

# MosBuild

The Largest in Russia  
International Building  
and Interiors Trade Show

28–31 March 2023  
Crocus Expo, Moscow, Russia

[mosbuild.com](https://mosbuild.com)

## EVENT REPORT



## ABOUT MOSBUILD

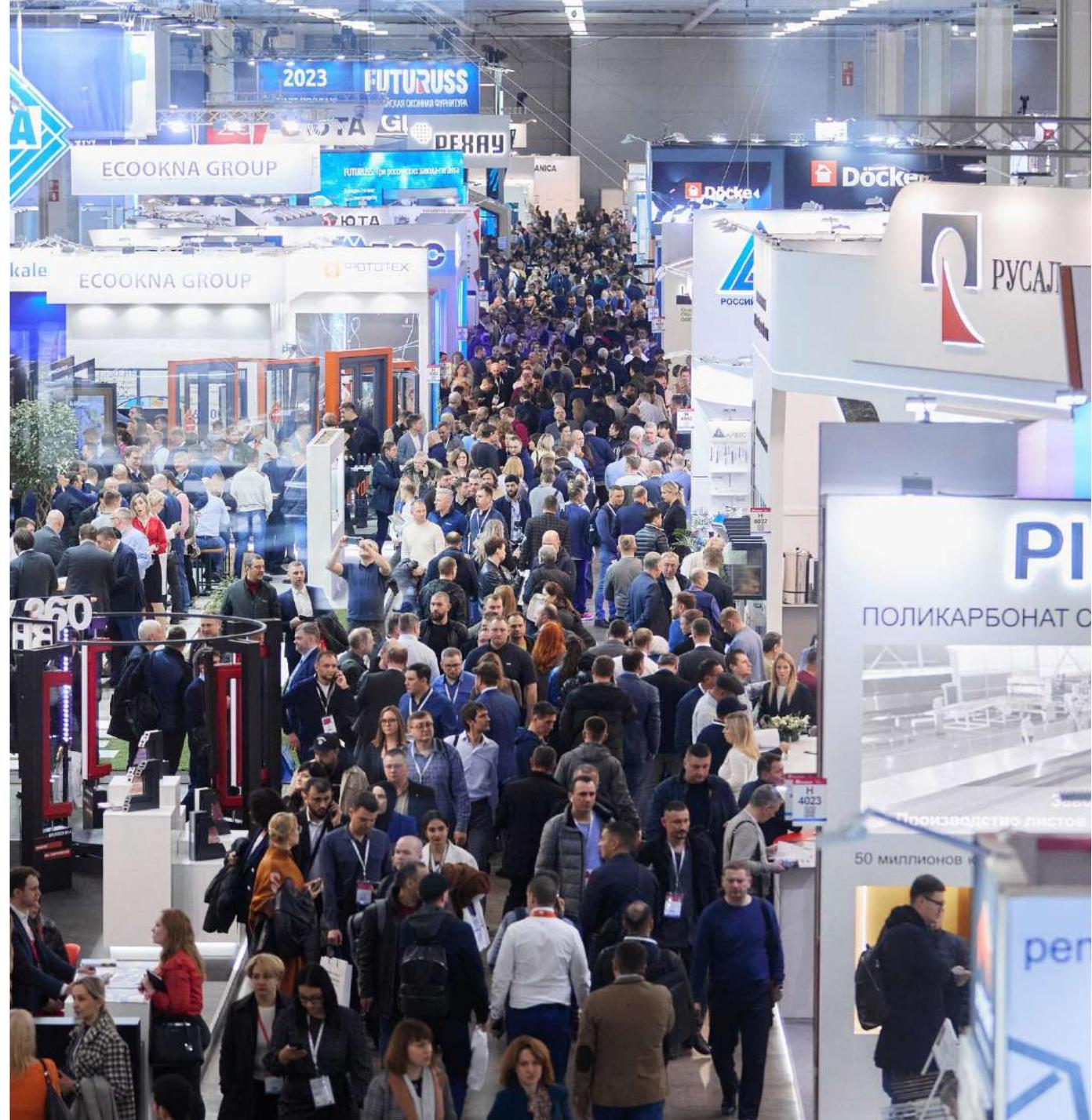
**MosBuild** is the largest in Russia and the CIS countries international building and interiors trade show.

In 2023, the MosBuild exposition represented **1,025** exhibitors from Russia and all over the globe.

The show was attended by a record-breaking number of visitors – **80,696\***, whose main priorities were searching for new products and services for business development.

8 show's content areas – lecture halls, forums and trend zones – were attended by **14,000+** specialists.

*\*Including cross-visits from MosHome exhibition by wholesale, retail and interior design specialists (2,663 visitors).*



# 15

## EXHIBITION SECTORS: COMPREHENSIVE MARKET COVERAGE



**BUILDING  
MATERIALS**



**CERAMIC TILES**



**STONE**



**SANITARYWARE**



**LIGHTING  
& ELECTRICAL  
APPLIANCES**



**CONSTRUCTION  
EQUIPMENT  
& TOOLS**



**WALLPAPERS**



**PAINTS  
& DECORATIVE  
PLASTERS**



**INTERIOR  
TEXTILE,  
SHUTTERS, RODS**



**DOORS & LOCKS**



**FACADES,  
ROOFING, GATES**



**WINDOW  
TECHNOLOGIES**



**PANELING  
& MOLDING**



**FLOORING**



**KITCHEN  
& FURNITURE**

## EXHIBITORS

**1025**  
companies

**400+**  
first-time exhibitors

## EXHIBITOR PROFILE

Russian and international producers and suppliers of building and finishing materials, sanitaryware, lighting, window technologies, as well as furniture and interior decoration items.



## VISITORS

**80 696** unique visitors from **48** countries and **84** Russian regions

**+42%**  
vs 2022

**79**  
visitor density  
per 1 exhibitor

## VISITOR PROFILE

Wholesale and retail, construction and repair companies' management and specialists, architects and designers.



## VISITOR PROFILE

**53%**

visitors were new to the show

## GEO COVERAGE

**45,761**

Moscow and Moscow region

**29,350**

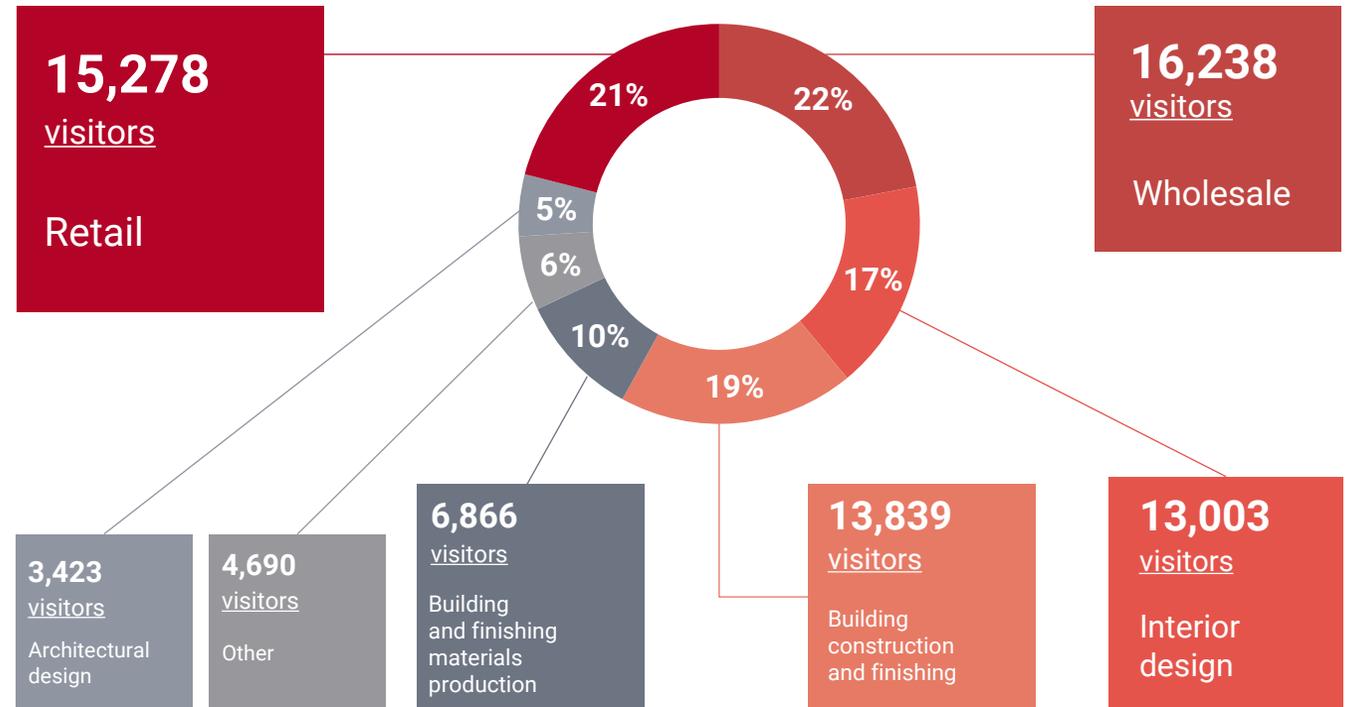
other Russian regions

**48**

countries

**IN 2023:** NEW VISITOR GROWTH, GROWTH OF TARGET AUDIENCE FOR KEY PRODUCT GROUPS, INCREASE IN GEO COVERAGE

## COMPANY SPECIALISATION



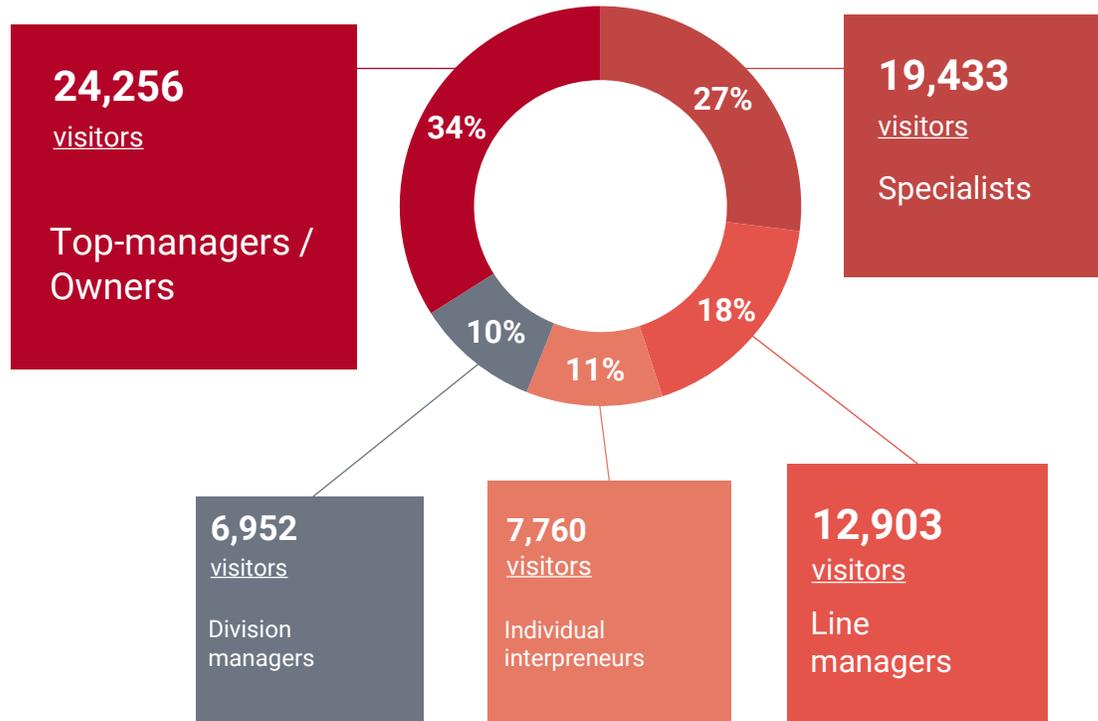
### Target audience for key products groups growth:

- Retail: +17% vs 2022
- Wholesale: +30% vs 2022
- Construction, repair, development: +44% vs 2022
- Interior design: +21% vs 2022
- Architectural design: +21% vs 2022

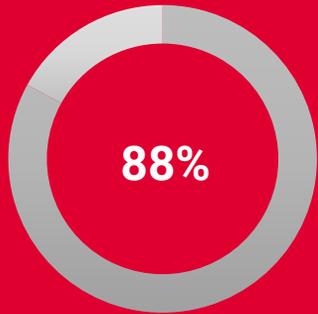
### Geo coverage:

- 29,350 visitors from Russian regions (+10,073 vs 2022)
- 45,761 visitors from Moscow and Moscow region (+9,855 vs 2022)
- 2,914 visitors from other countries (+1m425 vs 2022)

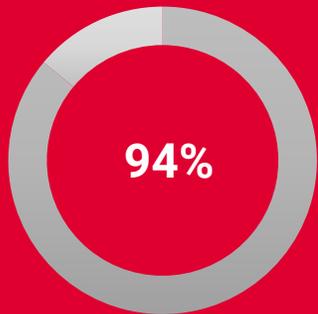
## JOB POSITION



## BUYER POTENTIAL

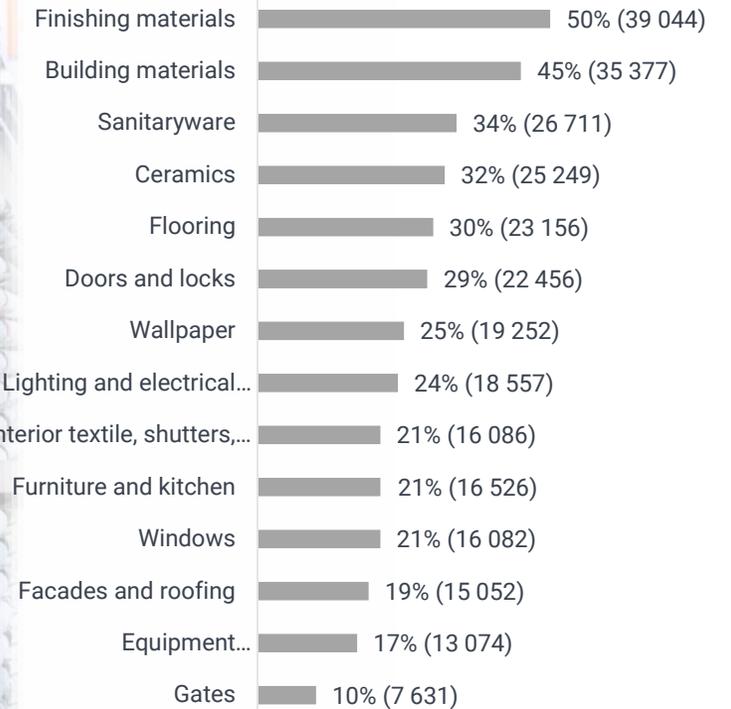


Attended the show to search for products and services for their business and to get industry information



Make or influence purchase decisions

## PRODUCT INTEREST



### Growth of target audience for all product groups vs 2022:

- Building materials: +32%
- Finishing materials: +26%
- Sanitaryware and bathroom furniture: +22%
- Ceramic tiles: +16%
- Flooring: +19%
- Doors and locks: +25%
- Wallpapers: +17%
- Lighting and electrical appliances: +20%
- Interior textiles, shutters, window blinds: +25%
- Kitchen and furniture: +41%
- Window technologies: +45%
- Facades and roofing: +41%
- Equipment and tools: +30%
- Gates: +40%

## BUSINESS PROGRAMME

8

content areas

69

events

207

speakers

14,000+

unique visitors

MosBuild 2023 Programme represented 8 areas and 69 events with expert and actual information to solve business goals, exchange opinions and grow professionally.

Agenda: industry trends and prospects, live master classe, best practices, leading expertise in the different branches of the market.



### DIY FORUM

The largest event for do-it-yourself industry in Russia. In 2023, DIY Forum was attended by over 300 delegates: top-managers and specialists of major DIY chains and marketplaces, and producers of diy products

### FOCUSED CONTENT AREAS

Decorium lecture hall for designers, Architecture Arena and Building Innovations and Master Classes Area held events for all the segments of building and interiors market audience

### MOSBUILD TREND GALLERY BY AM-GROUP

Unique trend zone developed in partnership with AM-Group to showcase trends in sanitaryware in collaboration with famous designers

### MOSBUILD ARCHITECTURE & DESIGN AWARDS (MADA)

MADA opens the new professional horizons for young designers and highlights the most valuable projects

### DECORIUM

Lecture hall and 4 trend zones created by famous Russian interior designers. Each zone is dedicated to one of the popular global trends in interior design: Organics, Passeism, Cyberpunk and Maximal Luxe

### MOSBUILD CONNECT STUDIO

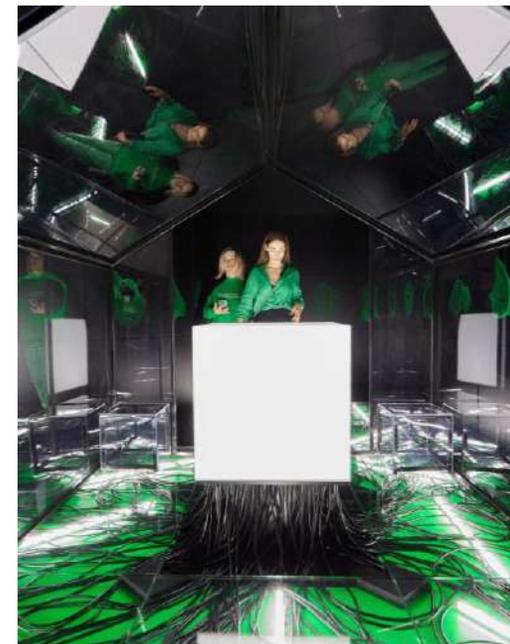
New interview point of the show: industry and market influencers shared their experience and plans. The discussions will continue online in MosBuild Connect online community

### MOSBUILD LECTORIUM BY MANDERS

New conceptual space with design lecture hall for the industry professionals and active interior market players

### BIG WINDOW FORUM

Key industry event for window dealers, producers of window technologies and parts. Results of 2022, trends and future development of the window market in Russia



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2–5 April 2024  
Crocus Expo, Moscow, Russia

[mosbuild.com](https://mosbuild.com)

Apply for exhibiting:  
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