



## BRICODAY 2025, A QUANTUM LEAP IN THE DIY HOME-GARDEN SECTORS

The next edition will be held in September 2026, at Fiera Milano Rho

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Bricoday confirmed its centrality in the international trade fair scene of the DIY-home-garden sectors with a record edition, featuring double-digit growth in exhibitors and visitors and a strong interest towards the offered events.

With its 2025 edition - staged on 24 and 25 September - Bricoday leaps in quality, confirming itself as a reference event in the DIY-home-garden international trade fair calendar. The move to Fiera Milano Rho - the largest and most prestigious exhibiting location in Italy and one of the most important in Europe - represented a challenge not taken for granted, despite the 17-year history of the event. A challenge that, indeed, proved to be totally winning.

First of all, the numbers: exhibitors have grown from 412 in 2024 to 493 in 2025, i.e. a 20% increase. But the leap is not only quantitative. Many companies have chosen to present with larger, more scenic and well-built stands, to re-establish the image of an event with an international target, enriched by the attendance of the main leading brands and new prestigious memberships in each sector. The visitors' response has been equally significant: 10,350 accesses in two days, equal to +15% compared to 2024,

with a strong presence of purchasing decision-makers. The new subdivision into three macro-areas — Home, Do-it-yourself/Technical and Garden — has been particularly appreciated, as it made the exhibition look clearer and more profitable.

The feedback on the two thematic exhibitions, Bricoday Digital Village and Bricoday Luce, has also been very positive, offering a whole picture of the digitisation of retail and lighting, respectively.

The conference program further enhanced the event with 27 speeches divided into three strands: numbers and trends of the DIY home-garden market, physical and online retail integration, and workshops with case histories on new technologies. The central location of the rooms favoured a participation exceeding expectations.

**See you at the next edition of Bricoday, which will be held in September 2026 at Fiera Milano Rho: the exact dates and pavilions will be shortly announced.**

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