



★ Ukraine at war, an agricultural giant with only one knee on the ground



Bricoday 2026: confirmed dates and spaces already 60% occupied

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(Finance) – The edition **Bricoday's 2025 closes with extraordinary results**: the international DIY, home and garden exhibition records double-digit increases for exhibitors and visitors, confirming itself as an essential point of reference animated by a rich calendar of events. **THE last edition represented a significant turning point for the event**: the new context of FieraMilano Rho and the reorganization of the exhibition area into three product worlds – Home, DIY/Technical and Garden – have strengthened the solidity of the format and the positioning of Bricoday as a leading event in the sector. The result was a 25,000 m2 stage of proposals, trends and innovations for all the reference sectors.

The numbers confirm the success: **exhibitors went from 412 in 2024 to 493 in 2025, with a growth of +20%**, while visitors reached 10,350 visits in two days, equal to +15% compared to the 9,000 presences in 2024. The very large presence of purchasing decision makers and the participation of numerous international buyers were significant and qualifying.

Strengthened by these results, **Bricoday 2026 is now preparing to further consolidate its role as an event of reference for the sector**, confirming format, time window and location: FieraMilano Rho, 23/24 September, pavilions 8 and 12.

Eight months after the event, registrations are proceeding at a rapid pace. **Over 250 companies have already confirmed their presence, occupying over 60% of the available surface area**. The average size of the stands is growing, demonstrating an ever-increasing commitment on the part of the exhibitors. All product sectors are responding positively, with a particularly lively trend for the Garden sector.

TO September 2026, the two thematic salons Bricoday Luce and Bricoday Digital Village will also return strengthened by the feedback obtained respectively in the lighting and retail digitalisation sectors, confirming Bricoday's attention to the issues of innovation and market evolution.