



36th INTERNATIONAL HOME AND KITCHENWARES FAIR

09-12 SEPTEMBER 2026

Tüyap Fair and Congress Center İstanbul / Türkiye



DESIGNS SHAPING
TOMORROW

SUPPORTED BY

WHERE DESIGN, TRADE, AND INNOVATION MEET

ZUCHEX 2026 edition will once again **bring together the world's most forward-looking brands** and the industry's top buyers in İstanbul — the crossroads of global trade. After a highly successful 2025 edition, ZUCHEX is set to offer **even greater international scope, enhanced buyer programmes, and a stronger focus on design-led, sustainable production.**

Whether you're a manufacturer, exporter, or designer, **ZUCHEX 2026 is your gateway to new markets and new growth opportunities.**

With its strategic location, professional organization, and future-focused vision, ZUCHEX offers exhibitors an unrivaled opportunity to build partnerships, discover trends, and grow their business across diverse markets.

2025 IN NUMBERS



1,500+

Brands from
18 Countries



27,759

Visitors



110

Countries

WHY EXHIBIT?

- Connect with industry leaders in the global home and kitchenware trade
- Discover the latest houseware trends and kitchenware innovations
- Significant visitor attendance providing extensive networking opportunities
- Explore new business partnerships and market opportunities

EXHIBITOR FEEDBACK



91%

Satisfaction
Rate



91%

Recommend
the Fair



90%

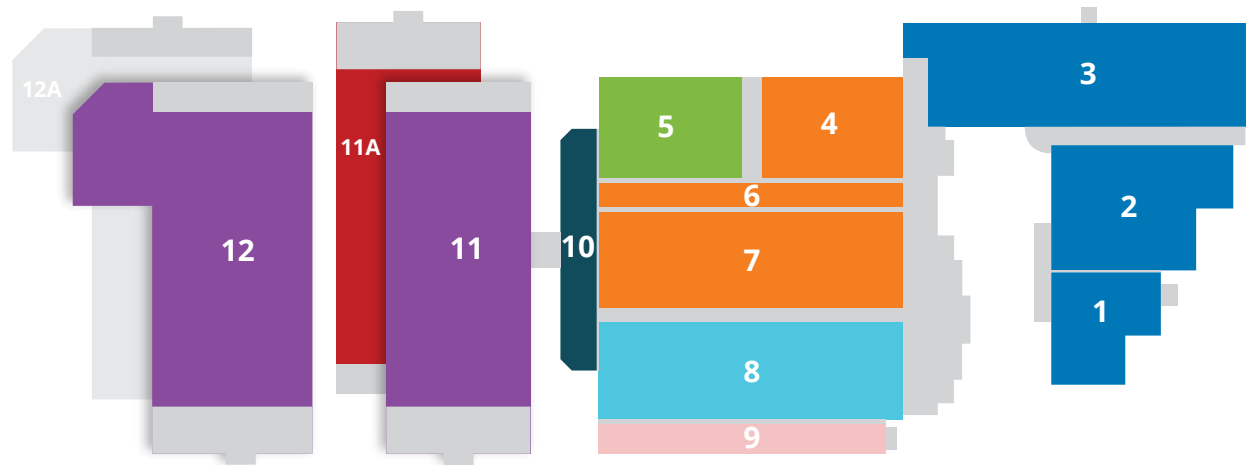
Consider ZUCHEX
a Great Value



89%

Satisfied with
Visitor Quality

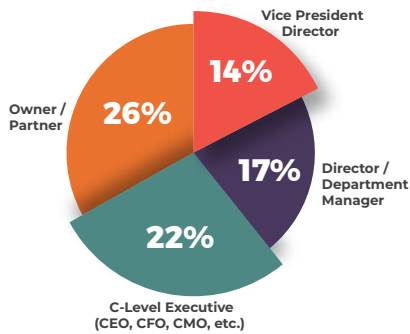
FLOOR PLAN



- Electrical Appliances
- Tableware & Cookware
- Home & Kitchenware
- Glass, Porcelain & Ceramics
- Cookware & Industrial Coating
- Plastic Home & Kitchenware
- Chinese Pavilion
- Home Textile, Glass, Porcelain & Ceramics

ZUCHEX 2025 VISITOR FIGURES

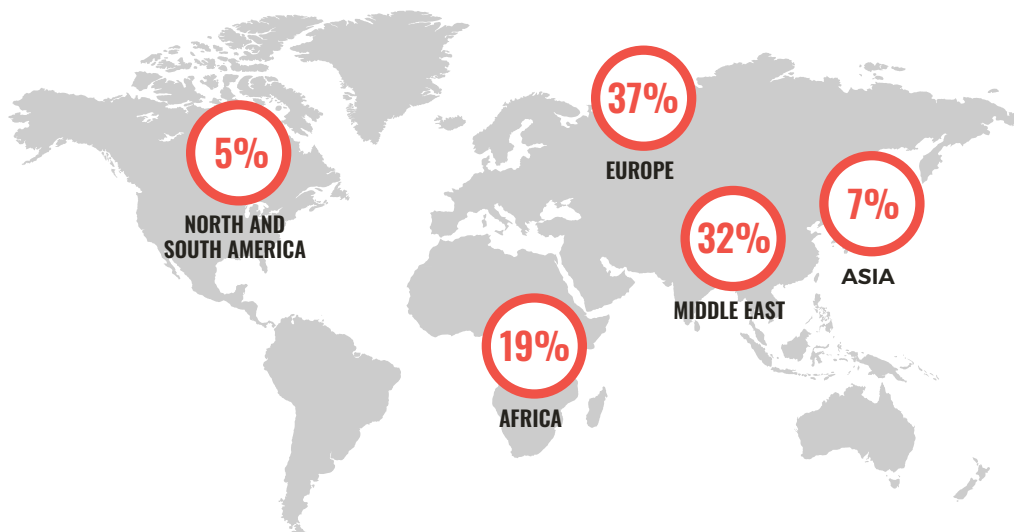
Visitor Profile



Nature of Business

- Retail and Wholesale
- Import / Export and Distributors
- Product Development and Purchasing
- E-commerce
- Packaging, Logistics and Supply Chain
- Design and Branding Agencies
- Interior Design and Projects
- HORECA and Accommodation
- Associations, Chambers, and Public Institutions
- Corporate Gifts and Promotions
- Corporate End Users
- Media and Press
- Education and Trend Research

INTERNATIONAL VISITOR BREAKDOWN



THE TOP 20 COUNTRIES*

- | | |
|----------------|--------------------------|
| Iran | Germany |
| Lebanon | Russia |
| Iraq | United States of America |
| Egypt | Jordan |
| Bulgaria | Ukraine |
| Italy | Azerbaijan |
| Greece | Libya |
| Saudi Arabia | Serbia |
| United Kingdom | Tunisia |
| Romania | North Macedonia |

*Excluding Türkiye

ORGANISER

Informa Markets

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