

HOMEDesign



8-11 April 2027

hungexpo

FOLLOW UP 2026



Dear Partner,

The **HOMEDesign Home Making Exhibition** is an annual meeting point for all of those who actively shape the world of home creation, interior design and design, and who believe that a home is not merely a space, but an environment that defines quality of life.

Between 8-11 April 2027, **HUNGEXPO Budapest Congress and Exhibition Centre** will once again become the centre of interior design, architecture, design and home creation solutions. The aim of the **HOMEDesign** exhibition is to create an inspiring environment for professional dialogue, strengthening business relationships, and presenting new collaborations and creative solutions.

91% OF EXHIBITORS CONSIDER THE HOMEDesign / CONSTRUMA 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

**BOOK YOUR EXHIBITION SPACE AT THE MOST FAVOURABLE STAND
RENTAL FEE BY 31 JULY 2026!**

APPLICATION DEADLINES 2027

- **31 July 2026**
- **30 September 2026**
- **30 November 2026**
- **31 January 2027**

**OTTHONDESIGN HOME CREATION EXHIBITION
2026 VIDEO**



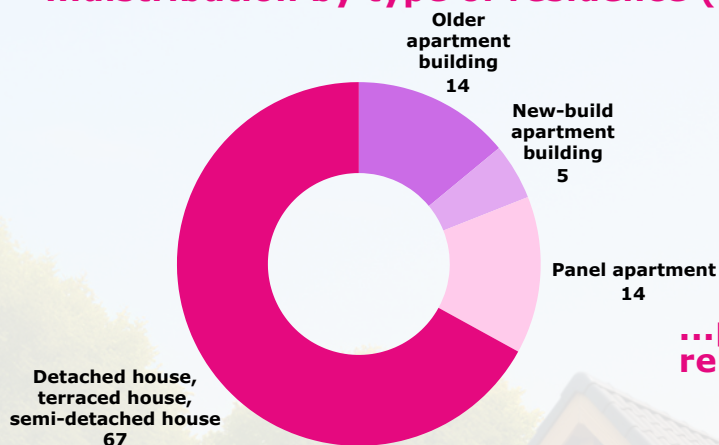
**EXHIBITOR AND VISITOR SURVEY
2026 RESULTS**



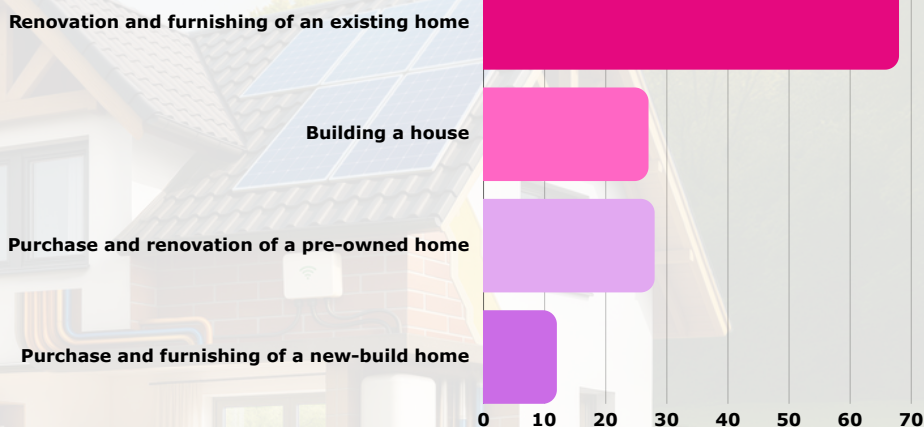
Our general public visitors...

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

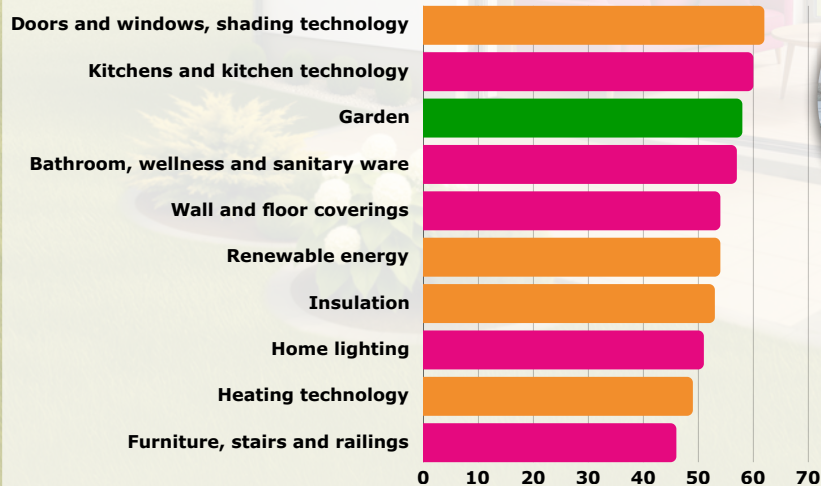
...distribution by type of residence (%)



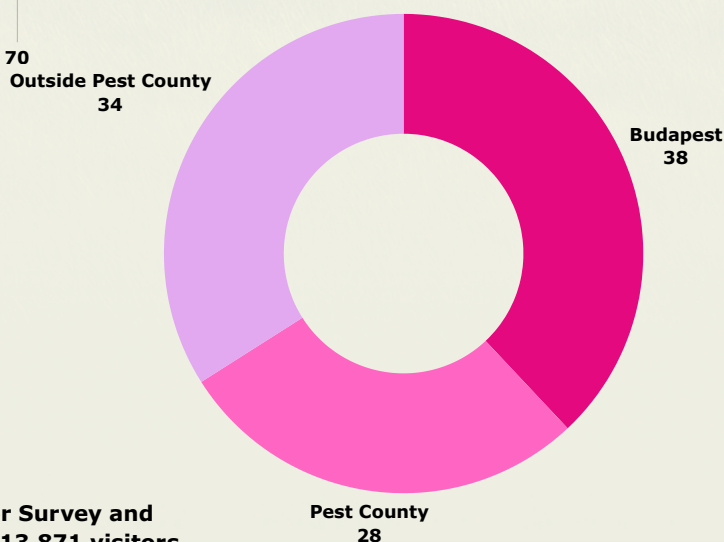
...plans related to home purchase and renovation (%)



...interest in topics (%)



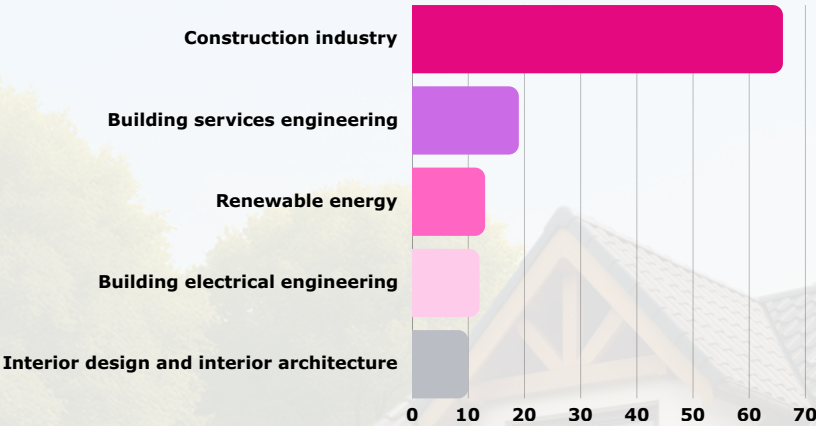
...place of residence (%)



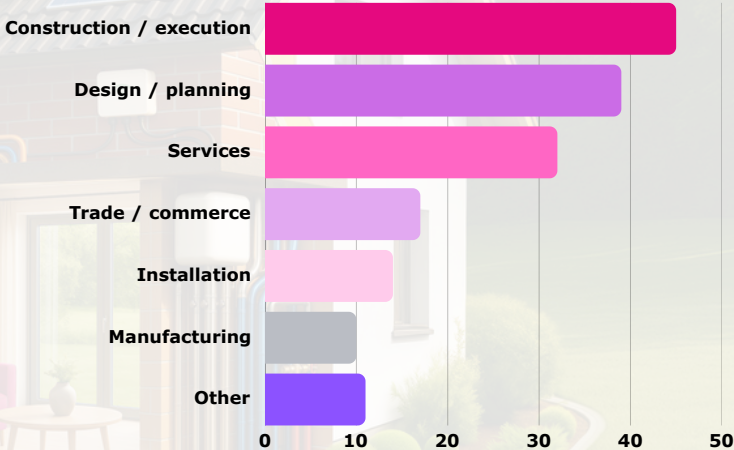
Our professional visitors...

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

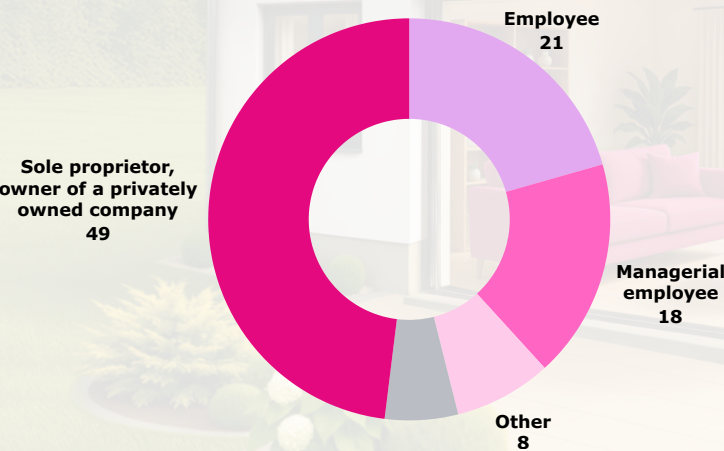
...business sectors of the companies represented (%)



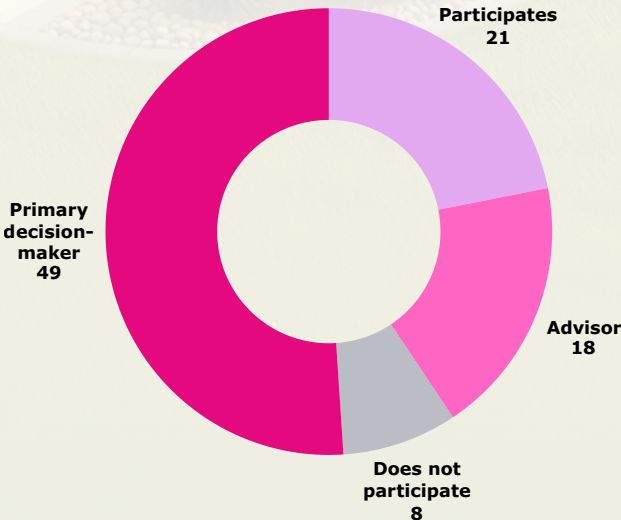
...and main activity (%)



...occupation (%)



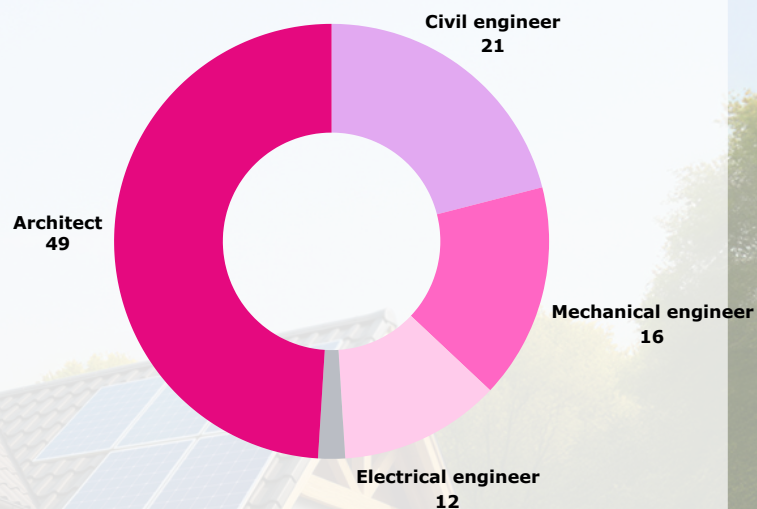
...involvement in decision-making (%)



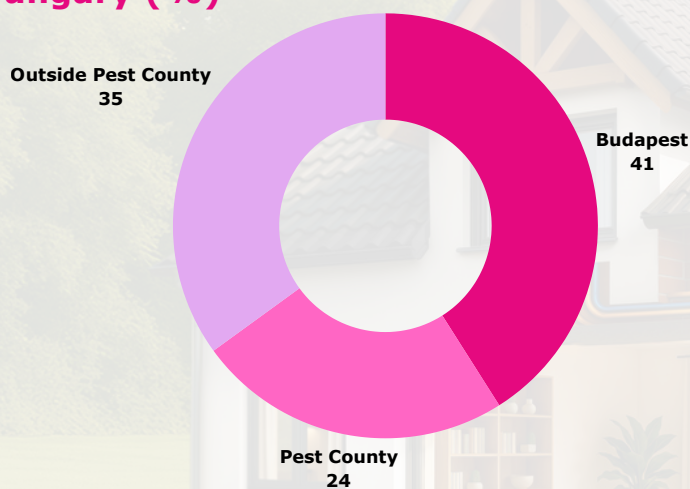
Source: CONSTRUMA / HOMEDesign 2026 Exhibitor and Visitor Survey and CONSTRUMA / HOMEDesign 2026 Visitor Registration Data — 13,871 visitors.

Our professional visitors...

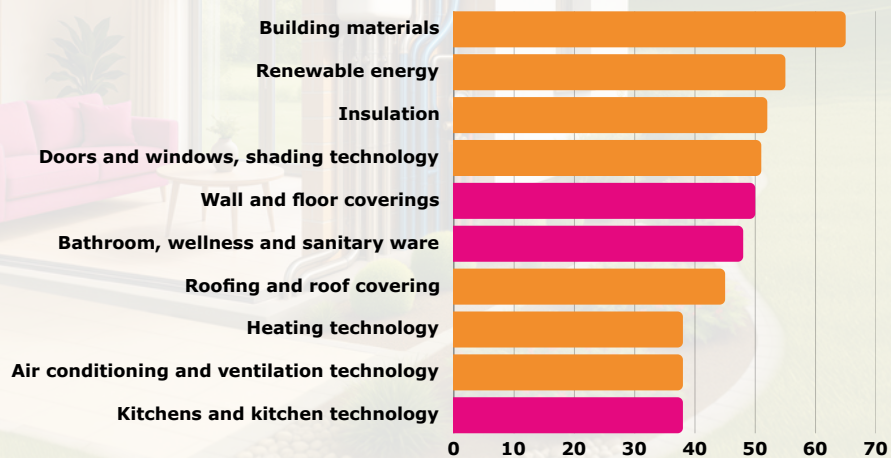
...of whom 5,195 are engineers (%)



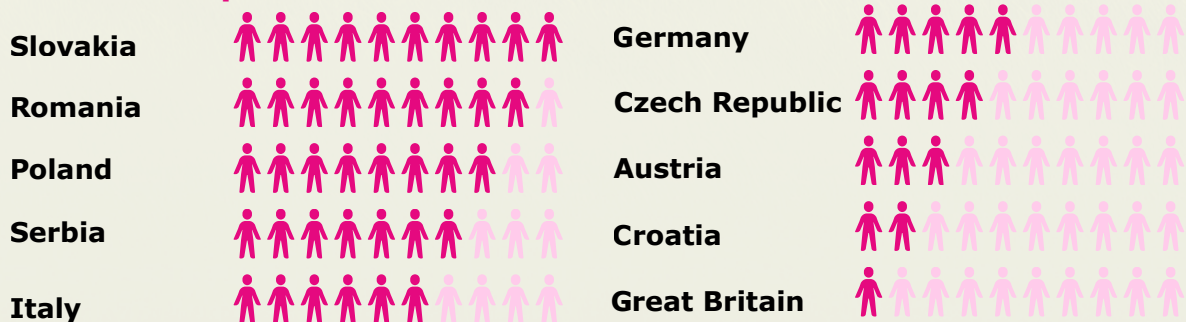
...place of residence of our visitors from Hungary (%)



...interest by topic (%)



...from Europe



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 impressions

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

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

TRADE MEDIA (ONLINE + PRINT)

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

CONTACT

HUNGEXPO Zrt.

Ms. ANGÉLA KATONA

EXHIBITION DIRECTOR

Mobile: +36 30 446 1311

E-mail: katona.angela@hungexpo.hu

SALES

Ms. BEATRIX CZECON

Mobile: +36 30 445 8907

E-mail: czeczon.beatrix@hungexpo.hu

Ms. TÜNDE PÁL

Mobile: +36 30 823 7858

E-mail: pal.tunde@hungexpo.hu