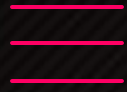


POST SHOW REPORT HAUS DECOR SHOW 2025

MARCH 11-14, 2025 - HELD SIMULTANEOUSLY WITH EXPO REVESTIR - SÃO PAULO EXPO



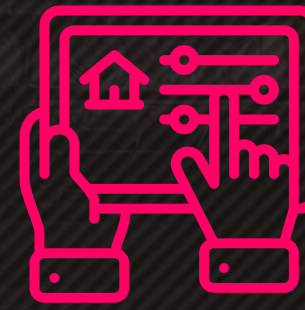
SECTORS



Paints and Varnishes



Lighting



Home Automation



Technology

ABOUT THE EVENT

Haus Decor Show 2025: The meeting point for inspiration, trends, and business!

Haus Decor Show has established itself as the leading business event for the paints and varnishes, lighting, home automation, refrigeration, and technology sectors. Over the course of four days, we brought together top market players, qualified professionals, and the key trends set to shape the industry in 2025.

With strategic partnerships such as Sitivesp (the Paints and Varnishes Industry Union) and LEDforum, the event delivered a comprehensive experience for architects, designers, retailers, and specifiers. Attendees also had access to exclusive content and unique networking opportunities.

Haus Decor Show remains a key reference on the construction and architecture calendar, connecting brands and professionals in an inspiring business environment.

See you at the next edition!





ATTENDANCE

Data from 2025

75,538
VISITORS

(HAUS DECOR + EXPO REVESTIR)



81,820
VISITORS*
(EXPO REVESTIR)



67,344
UNIQUE
VISITORS



1,248
INTERNATIONAL
VISITORS



17%
INCREASE
COMPARED TO 2024



+21%
INCREASE
COMPARED TO 2024



68
COUNTRIES

*The number refers to all 5 days of the event.

REGIONAL

VISITORS

- Southeast: 73,3%
- South: 13,3%
- Northeast: 6,1%
- Central-West: 5,2%
- North: 2,1%

GENDER



67,37%
FEMALE



32,63%
MALE

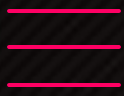


INTERNATIONAL VISITORS

1,248 international visitors from 68 countries attended our trade show.

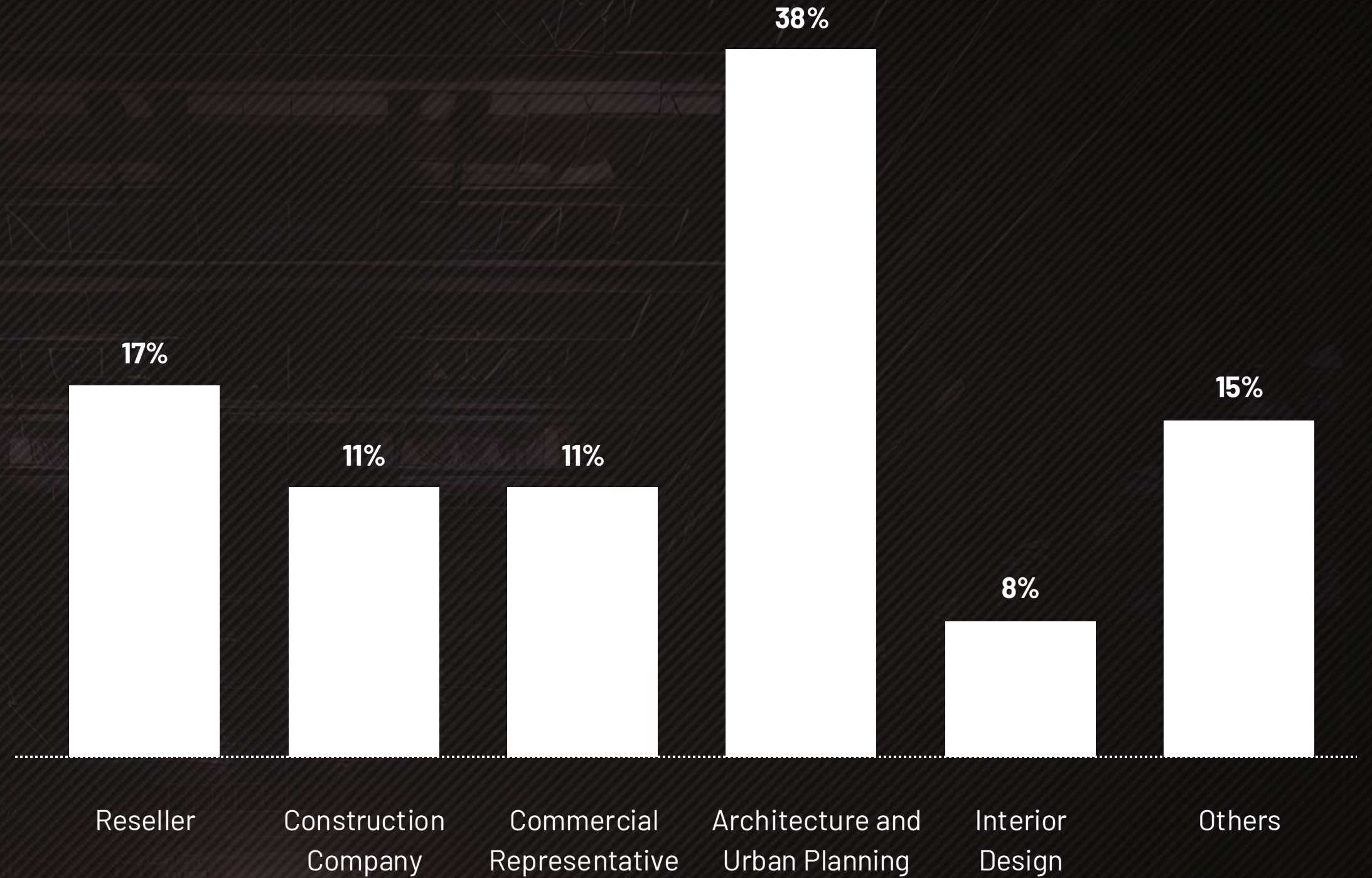
Nº	TOP 10 COUNTRIES	QTY
1	ARGENTINA	426
2	PARAGUAY	121
3	BOLIVIA	89
4	URUGUAY	82
5	CHILE	71
6	COLOMBIA	58
7	UNITED STATES	39
8	SPAIN	31
9	ECUADOR	30
10	ITALY	30

CONTINENT	TOTAL
CENTRAL AMERICA	111
NORTH AMERICA	50
SOUTH AMERICA	923
AFRICA	18
ASIA	29
EUROPE	109
OCEANIA	8

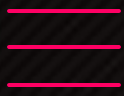


General Profile

UNIQUE VISITORS



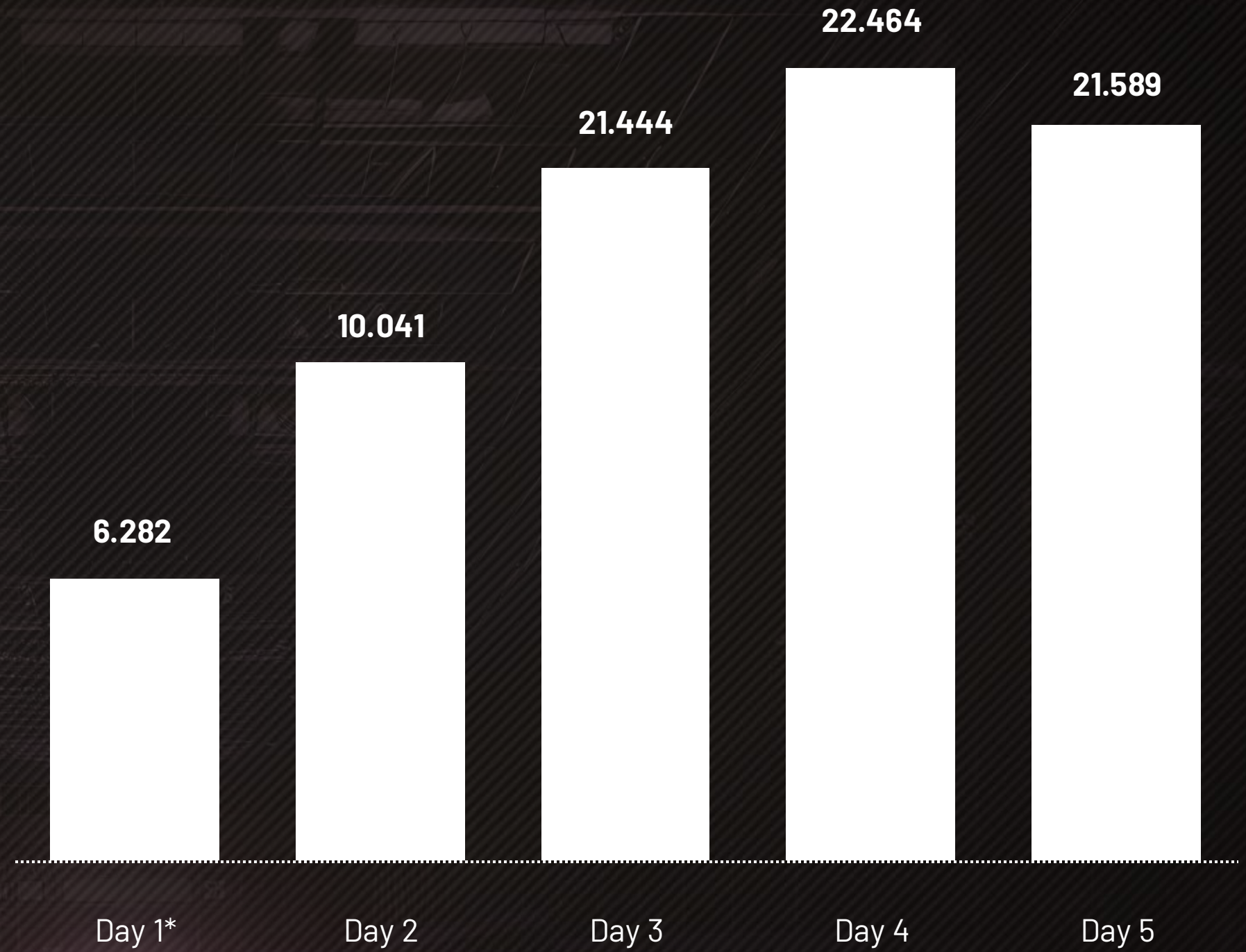
Others: Export Business, Association/ Government/ Union, Press/ Influencer, Tile Installer and Students



∞

POST SHOW REPORT HAUS DECOR SHOW 2025

VISITORS PER DAY



*Haus Decor Show closed



EXHIBITORS

61% **86%**

OF THE COMPANIES

had already participated in previous editions of Haus Decor Show, indicating strong loyalty to the event.

OF EXHIBITORS

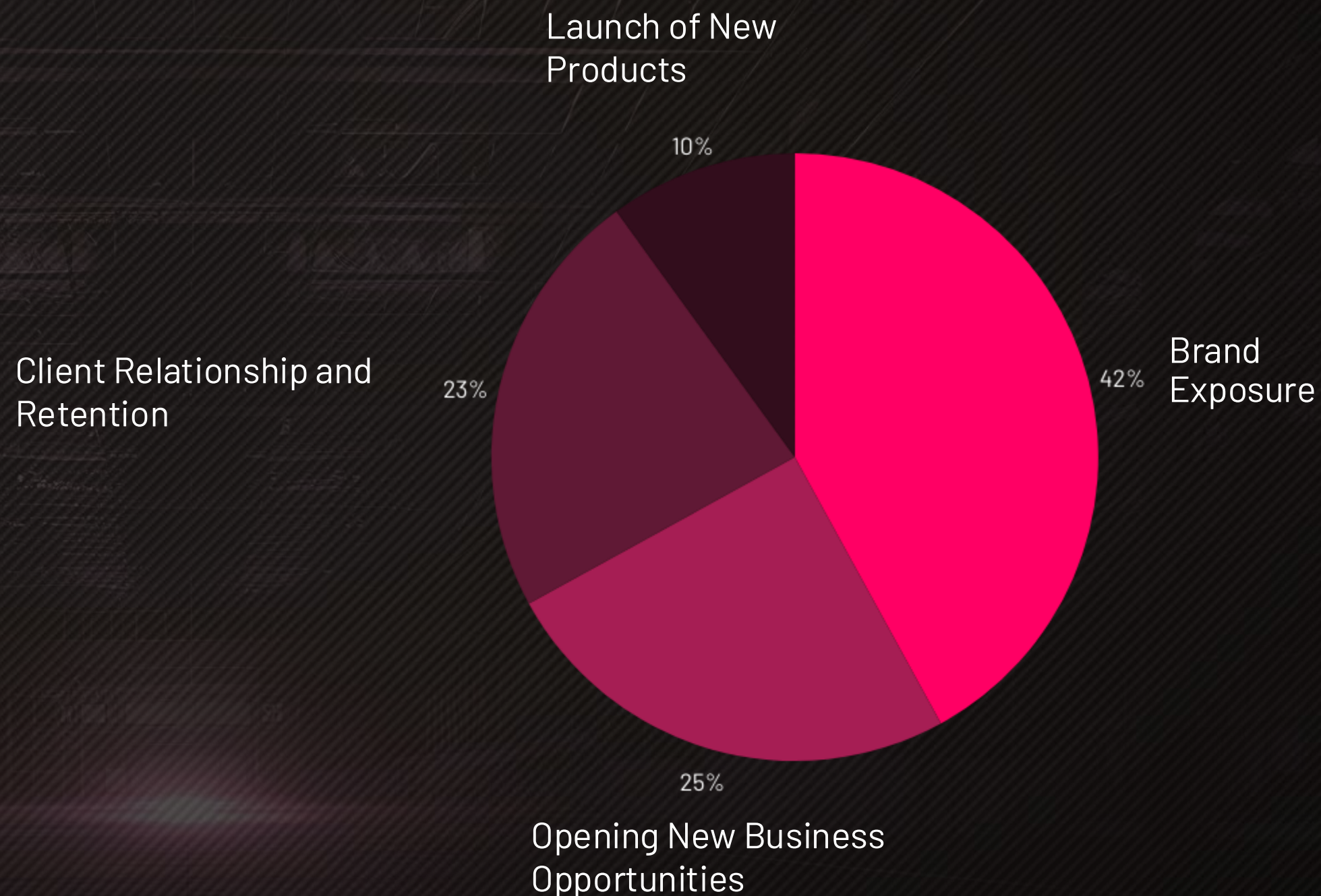
are satisfied with the visitor profile.

90%

OF EXHIBITORS

are interested in renewing for Haus Decor Show 2026.

OBJECTIVE OF PARTICIPATING IN THE TRADE SHOW:



EXHIBITOR TESTIMONIALS

ADRIANA ALBANO
Communication Manager at Sherwin-Williams

"Haus Decor is extremely important for Sherwin-Williams due to the audience that visits the trade show, especially designers, architects, and retailers. It is an event where we can showcase the main topics we work on, talk about our products, and technology."

DAVID ALOI
Director at Interlight Lighting

"This year was even better than the previous edition. We welcomed a qualified audience: more demand from retailers, specifiers, architects... it's a very important growth for us in this industry."

JULIANA OLIVEIRA
Trade Marketing Manager at Luminatti

"Our experience was amazing! As for the audience, the event is well-targeted, with architects and retailers who add great value to Luminatti as a brand. The event's structure is well thought out, and the audience is qualified. Attracting these visitors is a major differentiator."

CIBELE MORENO
Marketing at Renner Sayerlack

"Haus Decor is important for the industry because it brings all the latest innovations to professionals. It's a very high-quality trade show. We participated last year and returned this year because the visitation was excellent, with many architects, decorators, designers, and retailers."

AGEMIRO SANCHES
Product Marketing Manager at Tintas Eucatex

"Today, Haus Decor is a trade show that represents the paint segment, featuring the leading brands in Brazil. We are starting to engage with architects and decorators, and the day dedicated to invited guests was very important. We received great feedback."

ANTÔNIO CARAMICO
CEO at Biltech

"This is our first participation in the event, and we were able to understand that the audience is very qualified: architects, construction companies, and developers visit the trade show and specify our products. We believe that post-event will also bring great business opportunities. The big advantage of being at the trade show is showcasing the potential of our products and how they can be integrated into projects."

COMMITMENT

PSQ – Sectorial Quality Program for Architectural Paints

The program plays a key role at Haus Decor, ensuring that all exhibiting brands in the paints and coatings sector meet strict quality and safety standards.

- This requirement reinforces the event’s commitment to showcasing only certified products that comply with technical regulations and deliver proven performance. For industry professionals—architects, interior designers, and retailers—this means access to trusted brands dedicated to responsibility and innovation.
- Furthermore, the exclusive presence of companies certified by PSQ positions the event as a hub of qualified content and strategic networking, connecting visitors with manufacturers focused on quality, sustainability, and market development.
- In other words, by ensuring the participation of only PSQ-certified companies, Haus Decor enhances the visitor experience, strengthens the sector’s credibility, and fosters a business environment grounded in transparency and excellence.



COMMITMENT

Lighting Pavilion

The partnership between Haus Decor and LEDforum ensures that the Lighting Pavilion features carefully selected, highly qualified brands.

LEDforum is a leading authority in the lighting sector, bringing together top experts and the most innovative companies in the industry. This curation guarantees that Pavilion exhibitors present technological, efficient, and trend-aligned solutions, offering visitors access to products that combine design, sustainability, and high performance.

With this partnership, Haus Decor strengthens its position as a premium event, where each sector is curated under strict selection criteria, ensuring a business environment focused on excellence and innovation.



NEW FOR 2025!

New Visiting Experience

March 11th

EXCLUSIVE FOR THE PROMOTER'S INVITEES

- Focus on Business
- Personalized Service
- More Comfort and Convenience

March 12th, 13th, and 14th

OPEN TO PROFESSIONAL AUDIENCE

Focus on Product Launches, Trends, and Innovations Coming to the Market

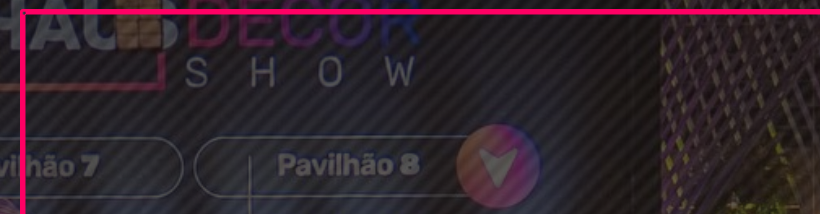
Extended Hours

1 extra hour – starting the fair at 9 AM

FOR 2026...

- 2 Exclusive Days for the Promoter's Invitees

Haus Decor Show also aims to become a business platform for the industry.





COMMUNICATION

INSTAGRAM

WE ARE OVER

20,000

enthusiasts of the architecture and construction industry.

20
LIVE
SESSIONS

from October to March



REACH

1.686.698

VIEWS

/IMPRESSIONS:

1.830.251



DIGITAL SQUAD

At Haus Decor, we combine the physical and digital experiences with a content creator squad made up of key figures in architecture and construction. This team boosted the fair’s visibility, generating organic coverage, qualified engagement, and amplifying the message to a highly targeted audience.

Influencer marketing is a key component of our communication strategy, connecting brands with professionals and consumers through authentic experiences and trusted recommendations. With this strengthened digital presence, Haus Decor has established itself as a reference in trends, innovation, and business for the industry.



@crissoutelo



@dileiabezerra_arquitetura



@larcabral



@matheusgervasioarq



@larissabraga.arq



@luguerrald



@luniere.arq



@larissaabreuvarquitetura



@nicgomesarq



@odiariodaminhaobra



@renzocerqueira



@ahlaemcasa



@tanaragois



@casalaobra



@victorromansini

TRENDS BOOK

The Trends Book is the material that reveals all the details of Haus Decor Show and provides spoilers of the main product launches featured at the trade show.

The preview is aimed at the national press, with the goal of guiding journalists, opinion leaders, and influencers to optimize professionals' time when covering the trade show.

Additionally, it serves as a showcase for exhibitors to preview some of the trends present at the event.

The Haus Decor Show Trends Book is widely promoted across all our communication channels: newsletters, website, and social media. Furthermore, all the material is available on a drive, allowing journalists access to the full content, as well as press releases and photos of the exhibitors.

+ 1,000

VISITS TO OUR WEBSITE

SENT TO THE PRESS
DATABASE OF

2,000

PROFESSIONALS

SENT TO THE EVENT
DATABASE OF OVER

100,000

PROFESSIONALS



PODHAUS

Pod Haus is the official podcast of Haus Decor Show! In this season, we recorded 15 exclusive episodes during the event, where we interviewed exhibitors to explore the latest trends, innovations, and insights from the world of architecture, interior design, and construction. In addition to enriching the participants' experience, Pod Haus serves as an ongoing platform that extends the fair’s content reach throughout the year, allowing professionals and industry enthusiasts to stay updated both during and after the event.



MEDIA PRESENCE

Haus Decor Show 2025 generated extensive media coverage, establishing itself as an essential event in the architecture and design industry. The high number of publications reinforces its relevance and impact, providing great visibility for exhibitors and partners.

Over 130 organic mentions of Haus Decor in specialized media

Approximate value: R\$ 650,000

This year, Haus Decor, in partnership with the Spaik agency and architect Victor Romancini’s project, offered a decorated and cozy space to welcome journalists. The environment was carefully planned to provide a unique experience, strengthening the close relationship with the specialized media.



SEE YOU IN 2026!

MARCH 9TH TO 13TH, 2026

SÃO PAULO EXPO

ORGANIZATION AND PROMOTION:



SIMULTANEOUS EVENT:

**EXPO
REVESTIR**

PARTNERS:



LEDforum