Business Daily	The Sun
Auto Week	Japan Broadcasting Corporation	The Verge
Automotive News	KLAS-TV	The Wall Street Journal
Automotive World	KTLA	The Washington Post
Axios	KVVU-TV	Times of India
Barron's	La Repubblica	Tom's Guide
BBC	Las Vegas Review-Journal	Tom's Hardware
Bloomberg	Le Figaro	Travel and Leisure
BuzzFeed	Le Monde	Trusted Reviews
Car and Driver	Les Echos	Univision
CBS	Los Angeles Times	USA Today
Cheddar	Maeil Business News	Variety
China Central Television	MarketWatch	VentureBeat
Chosun Ilbo	Mashable	Voice of America
CNBC	MotorTrend	Vox Media
CNET	National Journal	Wirecutter
CNN	NBC News	WIRED
CoinDesk	NBC Today Show	Xinhua News Agency
Condé Nast	NewsWatch	ZDNet
Corriere della Sera	Nikkei Asia	Ziff Media Group
Crain Communications	Nikkei Business Publications	
Daily Mail	NPR	
De Telegraaf	Paréntesis	
de Volkskrant	PCMag	
DER SPIEGEL	Politico	
Digital Trends	RCR Wireless News	
DIGITIMES	Reuters	
Dow Jones	Reviewed	
Economic Times	Rolling Stone	
El Pais	Seoul Economic Daily	
El Tiempo	Sina	
Engadget	Singapore Press Holdings	
Euronews	South China Morning Post	
Fast Company	TechCrunch	
Forbes	TechHive	
Fortune	TechRadar	
Fox News	The Asahi Shimbun	
Frankfurter Allgemeine	The Australian	

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Consumer Technology Association, producer of CES®

As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators - from startups to global brands - helping support more than 18 million American jobs. CTA owns and produces CES - the largest, most powerful tech event on the planet. Find us at [CTA.tech](https://www.cta.tech). Follow us [@CTAtech](https://twitter.com/CTAtech).

#### UPCOMING CES EVENTS



Paris, France  
September 17, 2025



Amsterdam, Netherlands  
October 28, 2025

Las Vegas, NV  
January 4, 2026



Las Vegas, NV  
January 6-9, 2026



Consumer Technology Association, producer of CES®

**Consumer Technology Association (CTA)®**

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