

CONSTRUMA ▲■●

8-11 April 2027

hungexpo

FOLLOW UP 2026



Dear Partner,

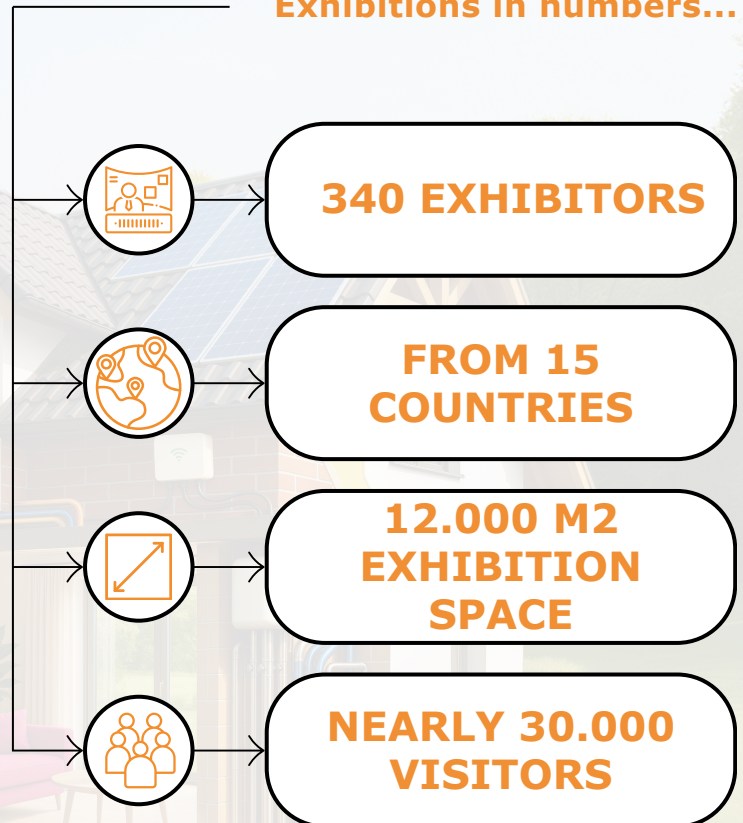
The CONSTRUMA Home Making Themed Exhibition Group are an annual meeting point for all those who actively shape the future of the built environment and who believe that change represents an opportunity.

In April 2027, the HUNGEXPO Budapest Congress and Exhibition Center will, for the 45th time, become Hungary's and the Central and Eastern European region's leading hub for innovation in construction, building services engineering, and interior design. Here, representatives of science, industry, and the economy come together to seek answers to the challenges of the future. The exhibition complex aims to provide a platform for dialogue, strengthen business relationships, and foster the development of new collaborations and partnerships.

**91% OF EXHIBITORS
CONSIDER THE
CONSTRUMA / HOMEDESIGN
EXHIBITION A KEY ELEMENT OF
THEIR MARKETING STRATEGY.**

Source: CONSTRUMA / OTTHONDesign
Exhibitor and Visitor Survey 2026

The 2026 Home Making Exhibitions in numbers...



Countries represented...



**NEW!
4-DAY EXHIBITION,
A FOCUSED EVENT
TAILORED TO EXHIBITOR
NEEDS.**

SAVE THE DATE!

8-11 APRIL 2027

**HUNGAROTHERM
RETURNS IN 2027**

APPLICATION DEADLINES 2027 STAND RENTAL DISCOUNTS

- 31 July 2026 – more than 30%
- 30 September 2026 – nearly 30%
- 31 October 2026 – nearly 20%
- 31 January 2027 – more than 10%

CONSTRUMA International Building Trade Exhibition 2026 Video



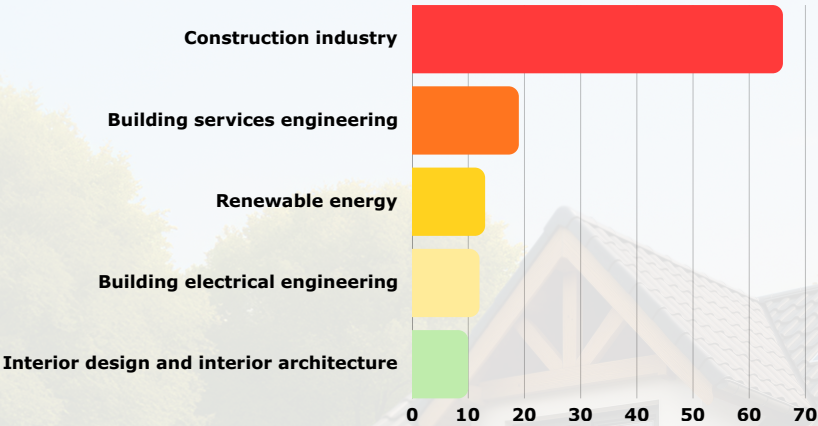
EXHIBITOR AND VISITOR SURVEY 2026 RESULTS



Our professional visitors...

...SPENT AN AVERAGE OF 5 HOURS AT THE EXHIBITIONS.

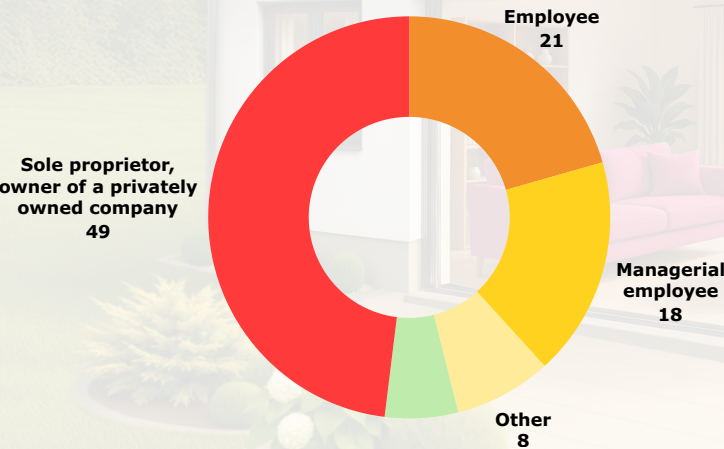
...business sectors of the companies represented (%)



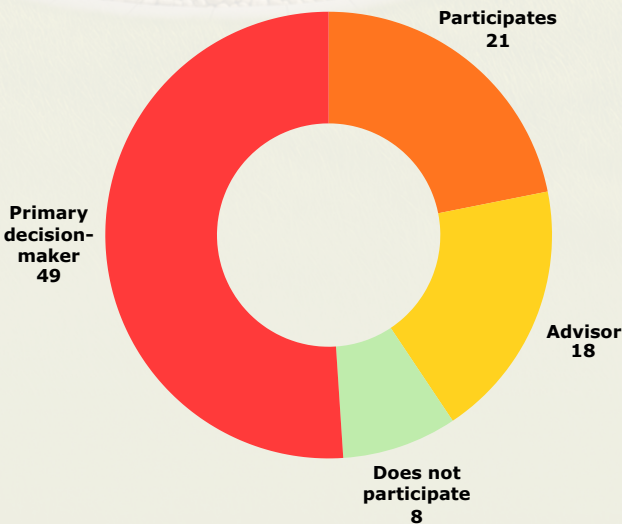
...and main activity (%)



...occupation (%)

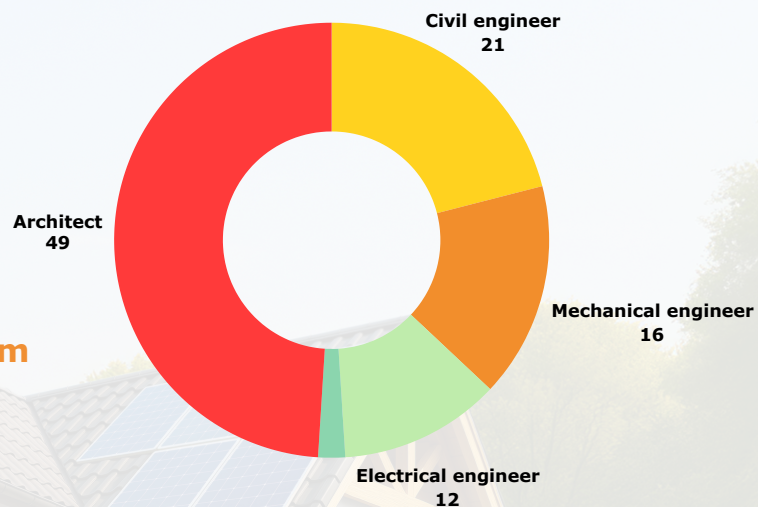


...involvement in decision-making (%)

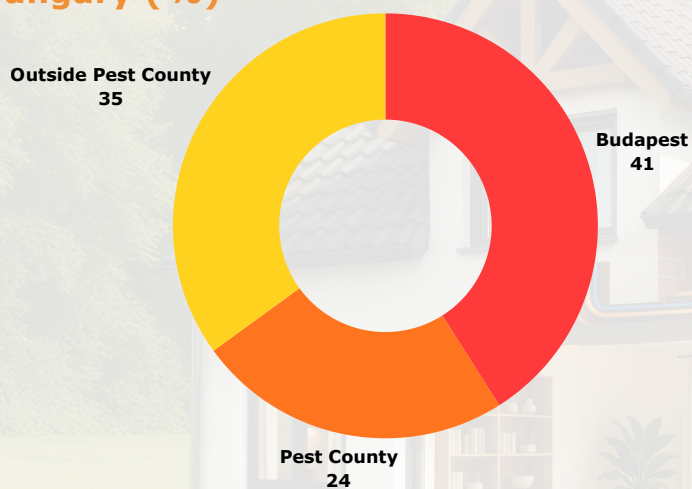


Our professional visitors...

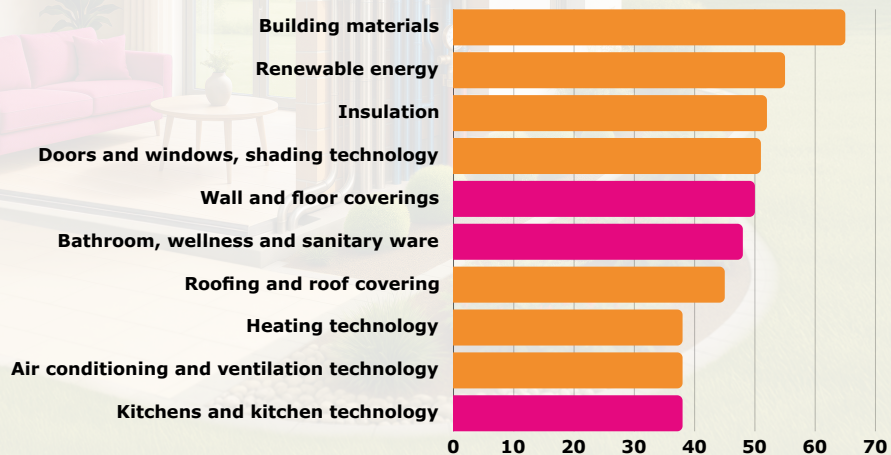
...of whom 5,195 are engineers (%)



...place of residence of our visitors from Hungary (%)



...interest by topic (%)



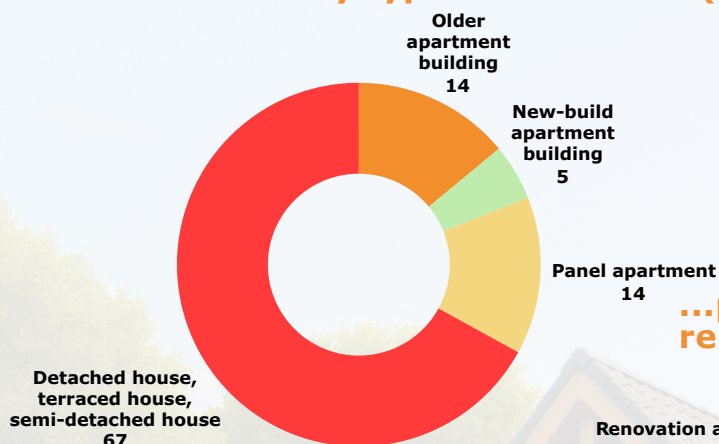
...from Europe



Our general public visitors...

...SPENT AN AVERAGE
OF 4 HOURS AT THE
EXHIBITIONS.

...distribution by type of residence (%)



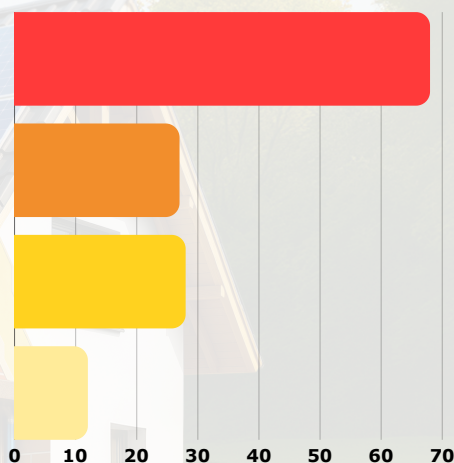
...plans related to home purchase and renovation (%)

Renovation and furnishing of an existing home

Building a house

Purchase and renovation of a pre-owned home

Purchase and furnishing of a new-build home



...interest in topics (%)

Doors and windows, shading technology

Kitchens and kitchen technology

Garden

Bathroom, wellness and sanitary ware

Wall and floor coverings

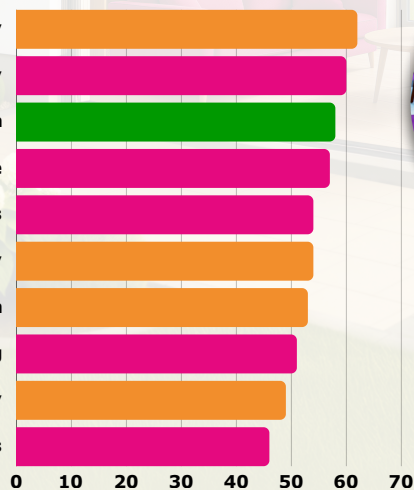
Renewable energy

Insulation

Home lighting

Heating technology

Furniture, stairs and railings

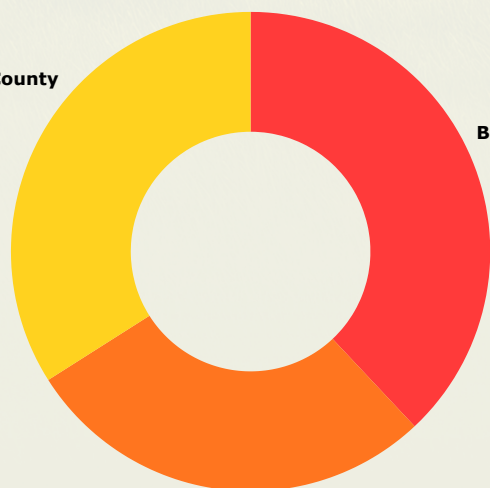


...place of residence (%)

Outside Pest County
34

Budapest
38

Pest County
28



Source: CONSTRUMA / HOMEDesign 2026 Exhibitor and Visitor Survey and
CONSTRUMA / HOMEDesign 2026 Visitor Registration Data — 13,871 visitors.

VISITOR CAMPAIGN 2026

JANUARY

FEBRUARY

MARCH



154.000 impressions

Brand, competitor and general campaign.

DIGITAL GOOGLE SEARCH

1.864.354 impressions

Bannermix, in-stream video, You Tube in-stream video, Teads video, Teads image, carousel

DIGITAL PROGRAMMATIC

5.387.856 megtekintés

TIK TOK

131.111 impressions

LINKEDIN

1.273.778 impressions

PINTEREST

831.670 impressions

REDDIT

19.748.135 impressions

FACEBOOK, INSTAGRAM

525.381 people reached within the target audience*

Billboard (BB), metro poster campaign (M2, M3, M4)
*excluding metro posters

PUBLIC

2.432.000 people reached within the target audience

Rádió1, Retro Rádió, atalon.hu

RADIO

381.121 impressions

Tapolcai Martin, A burkolólány, Agázos, Hadnagy Timi, Szakszon Dorina, Molnár Zengő)

INFLUENCER

TRADE MEDIA (ONLINE + PRINT)

Ács / Tetőfedő, Bádogos, Szigetelő, ÉMSZ Hírek, Építész Közlöny-Műhely, mek.hu, otir.mek.hu, Magyar Építéstechnika, Magyar Épületgépészet, merkokvagyon.hu, Mérnök Újság,

ADDITIONAL APPEARANCES (ONLINE + PRINT)

A mi otthonunk, daibau.hu, City Magazin, HVG Építőipar Ingatlan és Lakberendezés, hvg.hu, index.hu, Otthonok és kertek, Party Magazin, Pesti Műsor, portfolio.hu, Rezidencia Magazin, Új Szó, Világjáró Magazin

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