



## Digitalisation and sustainability in the building and construction industry – ISH 2025 leads the way

**Frankfurt am Main, 21 March 2025. In the face of climate change and rising environmental expectations, the sustainable use of water, heat and air is becoming an urgent priority. The twin transformation – uniting digitalisation and sustainability – is accelerating progress across the industry. ISH 2025 made clear just how determined the sector is to drive this change: never before have so many innovations been on show – from next-generation heating and air-conditioning systems to intelligent water management solutions. Some 163,157 visitors from 150 countries took part in the world's leading trade fair to explore the latest advancements and connect with key players shaping the market.**

For five days, the Frankfurt exhibition grounds became the global hub for the sanitation, heating and air-conditioning industry under the motto 'Solutions for a Sustainable Future'. The sector showcased a wide range of cutting-edge technologies – from highly efficient heating and cooling systems to eco-friendly ventilation solutions, intelligent water management and contemporary bathroom design. Among the 163,157 visitors from 150 countries were key decision-makers from industry and trade, the construction and housing sectors, as well as planners, engineers and architects. The skilled trades accounted for a particularly high share, at around 30 percent.

"Everyone needs clean air, drinking water and a warm home – and this is exactly where our industry comes in. ISH 2025 has powerfully demonstrated that innovative solutions to meet these basic needs have long been available. Our exhibitors have shown that the transition to a sustainable economy is not only vital, but already underway – despite the challenges we currently face. They are developing technologies that improve our daily lives while making them more sustainable," said Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt. He added: "The atmosphere at ISH 2025 was outstanding – the halls were buzzing, and the conversations were in-depth and forward-looking. The industry is ready and willing to shape the future. ISH has reaffirmed its status as the world's leading trade fair: 72 per cent international exhibitors and 163,157 visitors speak for themselves."

### **Building technology in transition – Solutions for tomorrow**

With 2,183 exhibitors from 54 countries, ISH 2025 filled the entire Frankfurt exhibition grounds, offering a comprehensive overview of the latest developments in heat generation, refrigeration, air-conditioning and ventilation technologies, intelligent building automation, sustainable bathroom design and installation solutions.

A central focus was on heat generation, with a strong emphasis on alternative heating technologies. Exhibitors showcased innovations such as wood-based heating systems,

sustainable heat production methods, and highly efficient heat storage solutions. In the ventilation sector, energy efficiency took centre stage. Modern systems are increasingly relying on optimised evaporative cooling and advanced heat recovery technologies to significantly reduce energy consumption. In parallel, intelligent building control systems now allow for more precise management of heating and ventilation processes. The sustainable use of water also played a key role. Manufacturers presented smart water management solutions designed to optimise consumption, along with touch-free fittings, modern heat exchangers, and cutting-edge wastewater heat recovery systems.

ISH 2025 demonstrated how outstanding design, functionality and sustainability are converging and interacting more and more. This was particularly evident in the bathroom sector, where exhibitors introduced contemporary bathroom concepts featuring soft pastel tones, 3D tiles, and resource-efficient, low-maintenance materials that blend aesthetic appeal with technological innovation.

To clearly present this wealth of innovation, ISH 2025 introduced a new concept structured around eight solution areas: sanitary spaces, water-bearing systems, installation technology, heat generation, indoor air, intelligent building control, software, and HVAC + Water product manufacturing. This format made it easier for trade visitors to navigate the fair and engage directly with the relevant companies in each field.



ISH 2025 in Figures. Source: Messe Frankfurt Exhibition GmbH

Most of the 163,157 visitors came not only from Germany, but also from China, Italy, the Netherlands, Switzerland, France, the United Kingdom, Belgium, Poland, Austria and Türkiye. The journey to the world's leading event of the industry proved well worth it: 94 per cent of visitors reported being satisfied or very satisfied with their experience at the fair. Satisfaction with the range of products and services on offer was equally high, with 96 per cent giving positive feedback on the exhibitors' presentations.

### **Conferences as drivers of industry innovation**

Alongside the wealth of innovations on display, ISH 2025 also offered a top-class conference programme, providing a platform for expert dialogue on key future-oriented topics. The Building Future Conference brought together experts from politics, business and science to discuss sustainable construction concepts and efficient energy supply solutions.

For the first time, the Value of Water Conference was held in cooperation with Euroforum. It focused on UN Sustainable Development Goal #6 – ensuring access to clean water and safe sanitation. Specialists from industry, academia and policy explored strategies to combat water scarcity and promote sustainable water use.

“Only through cooperation, innovation and clear political direction can global access to water be sustainably improved,” summarised Iris Jeglitza-Moshage, Member of the Board of Management, Technology, at Messe Frankfurt.

### **Next generation: ISH Festival 2025**

ISH Festival 2025 provided a fresh impetus and became the meeting point for the next generation of the HVAC and sanitation industry. In particular, apprentices seized the opportunity to try out new technologies, test tools and showcase their craftsmanship. On the Creator Stage, popular content creators shared their passion for skilled trades, while an interactive challenge course combined theory and practice in an engaging way. Music, live talks, food and networking turned the festival into a vibrant industry event.

The next ISH – the World’s Leading Trade Fair for HVAC and Water – will take place from 15 to 19 March 2027.

### **Information and photographs for the press:**

[www.ish.messefrankfurt.com/press](http://www.ish.messefrankfurt.com/press)

### **Social media:**

[www.ish.messefrankfurt.com/facebook](http://www.ish.messefrankfurt.com/facebook)

[www.ish.messefrankfurt.com/youtube](http://www.ish.messefrankfurt.com/youtube)

[www.ish.messefrankfurt.com/linkedin](http://www.ish.messefrankfurt.com/linkedin)

[www.ish.messefrankfurt.com/instagram](http://www.ish.messefrankfurt.com/instagram)



**Your contact:**

Dominique Ewert

Phone: +49 69 75 75-6463

dominique.ewert@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)