

FACTS & FIGURES SWISSBAU 2026

As multi-sector trade fair and interdisciplinary event and networking platform, Swissbau 2026 brought together experts and decision-makers from across the entire lifecycle of a building.

**SWISS
BAU**

**BUILDING
FUTURE
TOGETHER**



48432

visitors

VISITOR PROFILE

A unique mix of visitors along the entire value chain:



Planners, site managers, BIM managers, consultants	25%
Architects / interior architects	14%
Tradespeople	13%
Engineers	8%
Facility managers / real estate service providers	8%
Education / associations	6%
Industrial companies / general contractors	6%
Other	5%
Trade	4%
General / total contractors	3%
Owners / investors	3%
Public authorities	3%
Landscape architects	1%
Media	1%

86%

of visitors give Swissbau a good overall rating



84%

high decision-making authority among professional visitors



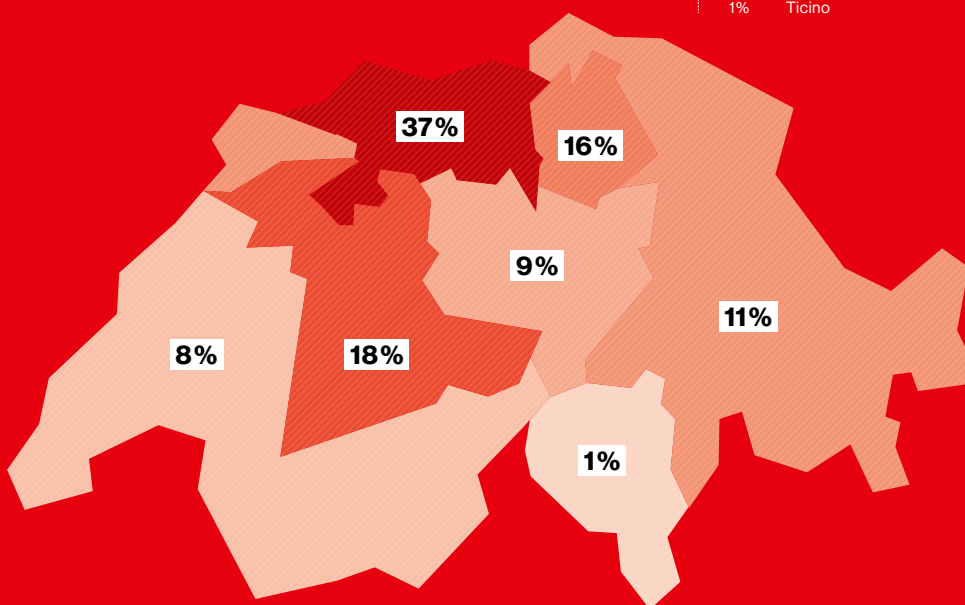
592

exhibitors from 19 countries

VISITORS FROM SWITZERLAND

92%

37%	Northwestern Switzerland
18%	Bern/Solothurn
16%	Zurich
11%	Eastern Switzerland
9%	Central Switzerland
8%	Western Switzerland
1%	Ticino



85%

of exhibitors are satisfied with the quality of contacts

85%

of exhibitors confirm clear added value for their company thanks to their participation

84%

of exhibitors say their key target groups were present at Swissbau

81%

of exhibitors give Swissbau 2026 a good overall rating

88%
of exhibitors

85%
of visitors

appreciate that Swissbau covers a wide range of specialist areas

73%
of exhibitors

74%
of visitors

value the interdisciplinary exchange with other industry partners at Swissbau

DIGITAL NETWORKING



225 049

users on swissbau.ch during the exhibition month

5 579

followers on Facebook

16 924

followers on LinkedIn

95 450

newsletter subscribers

SUCCESSFUL HIGHLIGHTS & PREMIERES



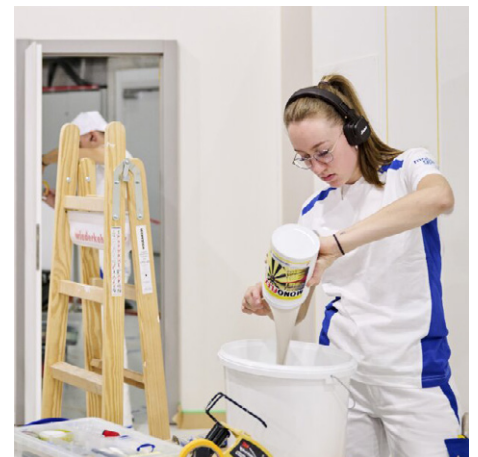
Interior Design Trend World

Spectacular staging, top-quality products and high standards in quality, design and sustainability: the launch of the Interior Design Trend World was a complete success.



Crafts Hub

Tradespeople live in action: visitors experienced the construction of a double-shell timber house, while craft robots interacted with professional visitors and handed out small giveaways. A construction bar provided a setting for networking, food and drinks.



Swissbau Focus & Lab

Networking and high-level discussions among industry partners and decision-makers – leading associations, institutions and universities shaped a forward-looking programme at Swissbau Focus. Swissbau Lab focused on new technologies, materials and processes. Companies and startups presented their products, solutions and applications on various stages or live at their info points.



Plaster & Paint Marketplace

The Swiss Association of Painting and Plastering Contractors (SMGV) showcased the diversity and professionalism of the sector through various live demonstrations.

