



PISCINA
BARCELONA

POOL
WELLNESS
OUTDOOR



17 - 20 NOVEMBER 2025
GRAN VIA VENUE - BARCELONA



THE MOST INTERNATIONAL EVENT IN
POOL, WELLNESS & OUTDOOR

**CONNECTING INNOVATION
& SUSTAINABILITY**

2023, THE BEST EDITION IN THE LAST TEN YEARS

Piscina Barcelona has emerged as an effective international business centre for an innovative industry committed to sustainability and digitalisation to produce aquatic facilities that are more experience based and efficient in terms of water and energy consumption.

“Piscina Barcelona is a marquee for the industry’s innovation and places great value on the social impact of pools as necessary infrastructure for people’s health and wellness, creating spaces where the community can interact”

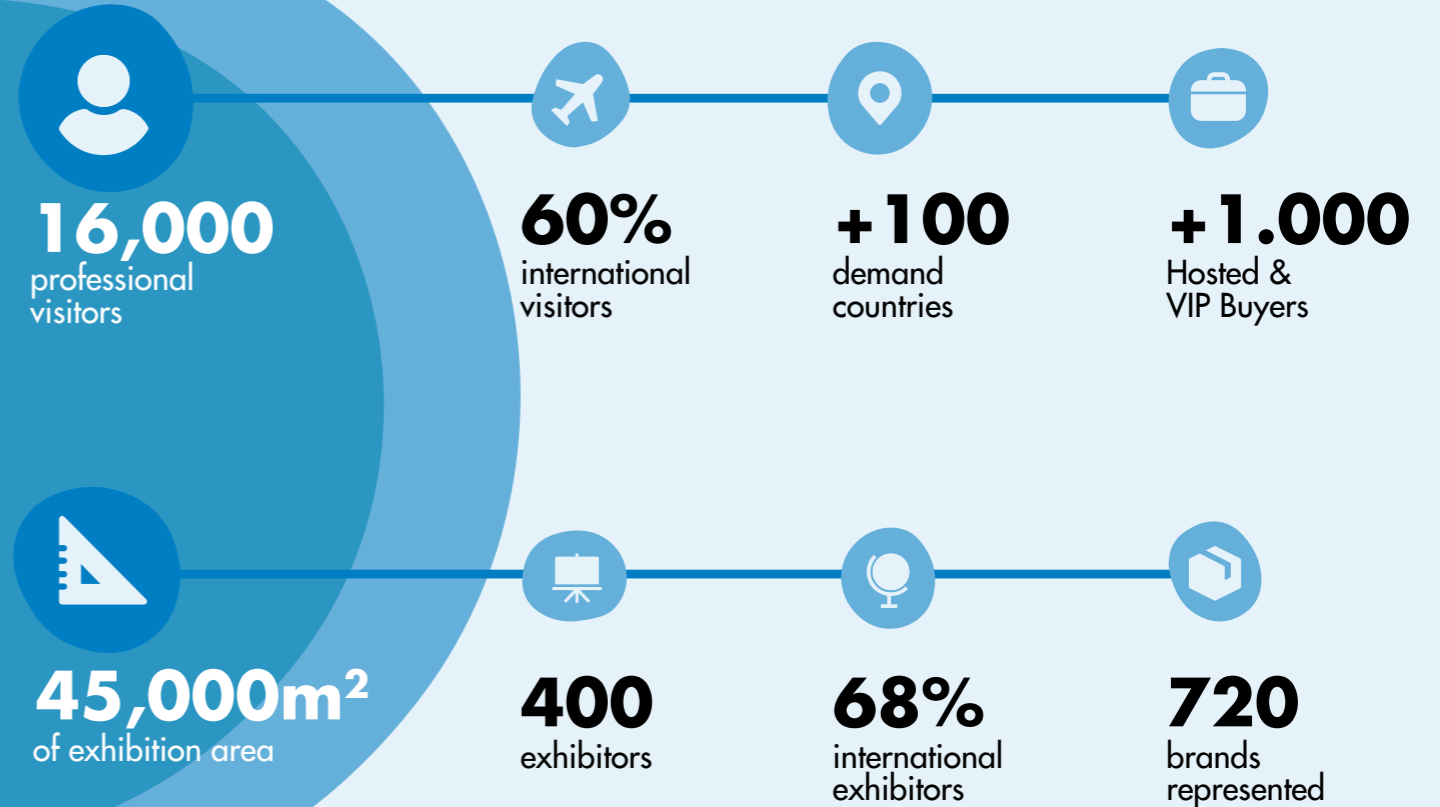
CONNECTING INNOVATION AND SUSTAINABILITY

After the resounding success of our last event, we propose making a new qualitative and quantitative leap by creating a unique space merging cutting-edge technology with environmental responsibility and people’s wellbeing.



A NEW QUALITATIVE AND QUANTITATIVE LEAP

Estimated participation figures for 2025



AN EVENT TO SHARE, DEBATE, DO BUSINESS AND MAKE CONTACTS

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



LEADING THE FUTURE

In order to meet the growing demand for products for areas in the open air, the Outdoor industry will have its own space at the 2025 event. The event will therefore be divided into three large areas and the communication will have a single common denominator while having its own personality. The synergy of the three industries will undoubtedly have a greater global impact.



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



SUCCESSFUL ACTIVITIES AND NEW PROPOSALS

WELLNESS EXPERIENCE

A space of over 500 m2 with a sauna, spa, hydromassage tubs, fitness area and booths for live demonstration of natural therapies and massage. What's more, it includes a central pool with vitalized seawater.



OUTDOOR LIVING EXPERIENCE

An outdoor garden of over 500 m2 equipped with the latest trends in design. It is an ideal setting for relaxing and networking, which includes a showroom specialised in outdoor with all the latest from the industry.



INNOVATION ZONE

Visitors discover highly disruptive innovations, with new ideas, products and projects committed to R&D and technology.



PISCINA BARCELONA AWARDS

This is a space to showcase the fair's best products, discover the most notable wellness centres on the Iberian Peninsula and Europe, learn the aquatic projects designed by architecture students from all over the world.



THE HOSTED BUYERS PROGRAMME, THE BEST BOOST FOR YOUR BUSINESS

Piscina Barcelona will invite 1,000 domestic and international professionals with high purchasing decision-making power through the Buyers Program to promote new businesses and future partnerships. The Hosted Buyers come from more than 65 countries. The delegations at the previous fair included those from Spain, France, Mexico, Morocco, Portugal, Iran, the United Kingdom, Ivory Coast, Senegal, Croatia, China and Middle East.

THE INNOVATION PROGRAMME, THE MOST INNOVATIVE AQUATIC PROJECTS IN THE WORLD

The innovation programme will focus on acknowledging the most cutting-edge projects around the world in the areas of wellness, health and community. On the international stage the 2025 fair will recognise projects from Mexico, as well as those from the Balearic Islands at home.

THE MOST INTERNATIONAL EVENT

Barcelona will once again become the global epicentre of the pool, wellness and outdoor industry. The international connection with Europe, the Mediterranean and Latin America, along with the draw of the Spanish market, the fourth most important one in the world in terms of the number of pools to be maintained and equipped (over 1.3 million units), will turn Piscina Barcelona into a global benchmark.



BOOK YOUR SPACE

Take part in this unique experience and contribute to the promotion of an environmentally responsible industry. Book your space now and join the most international event of the pool, wellness and outdoor industry!

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