Home Show

SHOW REPORT

THE 2025 AUCKLAND HOME SHOW REAFFIRMED ITS STATUS AS AUSTRALASIA'S LARGEST AND MOST SUCCESSFUL HOME RENOVATING AND BUILDING EVENT



"Do your business a favour and exhibit at the Auckland Home Show! The amount of people that come through the doors is incredible. It really can launch your brand out there!"

- Laurie McClintock, Ashcroft Homes.

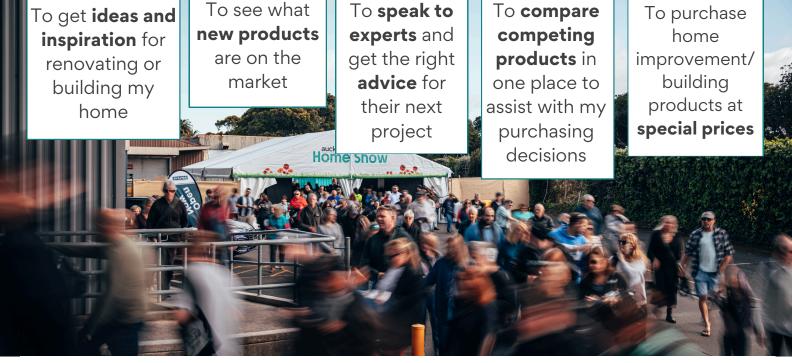


EXCEPTIONAL BRAND. AND CUSTOMER INTERACTION **EXCEPTIONAL BRAND EXPOSURE**

If growing your business is on the agenda, there's no better place to make it happen than the Auckland Home Show. This event is built around genuine customer connection, delivering powerful results for both sales and marketing in one dynamic setting. In just a few days, exhibitors can unlock more leads, stronger brand exposure, and lasting partnerships, making the Show an unmissable opportunity for any business looking to elevate its performance.



TOP REASONS VISITORS ATTEND THE AUCKLAND HOME SHOW...



YOUR BRAND INFLUENCE IS AMPLIFIED AT THE AUCKLAND HOME SHOW





Visitors come to the Auckland Home Show to spark inspiration and get expert advice from trusted industry professionals. It's their chance to explore the newest innovations, compare products with ease, and find everything they need for their next project in one convenient place.



"Exhibiting at the Auckland Home Show was a fantastic opportunity to connect with new customers and showcase our expertise. We generated strong leads and look forward to turning them into successful projects."

- Navreet Kaur, Custom Fascia and Spouting



WHAT ARE AUCKLAND HOME SHOW VISITORS PLANNING TO RENOVATE/PURCHASE?

listed in order (highest to lowest %)

- Outdoor Space
- Flooring
- Bathroom
- Kitchen
- Fencing / Decking
- Window treatments
- Cabinetry / Wardrobes / Storage solutions
- Bathroom/Laundry products
- Lighting
- Kitchen products
- Wall coverings
- Appliances / Whiteware
- Furniture
- Windows / Doors
- Energy efficiency products
- Roofing / Gutters / Cladding
- Smart Home / Home Security / Home Automation
- Home ventilation
- Pools / Spas
- New home build
- Furnishings
- Water saving products
- Beds
- Portable home / Tiny Home



PROJECT COMPLETION TIMEFRAME

0 - 6 months **29%** 6 - 12 months **28%** 12 - 18 months **21%**

18 - 24 months **12%** 24+ months **10%**



97%

of exhibitors are highly satisfied with the **quality of attendees** that attend the Show.

WHERE IN THE PROJECT STAGE ARE VISITORS?

| About to start their home renovation | 30% |
|---|-----|
| Already started their home renovation | 19% |
| Currently planning a future project | 20% |
| Upgrading household items | 14% |
| About to start building their new home | 9% |
| Already started building their new home | 5% |

"Exhibiting gave us excellent exposure and strong customer engagement, resulting in high-quality leads and a significant boost in brand awareness."

— Aaron, SEABLE LTD

"The Home Show was a great opportunity to showcase our product and connect face-to-face with potential clients. We educated many who hadn't heard of us before and gained followers on social media."

— Zoia Lopoukhina, StudioMetalier

| EXHIBITORS ACHIEVED | IMEASURABLE RESULTS

The Auckland Home Show delivers unparalleled brand visibility and engagement, showcasing the true impact of face-to-face connection. It's a unique opportunity to interact with thousands of motivated consumers in one location, creating genuine connections and lasting impressions at exactly the right time.

96%

of exhibitors would recommend the show to other businesses.



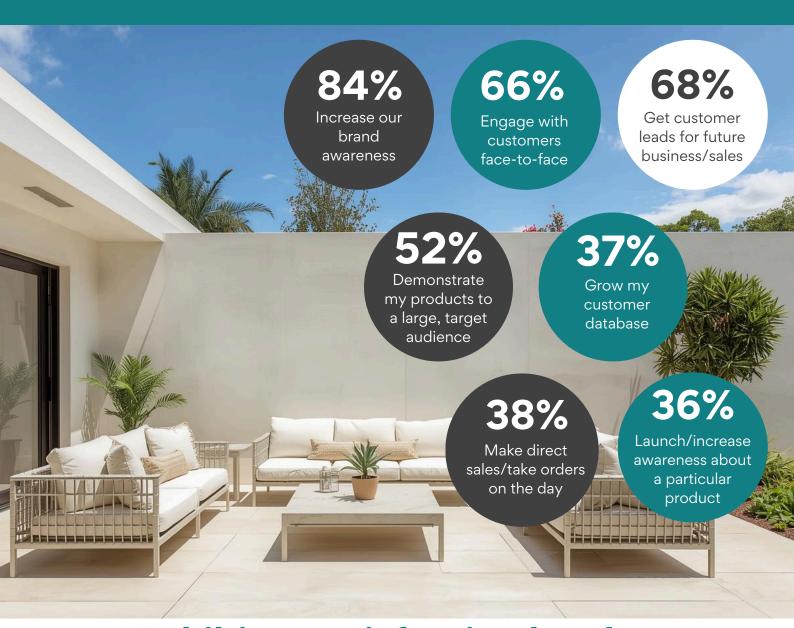




The Auckland Home Show provides a powerful platform to showcase your products, engage directly with interested customers, and drive meaningful sales growth for your brand.



WE ASKED EXHIBITORS WHAT THEIR MAIN OBJECTIVES FOR EXHIBITING WERE



Exhibitor satisfaction levels:

"Very satisfied" to "satisfied"

94%

Brand/Product Awareness Achieved 96%

Quality of visitors that attended

92%

Number of visitors to the Show

84%

Generating good leads for future sales 62%

Making sales/taking orders

"A great way to connect with past customers and meet new ones. There's a good vibe between exhibitors and people enjoy the experience of what we show." — Judy Reinen, Creative Shotz Ltd "The Home Show gave us a pipeline of 800 leads, sales on the spot, and over 200 quotes emailed to customers—with more converting daily. We'll be back next year!"

— Leilani Kaiki, Unicrest Group

SAVE THE DATE!

Home Show

10 - 13 September 2026 | Auckland Showgrounds aucklandhomeshow.co.nz

Enquire now about securing your space at the next Auckland Home Show.

Contact your Exhibition Sales Manager today:

Milli Young 09 394 8126 or 021 104 8693 milli@eenz.net.nz Linda Lang 09 394 8125 linda@eenz.net.nz Shannon Gallagher 09 394 8122 or 0204 147 8659 shannon@eenz.net.nz

brand out there, meet
others in the industry,
and see past customers
satisfied with our
service."
— Trevyna Heke, Dream
Doors Kitchens

"A great way to get our

"Great brand exposure and networking with other professionals." — Shannon Funk, Winter Gardenz Limited "I'm very grateful to have been at the show, I hadn't done it for 7 years and it still held its same flow as usual." — Warwick Aldridge, IMG Developments Limited



