trendfairs | Press release

swiss interior expo 2026:

Top-class exhibitors and the first programme highlights set the tone

The swiss interior expo (siex) is the Swiss industry showcase that many have been waiting for. Take David Spielhofer, for instance, the managing director of Orea AG, for whom the trade fair will be "the perfect combination of kitchens and home interiors". Especially in economically challenging times, there is a need for events that enable market positioning within a compact, curated framework tailored precisely to the Swiss market. From 9 to 11 November 2026, siex will open its doors for the second time in Bern. Featuring strong brands, an expanded product range and a stage programme covering everything from megatrends to attracting the next generation of talent.

As in neighbouring countries, the Swiss furniture and home furnishings sector is operating in a challenging market environment – yet Switzerland remains a premium market with high purchasing power and a strong focus on quality, sustainability and design. It is currently the growth market for the kitchen sector in Europe. This positive trend is also evident in international trade: kitchen furniture exports to Switzerland rose significantly in the first quarter of 2026. Whilst other key European markets are in decline, Switzerland is holding its own as one of the industry's most dynamic sales markets. (Source: Destatis/VdDK). For manufacturers from Switzerland as well as for international brands, Switzerland is therefore currently one of the most attractive markets in which to position themselves more resiliently. And 2026 is the right year to position the brand in the market for the long term: The furniture retail sector is expected to stabilise slightly; the premium segment remains robust; online retail is growing. Progress is particularly evident in the kitchen sector: in the mid-to-high-end segment, a more positive trend is anticipated for 2026/2027. According to Küche Schweiz, growth could reach up to 4 per cent.

The swiss interior expo therefore comes at exactly the right time to capitalise on these developments. Just as Quooker is doing, alongside many other high-profile exhibitors: "Following our successful participation in 2024, we know how valuable a trade fair in this exclusive setting is for the industry. With our high-quality Quooker taps, we are firmly established in the Swiss market, and swiss interior expo offers an ideal platform to showcase our innovations," says Sven Breitenmoser, Managing Director, Quooker Switzerland AG.

Top-tier exhibitors already confirmed – early birds set the tone

Alongside Quooker, a number of leading brands have secured their place at the second edition of siex: Beckermann, Bora, Haier, KH, Liebherr, Orea, SHD and V-Zug, for example, are already confirmed; other major manufacturers are in the pipeline. There are several advantages to booking early: those who sign up now benefit from the creative possibilities offered by a young, dynamic format – and send a clear signal to retailers, designers and the project sector.

2026 is all about scaling up: more marketing, precise targeting of target groups

“We want to offer our guests – both companies and visitors – a unique platform,” says Christopher Boss, Managing Director of the organiser trendfairs. “That’s why we have consistently refined the format.” Following a successful market launch in 2024, his team is kicking off this year with a significantly increased marketing budget. In addition, the positioning has been further refined and visitor engagement intensified.

The reason for targeting project developers and architects lies in a distinctive feature of the Swiss market: around two-thirds of households are tenants, the highest proportion in Europe (source: Federal Statistical Office). Consequently, the majority of kitchens are not purchased by end customers, but are planned and procured by property developers, housing associations and main contractors. Anyone wishing to reach the Swiss market must target the project sector. This is precisely what siex 2026 is focusing its visitor profile on: by moving the exhibition dates to Monday to Wednesday and addressing architects, project developers and housing associations more directly.

The range is also expanding: with the new furniture square, selected furniture brands from the design and premium sectors are being given their own curated platform. And by adding bathroom furniture, the trade fair is keeping pace with a trend that retailers and designers have long been driving: kitchens and bathrooms are becoming increasingly integrated. In the Swiss project business, both are already planned and procured together. For visitors, this means more relevant suppliers per visit. For exhibitors: an audience arriving with concrete projects. When it comes to visitor profiles, trendfairs focuses on quality rather than quantity: 88 per cent of the trade visitors in 2024 came from Switzerland. For 2026, the team has significantly stepped-up visitor engagement: numerous partnerships with leading trade media and associations, and targeted invitation programmes via influencers from the retail, design and project sectors. “We don’t promise anyone record figures. We promise the right conversations: Swiss retailers, planners, architects, project developers – the people who make decisions here about kitchens and interiors,” says Christopher Boss.

Stage: furnishing futures, sustainable kitchen design – and Gen Z as an industry focus

The stage transforms siex 2026 into a platform for knowledge and dialogue. With a programme centred on the issues that truly concern the industry. Trend researcher Sacha Willemsen offers a forward-looking perspective with furnishing futures: How megatrends are reinventing the way we live. Angela Meuter (Loosli) and Alessandra Mezzatesta (Bern University of Applied Sciences) will discuss sustainable kitchen design. Andrin Schweizer and Judit Solt (Editor-in-Chief of espazium) will bring the perspectives of architecture and planning to the stage in a talk and panel discussion with Patric Simmen. And ZEAM tackles the future-oriented topic of skilled workers: the agency, which works with the VSSM (Association of Swiss Master Carpenters and Furniture Manufacturers) to attract young people to the carpentry trade, demonstrates how businesses can find – and retain – Generation Z. “Megatrends, sustainability, planning, the next generation – these are the four issues currently on every business’s mind in the industry,” says Christopher Boss. “Anyone who comes to siex will take home something concrete on every topic.”

Anyone wishing to take part as an exhibitor can find out more about the opportunities available here: https://www.swiss-interior-expo.ch/exhibitor/become-an-exhibitor/

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The organiser of swiss interior expo is trendfairs GmbH, a trade fair organiser specialising in high-calibre industry events. With its excellent expertise and keen market insight, trendfairs GmbH creates highly appealing experiential environments. The trade fair portfolio includes the küchenwohntrends trade fair for furnishing and kitchens in Salzburg, the area30 trade fair for kitchens in Löhne, the swiss interior expo trade fair for furnishing and kitchens in Bern, and World of Fireplaces, the international trade fair for fireplaces in Leipzig.