



INTERNATIONAL
HOSPITALITY EXHIBITION

HOST Milano 2025

Post Show Report



FIERA MILANO

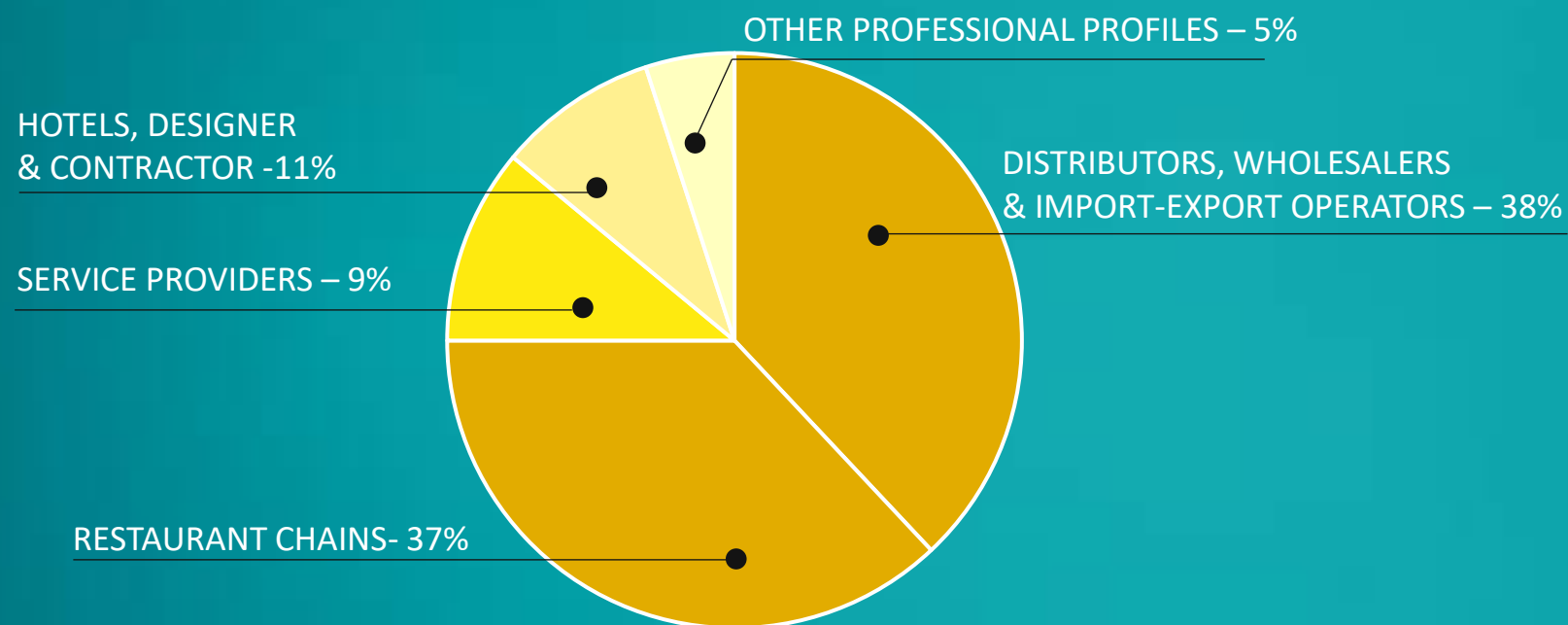
Key Facts & Figures - 2025

- **2,235** Exhibitors
- **165** Participating Countries
- **16** Halls
- **183,000** Visitors
- **820** Events

Awards, Championships, Seminars & Show Cookings

ATTENDEES – Profile & Origin

PRIMARY BUSINESS NATURE



TOTAL VISITORS

183,000

INTERNATIONAL **44%**

ITALIAN **56%**

COUNTRIES OF ORIGIN **156**

TOP 10 VISITING COUNTRIES

Germany

Spain

France

Switzerland

UK

Romania

Greece

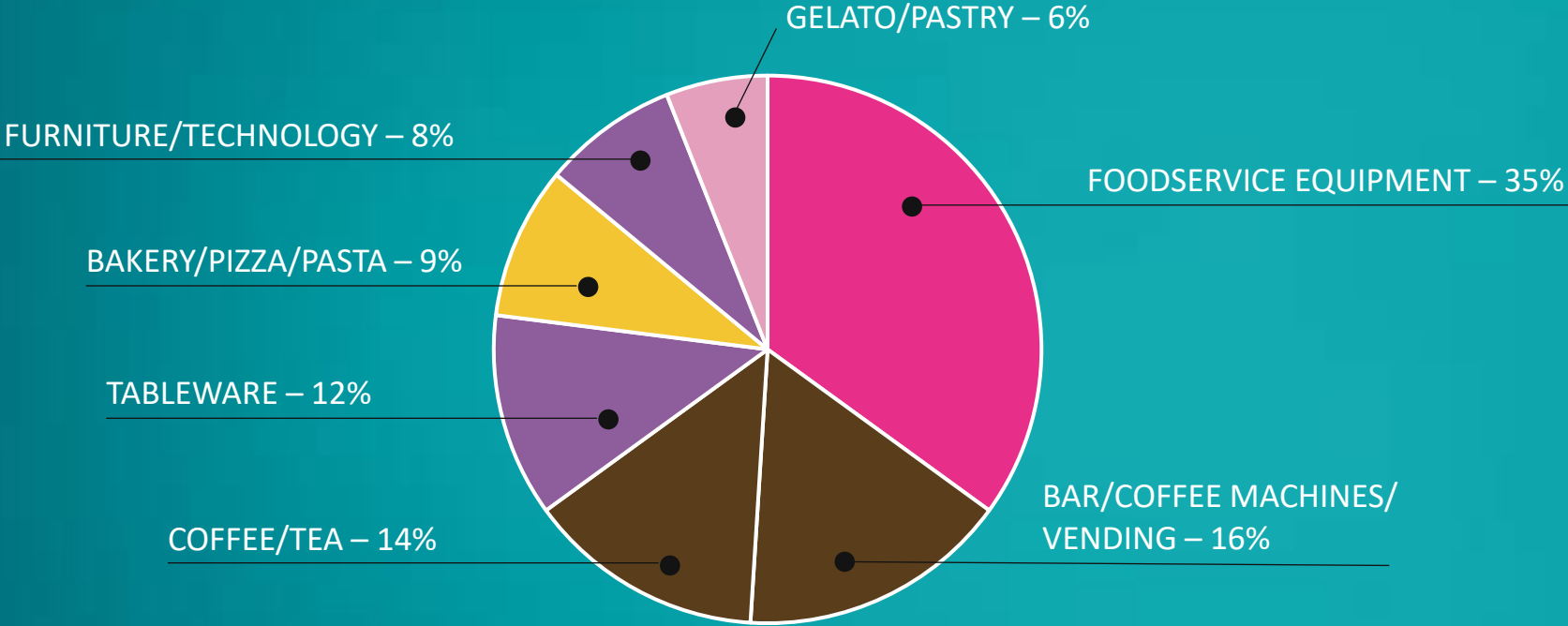
USA

Netherlands

China

EXHIBITORS – Profile & origin

PRODUCT SECTORS



TOTAL EXHIBITORS

2,235

INTERNATIONAL 44%

ITALIAN 56%

COUNTRIES OF ORIGIN 57

TOP 10 EXHIBITING COUNTRIES

Italy

Germany

Spain

France

USA

Netherlands

Switzerland

UK

Greece

Turkey

Events Highlights

3 AWARDS

- Smart Label - Host Innovation Award
- Luxury Food&Beverage Quality Awards
- #HotelSocialAreas by BWH Hotels

7 CHAMPIONSHIPS

- World Barista Championship
- Gran Premio della Caffetteria Italiana
- Lags Battle Italy / World Lags Battle
- Moka Challenge
- European Pizza Championship
- Panettone World Championship 2025

14 SEMINARS & SHOW COOKINGS

- Seminars. We share, we support, we inspire
- Design Talks
- Wellness and multisensoriality in HoReCa
- HostTalks - Beyond the Cup
- Coffee Addition
- Italian Coffee Experts Talks
- Sciock: Cioccolato in movimento
- Bakery Square
- Fermenti di Sapienza: Il Lievito Madre
- So Much Work. But the Numbers Don't Add Up. It's Time to Change *with* MyBreadCost
- Bread and Well-being
- Smart Food – Smart Chefs – Smart Future
- FIC Academy
- Spazio FIPE – La casa dei Pubblici Esercizi
- 100 Years of Espresso Made in Italy

Partners 2025



Marketing & Digital Promotion - Impact



Follower
Instagram

38,100+



Follower
Facebook

53,000+



Follower
X

5,000+



Follower
LinkedIn

13,000+

Reach Digital Campaign **5M+**

Website Views **2M+**

Social Media Reach **15M+**

Thank you!

Contacts

✉ sales.host@fieramilano.it

🌐 www.host.fieramilano.it

Follow us on social media

