swiss interior expo 2026 continues to grow

Trade fair strikes a chord with commercial property, retail and design

swiss interior expo continues its growth trajectory. Following its successful premiere in 2024, the trade fair for furnishing and kitchen in Bern is continuing to develop steadily. For 2026, the organiser is reporting rising exhibitor numbers, additional space and increasing demand from industry, contract business and trade. Relevant companies have already secured their presence, including brands such as V-Zug. Further new exhibitors, including from the electrical household appliances sector, are expected.

From 9 to 11 November 2026, Bern will once again be the stage for the furnishing and kitchen industry – and last year's bookings have already been exceeded. The concept behind swiss interior expo is so successful because it is tailored precisely to the needs of its target groups: ‘The trade fair provided us with a great platform to present our new products, and we really appreciated the opportunity to engage in dialogue with our specialist retail partners on site,’ says Jörg Varnholt, Sales Manager Export Europe at Häcker Küchen. His conclusion underscores the positive feedback from many exhibitors who will be returning to Bern in 2026. The great response now also ensures that swiss interior expo will reach the next level: the trade fair will take place at its established location, but with expanded space. This brings swiss interior expo once again closer to what the market currently demands: visibility, networking, product experience and business development at the highest level.

Contract business and market shifts as growth drivers

In Switzerland, commercial projects traditionally play a central role, as kitchen are usually an integral part of construction and property planning. This approach is also becoming increasingly common in neighbouring countries, which extends the importance of swiss interior expo beyond Switzerland's borders – after all, Switzerland is a pioneer in this field in Europe. At the same time, the Swiss furniture trade is increasingly opening up to the kitchen segment – a development that has long been established in Germany and is now gaining a foothold in Switzerland. This dynamic gives the trade fair format an additional boost: swiss interior expo reflects the interplay between kitchen, living and furnishings, thus precisely meeting the needs of a changing market.

Relevance beyond national borders

The trade fair is designed for Switzerland and based there. This lays the foundation for its success, as Walter Pretelli, Managing Director of einrichtenschweiz, emphasises: "A trade fair serves precisely the purpose of offering the industry such a platform for networking and successful business. We are delighted that swiss interior expo is launching a trade fair that gives the industry the opportunity to focus on networking in addition to presenting innovations and trends." At the same time, it is increasingly strengthening its international reach. For 2026, the organiser expects visitor numbers from Germany, Austria and France to continue to rise. This consolidates Bern's position as a central meeting place for decision-makers from trade, industry, architecture and project business in the D-A-CH region. David Spielhofer, Managing Director of Orea AG, is already looking forward to siex in November 2026: ‘I am convinced that the trade fair will be the perfect combination of kitchen and living space.’

Formats with impact: knowledge transfer and live experience

In 2026, the trendfairs team will once again focus on its success factors, which include the concept consisting of an exhibition, knowledge transfer and an immersive environment. Two formats that were already very popular in 2024 will remain central components: The stage addresses key industry

topics - from the property market and design trends to sustainability and the circular economy through to succession and business development. High-calibre speakers ensured a strong response and orientation right from the premiere. In turn, lebensraum presents kitchen, dining and living as a holistic spatial concept. Real-life living worlds replace traditional product presentations and provide inspiration for trade and industry alike. The format also opens up additional presentation and sales opportunities for manufacturers.

Concept with perspective

swiss interior expo remains a trade fair from the industry for the industry. This is what makes the concept so successful, because all players get what they need. "Craftsmanship, design and innovation are at the centre of our manufactory. We are delighted to share our passion at swiss interior expo and look forward to exciting and interesting discussions with you," says Stefan Röthlisberger from Röthlisberger AG. The interplay of brand presence, dialogue and a curated environment provides the ideal stage. A stage that specifically addresses the premium segment and the specific market conditions in Switzerland, combining product innovation, living culture, retail and planning processes. The expansion in 2026 and the increased popularity from neighbouring countries will make the event even more relevant.

If you would like to benefit from this, you can find out about the participation opportunities here:

https://www.swiss-interior-expo.ch/exhibitor/become-an-exhibitor/