



PISCINA
BARCELONA

POOL
WELLNESS
OUTDOOR



15 - 18 NOVEMBER 2027
GRAN VIA VENUE - BARCELONA



THE MOST INTERNATIONAL EVENT IN
POOL, WELLNESS & OUTDOOR

**CONNECTING INNOVATION,
SUSTAINABILITY AND SOCIAL
WELL-BEING**

2025, ANOTHER RECORD YEAR

With visits by **over 17,000 professionals, 20% more** than in 2023, and the participation of **428 exhibitors from 30 countries**, Piscina Barcelona consolidated its standing as **the most international European business platform**, connecting companies with buyers, projects and decision-makers in the pool, wellness and outdoor industry.

CONNECTING INNOVATION, SUSTAINABILITY AND SOCIAL WELL-BEING

Piscina Barcelona showcases the new design, materials and technology solutions that are able to create more efficient and environment-friendly settings focused on people's well-being.



ESTIMATED PARTICIPATION FIGURES IN 2027

The previous edition of Piscina Barcelona proved to be a great success, and even better results are expected for the upcoming fair.



18,000+
professional
visitors



60%
international
visitors



100+
demand
countries



1,000+
Hosted &
VIP Buyers



46,000m²
of exhibition area



450
exhibitors



70%
international
exhibitors

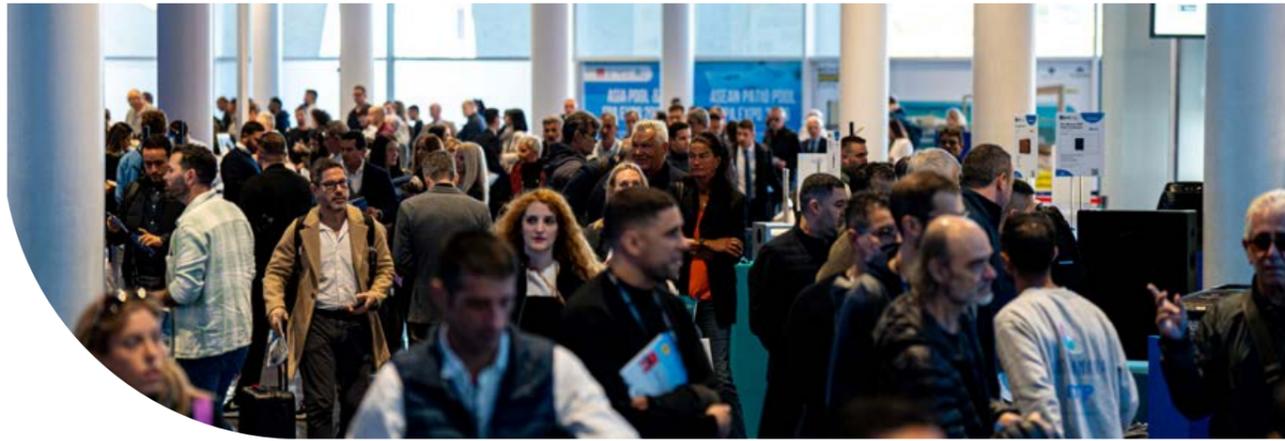


800+
represented
brands

A PROFESSIONAL AND INTERNATIONAL PROFILE GEARED TOWARDS INNOVATION

Visitors profile:

- Construction companies
- Distributors
- Manufacturers
- Installers
- Water parks
- Sports facilities
- Interior design, decoration and landscaping studies
- Architecture firms, technical architecture, engineering and urban planning
- Hotel directors
- Campsite owners
- Contract channel
- Facility maintenance companies
- Garden and outdoor area maintenance companies
- Real Estate
- Public Administrations
- Managers of Wellness, Spa and Fitness Centres
- Professionals specialized in the Outdoor Living industry



3 MAJOR SECTORS

The outdoor sector pillar was added to Piscina Barcelona 2025, reflecting the link between the design of outdoor spaces and the pool and wellness universe.



INDUSTRIES POOL

The pool industry encompasses the entire value chain of the pool product for residential and public use. Year after year, it displays the solutions to achieve sustainable, connected and more experiential pools.

Represented industries:

- Prefabricated swimming pool vessels
- Pool constructors
- Physical-chemical water treatment
- Lighting
- Coating, crowning and ornamentation
- Roofs
- Security equipment (barriers, alarms and other equipment)
- Software for the design and management of swimming pools and facilities
- Purification (filters and pumps)
- Control, measurement and handling equipment
- Pool accessories (white goods)



WELLNESS

The wellness industry and its centres have undergone significant growth in recent decades, and they continue to evolve and innovate in their services to improve people's quality of life and increase their health, relaxation and well-being.

Represented industries:

- Spa's, hydrotherapeutic, baths, saunas and fitness
- Service companies (software, management, engineering, architecture, etc.)
- Ancillary installations (apparatology, aromatherapy, etc.)
- Accessories (sails, ornamentation, textile, etc.)
- Cosmetics
- Lighting
- Interior furniture and accessories

OUTDOOR

The expansion of this industry is due to the increase in demand for outdoor areas that integrate pools into residential areas and tourist establishments. Piscina Barcelona showcases the different proposals of leading specialised companies.

Represented industries:

- Outdoor furniture
- Fire centres, fireplaces
- Cooking equipment, grills, and barbecues
- Lighting
- Solar protection systems (awnings, parasols, etc.)
- Floors and outdoor paving
- Landscaping and decoration
- Decoration and textile objects
- Audiovisuals and sound systems



PROPOSED ACTIVITIES



POOL, WELLNESS AND OUTDOOR SEMINAR

Piscina Barcelona will host different talks and technical seminars to discuss the trends and opportunities to be applied to projects.



SEMINARS ON SUSTAINABLE INNOVATION AND SOCIAL WELL-BEING

Seminars will be held to explore how innovation can drive sustainability and generate a social benefit, creating more responsible and healthier spaces geared towards collective well-being.



INNOVATION ZONE

This space, divided into two areas, will bring together highly innovative solutions in a location beside the main entrance, guaranteeing a high influx of visitors.



PISCINA BARCELONA AWARDS

Piscina Barcelona will organise the presentation of several sectoral awards to reflect the innovation and excellence that drives the pool, wellness and outdoor industry. An acknowledgement of the most innovative projects within the sector.



PISCINA BARCELONA PARTY

The fair will include a party designed as a recreational networking experience in a relaxed atmosphere, with great music and first-rate gastronomy.

HOSTED BUYERS PROGRAMME, THE MOST POWERFUL BOOST FOR YOUR BUSINESS

Piscina Barcelona will invite 1,000 domestic and international professionals with high purchasing decision-making power, with meetings to promote new businesses and future partnerships. In 2025, the Hosted Buyers came from over 20 different countries, with Spain, Iran, Germany, Portugal, Mexico, the United Kingdom, the Czech Republic, Senegal, Qatar, Morocco, and Egypt leading the list.

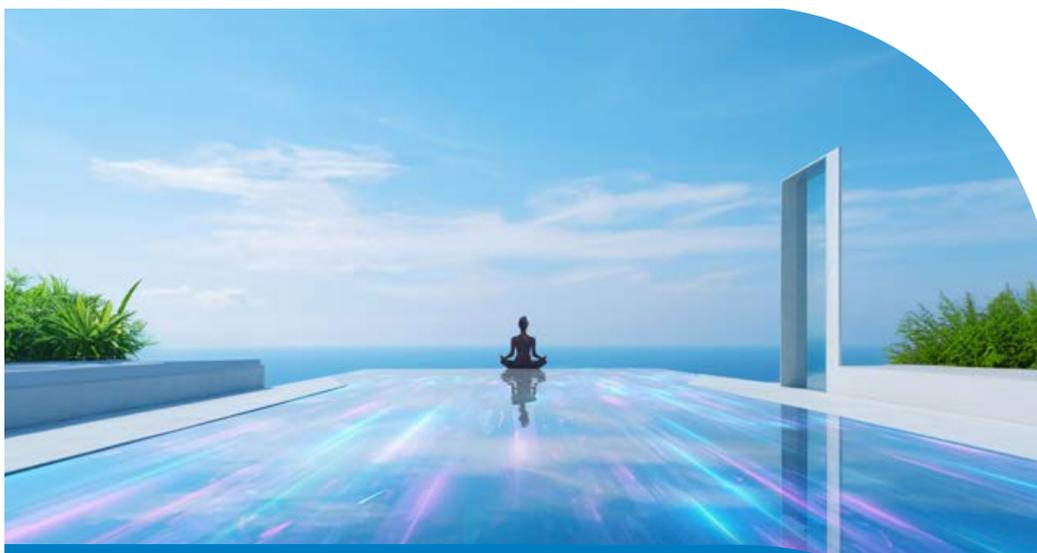
INNOVATION PROGRAMME, THE WORLD'S MOST INNOVATIVE AQUATIC PROJECTS

A programme that recognises the cutting-edge projects around the world that are making a difference in the areas of well-being, health and the community.

THE MOST INTERNATIONAL EVENT

Barcelona will once again become the global epicentre of the pool, wellness and outdoor industry, within a context shaped by the excellent progress of Spain, which grew by 5.2% in the first half of 2025 and posted an annual turnover exceeding 1,600 million euros. Against this backdrop, the fair is reaffirming its status as the industry's major meeting point and the main gateway to the Spanish market, which, with over 1.3 million pools, is the second largest country in Europe and the fourth largest in the world in terms of the number of facilities.





PREPARE YOUR ATTENDANCE!

The next fair is already underway,
so take note of the dates: 15 to 18 November 2027.

Would you like to generate new contacts and
business in the industry?

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#PiscinaBarcelona

