

POST SHOW REPORT

WE FIT TOGETHER





As we reflect on the remarkable FIT Show 2025, I am delighted to welcome you to our official post show report - a celebration of the innovation, collaboration, and progress that define our industry. This year, we brought together over 10,000 professionals and more than 5,300 companies from every corner of the UK and beyond, reinforcing FIT Show's position as the nation's leading event for the fenestration sector.

Across three dynamic days at the NEC in Birmingham, the entire supply chain gathered under one roof to explore the latest products, technologies, and trends. From UPVC, timber, and aluminium solutions to smart glass, roofing systems, and hardware, FIT Show 2025 was a showcase of cutting-edge advancements and a testament to the resilience and adaptability of our industry.

Our Installer Demo Zone returned by popular demand, offering live installation demonstrations and practical advice from leading brands. With 20 CPD-certified seminars, we empowered attendees to stay ahead of regulatory, sustainability, and technological developments. The Marketplace debuted as a new hub for hands-on product exploration, while our Late Night Wednesday event fostered invaluable networking in a relaxed, vibrant setting.

This year's show was shaped by your feedback and our commitment to expanding into new sectors, with a special focus on trends like 'broken living', roofing, and timber. The energy, expertise, and enthusiasm on display were truly inspiring, and I am proud of how our community continues to drive the industry forward.

With an average visitor spend potential of £100,000-£500,000, and attendees travelling from every corner of the UK, FIT Show 2025 proved once again why we are the nation's number one trade show for our sector.

FIT SHOW 2025 IN NUMBERS



10,129
INDIVIDUAL PEOPLE in attendance



5,325
INDIVIDUAL COMPANIES in attendance



67%

CONVERSION

from visitor pre-registration to actual attendance



300+NUMBER OF EXHIBITORS



20
CPD CERTIFIED SEMINARS



£100,000-500,000 AVERAGE POTENTIAL SPEND of visitors to FIT Show 2025

VISITOR PROFILE



REASONS VISITORS ATTENDED:

17.5%

A visit to the FIT Show is important to my role

17.1%

Meeting and networking with colleagues and customers

16.4%

To keep abreast of changes in the industry

15.8%
Sourcing the latest products, services and technology

10.2% Expert insight and practical advice

6.2%

Practical
Demonstrations

5.5%For the seminars and learning opportunities

0.3%Other

11%
All of the above

WHO **ATTENDS FIT SHOW?**

A primary objective of the FIT Show 2025 campaign was to increase our core audience while also expanding into new sectors requested through feedback from 2023 attendees. Utilising a combination of tailored and targeted messaging, we broadened our campaign reach by working with a wider mix of third parties, including new media partners, to ensure maximum brand awareness for FIT Show 2025.

OVERALL MAIN ACTIVITY

45.22%

37.05%

FABRICATION/ **MANUFACTURING** **INSTALLATION**

10.36% 7.37%

SPECIFICATION/ **PURCHASING**

BREAKDOWN OF MAIN ACTIVITY



2,575 **INSTALLERS**



1,892 **GLAZIERS**



2,097



SYSTEMS MANUFACTURERS/ **EXTRUDERS**



2,004 **FABRICATORS**



228 ARCHITECTS/DESIGNERS/ **SPECIFIER**



PRODUCT MANUFACTURER/ **SUPPLIER**



CONTRACTORS



1,951 **BUILDING/CONSTRUCTION/** PROPERTY DEVELOPMENT



SURVEYORS

BREAKDOWN OF MAIN ACTIVITY



263
MERCHANTS



466
IGU MANUFACTURER



559
JOINERS



214

PUBLIC SECTOR/LOCAL AUTHORITY/HOUSING ASSOC



611
MARKETING/PR/TRADE BODIES



529MACHINERY
MANUFACTURERS



536GLASS PROCESSORS



JOB FUNCTION



19.53%
DIRECTOR/SENIOR
MANAGEMENT



11.93% MANAGER



7.92%

PRODUCTION/
MANUFACTURING/
ENGINEER/OPERATIONS



6.93% FABRICATOR



3.07% FITTER



2.37% CONTRACTOR



2%
BUILDER



1.39%
JOINER



0.6%



15.14%
SALES/MARKETING/PR



9.97
OWNER / PROPRIETOR



7.89% INSTALLER



3.85% OTHER



2.54%
BUYER/PROCUREMENT



2%
ARCHITECTS/DESIGNERS



1.6%
DEVELOPER



1%
NEW TO INDUSTRY

VISITOR PRODUCT INTEREST

The audience we drove for FIT Show 2025 had a broad mix of product and service interests. Whilst doors and windows remain a primary reason to visit, our 2025 audience expressed a growing interest in UPVC, Timber and Glass areas, we will build on for FIT Show 2027.



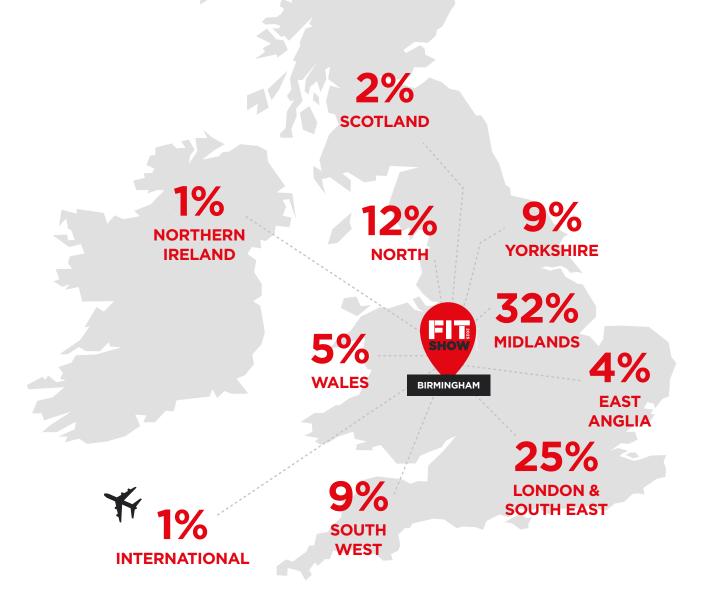
VISITOR PRODUCT INTEREST	
Doors	5,856
Windows	5,531
Glass	4,065
Hardware/Ironmongery/Door and Window Furniture	4,171
Materials	2,468
Installations	3,124
Systems	1,862
Roofing	1,769
Machinery	1,934
Smart Technology	2,260
Software	1,704
Marketing	1,864
Outdoor Living	1,423
Services	824
Other	266
Balustrades	1,728
Garage doors	1,667
Ventilation	1,602
Lifting/Handling	1,523

MATERIALS	
Aluminium	17.80%
PVCu	15.25%
Composite	14.41%
Glass	13.98%
All	11.13%
Metal	9.64%
Timber	9.25%
Steel	8.54%

SYSTEMS	
Aluminium Systems	35.28%
Curtain Walling/Commercial	28.78%
PVCu Systems	19.69%
Timber Systems	16.24%

THE UK'S NO.1 TRADE SHOW FOR THE FENESTRATION INDUSTRY

Reinforcing FIT Show's position as the leading event for the UK, visitors attended FIT Show 2025 from every corner of the country.



"

Come and expand your network, expand your suppliers, see what's new in the industry, find out what's coming through on the technical side of things. It's an everchanging marketplace in aluminium so it's time to come and get abreast of the industry changes and new products coming through.

Harry Marshal, Bespoke Design Glazing

"

We come to FIT Show to keep up with the industry really, it's to see any new things that are coming out on the market and to be in front of some of the competitors.

Gary Copp, Goldseal Conservatories LTD

"

We've spoken to quite a few people, some people we know and some we've never met before, so it's just been really good to come down and actually get stuck in really and enjoy it.

Elliot Darlington, DGD Garage Doors

"

The networking is great and the opportunity to have different businesses talk about the same subject from different perspectives and give value to an audience and take things away from each other is also a great opportunity.

Sarah Cresswell, GGF

"

In an industry which is people and product driven, being seen is business critical. The calibre of the visitors is exceptional and reinforces something I've believed for a while now: people attend trade shows with purpose, not just for a day out. While footfall often gets all the attention, I believe it's the quality of attendees that truly matters—and this year's show proved that. Organisations not considering FIT as part of their marketing strategy are missing a trick.

Anonymous visitor

"

I think FIT Show is everything the industry is, this is the big show, this is the main show.

John Fussell, Fuss Windows & Doors.

"

Every time I come it gives me the wow factor when I walk in, the displays get bigger and bigger each year.

Emily Havehand, Solarframe

"

FIT Show is good for staying in touch with everything about the competition and staying ahead of them too.

Tom Knighton, Pure Aluminium

OUR AUDIENCE REACH:

With over a decade's worth of data from previous FIT Show editions, we were able to take a highly targeted approach to audience acquisition for FIT Show 2025. This was further strengthened through close collaboration with media and data partners to ensure we reached the right people at the right time. These insights are already informing our strategy for 2027.

The FIT Show website played a pivotal role as the primary touchpoint for visitors. Throughout the campaign, it was regularly updated with fresh, relevant content to maintain strong engagement and drive ongoing interest in the lead-up to the show.



Exhibitors at FIT Show are supported and provided with key marketing tools to invite their own databases to attend the show.

This is done via:

- Personalised direct mail pieces, including the exhibitor's logo and stand number, available in both standard and VIP
- Personalised suite of web banners and buttons, all including exhibitors stand number
- Personalised email signature, including exhibitors stand number
- Support in writing press releases and assistance with distribution
- Personalised video interviews
- Personalised photography, including exhibitor products



OUR AUDIENCE REACH:

ONLINE MEDIA

FIT SHOW WAS COVERED IN OVER

35 ONLINE

(alongside our print campaign)

4.3 MILLION DIGITAL REACH

through advertisings, news articles and editorial



PRINT ADVERTS

A COMBINED CIRCULATION OF

2.6 MILLION

ADVERTS FOR FIT SHOW

FEATURED IN OVER 27 PUBLICATIONS

across the glass, glazing & built environment sector



FITSHOW.CO.UK

THE WEBSITE SAW

470K

PAGE VIEWS IN THE TWO MONTHS LEADING UP TO THE



EMAILS

77 EMAILS WERE SENT OUT ACROSS THE FIT SHOW

including a monthly newsletter which rounded up press news. As well as promoting exhibitors and what they were bringing to the event



SOCIAL MEDIA

Alongside a robust paid media strategy, the FIT Show 2025 campaign delivered a broad mix

of organic content designed to engage and inspire our community. Content was tailored and targeted at prospective exhibitors, visitors and our wider FIT Show Family.

FIT content was viewed over 100k times during the 2025 show.

2400FOLLOWERS
Up 53% since FIT Show 2023

(c)

3328 FOLLOWERS

Up 14% year-on-year

5594
FOLLOWERS
Up 18% year-on-year

10,000
VIEWS ON TIKTOK
content for FIT Show 2025

INSTALLER DEMO ZONE

FIT Show 2025 saw the return of the Installer Demo Zone formerly the 'Installer Hub' feature, providing visitors with an extra opportunity to see products come to life via live installation demonstration.

Visitors were able to watch the product spotlight demonstrations, compered by experts from the brands that manufacture and distribute them. The sessions included a question and answer feature where installers were able to receive practical advice and support on fitting products on site.

The Installer Demo Zone was a big hit with visitors and will return for FIT Show 2027.





MARKETPLACE



The FIT Show 2025 successfully launched its first-ever Marketplace feature, marking a major milestone in the event's history. For the first time, visitors were able to purchase tools and ancillary products directly at the show, significantly enhancing the value of their visit. The Marketplace brought together a range of leading brands and the new feature proved highly popular, offering exclusive deals and innovative products while giving brands a unique platform to connect directly with their target audience.

INFLUENCERS

Influencer partnerships proved highly successful for FIT Show 2025, particularly through collaboration with Robin Clevett. His involvement generated strong engagement across social media, especially Instagram, before, during, and after the event. A joint Instagram post featuring Robin and Sam from South Coast Sealants attracted over 67,000 views, the highest ever on the FIT Show account, while an onsite demonstration video by South Coast Sealants gained over 65,000 views. Robin also hosted the Live Demo Zone and the influencers made a concerted effort to visit and engage with multiple exhibitors throughout the show.





FIT SHOW TV

Exhibitors at FIT Show 2025 benefited from additional exposure through FIT Show TV, with many taking part in onsite interviews featured on the official FIT Show YouTube channel. These interviews offered exhibitors a platform to showcase their products, share insights, and highlight their presence at the event to a wider online audience. The content has continued to generate views postshow, helping to extend the value of their participation and reach potential customers who may not have attended in person. FIT Show TV has proven to be a valuable tool for amplifying exhibitor visibility beyond the show floor.

View the post-show highlights here.

LATE NIGHT WEDNESDAY

FIT Show's Late Night Wednesday is an afterhours event with a relaxed atmosphere, where exhibitors host drinks and music on their stands. It took place during FIT Show. The event provides an opportunity for visitors to network and Socialise after their business day.

Late Night Wednesday continues to be a big draw for exhibitors and visitors of FIT Show. There was for instance a notable increase in attendance with a sizeable jump in people attending later in the day.

The majority of people who attended Late Night Wednesday said the feature was "Excellent".





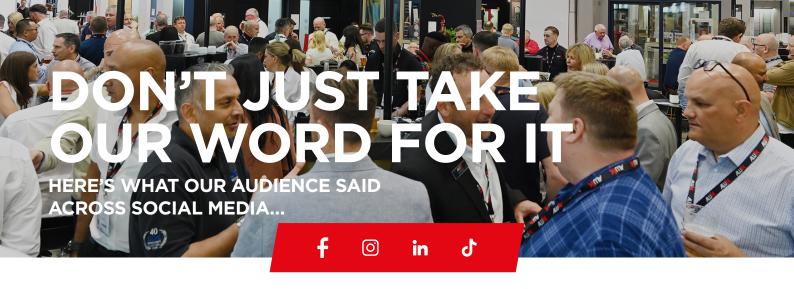
FIT SHOW 360

We understand that exhibiting at FIT Show is a big commitment for brands, which is why FIT Show 360 returned in 2025. This revolutionary tool which is designed to give exhibitors the opportunity to capture an online legacy recording of their stand at FIT Show.

Brand new for FIT Show 2023, exhibitors and visitors alike can now access FIT Show in our virtual realm, increasing the shelf life of exhibiting and broadening the reach of FIT Show to a global audience who might not have been able to attend.

For more details check out the virtual tour, visit

www.fitshow.co.uk/fit-show-360-fitshow25



"

Over the three days, we had some incredible conversations, made new connections and received an overwhelming response to our DucoGrille and Barrier Load Louvre systems. The FIT Show is always a fantastic opportunity to connect with the industry and showcase the quality and versatility that Sapphire Louvres has to offer.

Sapphire Louvres

"

What a show, what a team, what an industry. Thanks again to everyone who made it our best show yet.

Haffner Ltd

"

Having made our FIT Show debut the response was superb! Our stand was busy all three days, with existing customers and new business enquiries discussing our full range of highquality PVC-U windows, doors and conservatory roofs.

Modplan Limited

"

Last week our UK Team had a truly successful time during CiiLOCKS debut with a stand presence at the FIT Show 2025. The response to our product range was amazing.

CiiLock Engineering

"

We had a great time over on the UKO Group stand — meeting new faces, reconnecting with familiar ones, and showcasing what we're all about. We're already counting down to FIT Show 2027... bring it on!

UKO Group

"

We had a fantastic time connecting with our industry friends, meeting new installers and catching up with familiar faces.

Morley Glass & Glazing Ltd

"

We had a fantastic time at this year's FIT Show, catching up with some of our amazing clients. A few of them shared what it's really like working with Purplex, and we're excited to share their feedback!

Purplex

"

We made our debut at FIT Show 2025, and it was a huge success! After 35 years, we exhibited for the first time.

Safeware Hardware

EXHIBITING AT FIT SHOW

YOUR JOURNEY STARTS HERE...

FIT Show is so much more than a three day event. We take our exhibitors on a journey with us, from the moment they sign up to long after you leave the show. Are you ready to start your FIT Show 2027 journey today? The earlier you sign up, the sooner you can start gaining invaluable exposure for your brand as part of our campaign.

Get in touch to find out more about exhibiting today





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As we close the chapter on FIT Show 2025, I want to extend my heartfelt thanks to every exhibitor, visitor, and partner who made this event such a resounding success. Your passion, innovation, and willingness to share knowledge are what make FIT Show the beating heart of the fenestration industry.

The numbers speak for themselves: 10,129 attendees, 300+ exhibitors, and a digital reach of over 4.3 million. Our community's passion for innovation and collaboration was on full display, from the bustling Marketplace to the packed seminar theatres.

The insights and connections forged here will shape our sector for years to come. With a two-year wait until FIT Show 2027, now is the time to build on the momentum we've created together. Whether you exhibited, visited, or supported us in other ways, you are an essential part of our story - and our future.

I invite you to join us on the journey to FIT Show 2027. Let's continue to innovate, collaborate, and celebrate the achievements of our industry. We FIT Together.

With gratitude and excitement for what's ahead,

Mickie West

Nickie West Event Director, FIT Show

DON'T MISS

2027 SHOW

NEC BIRMINGHAM18 MAY - 20 MAY 2027

Start your FIT Show journey. Visit fitshow.co.uk

THANK YOU FOR YOUR SUPPORT AND SEE YOU AT





SHOW