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RECORD TURNOUT EXPECTED FOR BRICODAY 2026

Annie Dameworth February 5, 2026 Industry News, News

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Bricoday, the leading international trade fair in the DIY home, technical and garden sectors, is already expecting a record turnout for the 2026 event, happening in Milan, Italy, from September 23-24, 2026.

The event will take place on the 25,000 square meter show floor, newly introduced last year. Bricoday 2025 saw an increase in attendees and exhibitors, including a **strong presence** of purchasing decision-makers and international buyers. Bricoday 2026 is expecting just as much success, with over 250 companies already confirmed to attend, occupying more than 60% of the available exhibition space.

This year's event will feature two thematic areas: Bricoday Luce and Bricoday Digital Village, focusing on the lighting sector and retail digitalization.

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