

BRICODAY, 18th edition: 23-24 September 2026 at FieraMilano Rho (IT).



Bricoday confirmed its central role in the international trade fair landscape of the DIY-home-garden sectors with a record-setting 2025 edition, marked by double-digit growth in both exhibitors and visitors and by strong interest in its rich programme of events, mention the organisers.

The latest edition represented a significant turning point for the exhibition: the new setting at FieraMilano Rho and the reorganization of the exhibition area into three product worlds—Home, DIY/Technical, and Garden—strengthened the solidity of the format and Bricoday's positioning as the industry's leading event. The result was a 25,000 sqm stage showcasing proposals, trends, and innovations across all reference sectors. The numbers confirm the success: exhibitors increased from 412 in 2024 to 493 in 2025, a +20% growth, while visitor attendance reached 10,350 over two days, up +15% from the 9,000 attendees in 2024. Particularly significant was the strong presence of purchasing decision-makers and numerous international buyers. More than 250 companies have already confirmed their participation, occupying over 60% of the available exhibition space