

Final report

EXPO REAL 2025

EXPO REAL provides impetus: The industry is focusing on the future

8. October 2025

- Around 42,000 participants – slightly more than in the previous year
- Affordable housing emerged as the top topic at EXPO REAL 2025
- Cautious optimism in the industry

Following a period of uncertainty, the European real estate industry is again showing clear signs of stabilization. While high interest rates, economic challenges, and structural shifts continue to shape the market, there is also a renewed readiness to embrace opportunities and actively address future challenges.

Against this backdrop, EXPO REAL 2025 has once again affirmed its role as a central platform for dialogue, networking, and business development. From October 6 to 8, a total of 1,742 exhibitors from 34 countries and around 42,000 participants from more than 70 countries came together in Munich – a slight increase over the previous year. The increase in the share of international participants by almost five percent is also pleasing.

Changing market: Confidence is gradually returning

Stefan Rummel, CEO of Messe München, observes growing optimism: “EXPO REAL 2025 has impressively demonstrated that the real estate industry is regaining its confidence after a period of uncertainty. Despite continued challenging conditions, a new momentum can now be felt. The constructive interaction at the trade fair is a strong signal for a market that is gradually stabilizing. At the same time, it confirms the importance of EXPO REAL as a central platform with clear business benefit, on which international players forge new paths.” This positive shift is echoed by project developers, such as Ulrich

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
Fax +49 89 949 97-20802
sabine.wagner@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de



Höller, Managing Partner of ABG Real Estate Group, who notes: “EXPO REAL 2025 confirmed my assessment that the market is in a ‘settling down phase’ and that investor interest, albeit hesitantly, is slowly returning. The open exchange about market consolidation, challenges, and future opportunities is helpful in confirming business models and, where necessary, adapting and adjusting them.”

Housing as a key task for the future

Few topics dominated the trade fair as strongly as the housing market. The focus was on affordable housing, innovative construction concepts, and new approaches to utilizing existing properties. With the launch of the new “Flexible Housing” forum and publication of the EXPO REAL housing study, the trade fair delivered powerful momentum and presented tangible, practical solutions.

The importance of the issue was underscored by the visit of Federal Building Minister Verena Hubertz, who stated: “We need to put the focus back on construction. Everyone also agrees, no matter at what level you talk to people, whether it’s the mayor or a young family: We need more affordable housing. EXPO REAL is of course an institution, the whole industry meets here. I’m especially impressed by the many innovative solutions that are presented here. And that’s what we need: new answers in a market that must regain momentum.” The pressure to act extends to the European level, as Eamon Ryan, Chairman of the Housing Advisory Board of the European Commission in Dublin, explains: “Europe is facing a profound crisis in affordable housing. Addressing it must become a top political and economic priority. I firmly believe that public and private finance must work hand in hand if we are to solve the affordable housing challenge. It is vital that platforms like EXPO REAL continue to host focused discussions on affordable housing. I was genuinely encouraged by the strong turnout at the panel I participated in. It’s clear that this issue is high on the agenda for investors and developers.”

Dialogue and fresh impulses

EXPO REAL was once again the central meeting point for the real estate industry this year. It not only provided space to deepen existing networks and launch new projects, but also clearly demonstrated how essential in-person dialogue remains for the industry. Kai Mende, CEO of CBRE, emphasized its relevance: “EXPO REAL

2025 met our expectations of its role as a forum for the industry in full. Nowhere else is it possible to exchange ideas so intensively, discuss challenges and opportunities, and maintain the network so efficiently. That's more important than ever, especially as the new cycle begins." Cities and regions also used the trade fair specifically for dialogue with investors. Bernhard Grieb, Managing Director of Wirtschaftsförderung Frankfurt GmbH, highlighted this point: "EXPO REAL is a central platform for presenting Frankfurt's strengths as a business and real estate location internationally. After a challenging phase, we are seeing signs of stabilization in the real estate market and growing interest in investments. Right now it's clear how important EXPO REAL is: It promotes trust, exchange, and new investment stimulus."

Innovation as a driver

Innovations and new technologies are key building blocks for the future of the real estate industry – from decarbonization and digital business models to data-driven project development. This was clearly demonstrated in the "Transform & Beyond" area, where more than 80 exhibitors – including over 50 startups – showcased concrete solutions to address future challenges and provide momentum for the market's continued growth. Florian Chan, Managing Director of ChargeGuru, describes this added value from a business perspective: "EXPO REAL is a must-have event for us because it's an important meeting place for us with the top decision-makers and leading voices in the industry. Here we meet old and new faces that we don't see at many other events."

Prospects for the industry

EXPO REAL 2025 was more than just a platform for dialogue – it reflected the transformation of the real estate industry. Christina Mauer, CEO of einwert, sums it up: "While many panels were still talking about the challenges of recent years, we saw one thing above all at EXPO REAL: a spirit of optimism. The real estate industry is ready for innovation, and it needs it more urgently than ever. EXPO REAL proved that it is more than just a trade fair: It is the pulse of the industry."

The next EXPO REAL will be held in Munich from October 5 to 7, 2026.

More information about EXPO REAL can be found at: <https://exporeal.net/en/>

About EXPO REAL

EXPO REAL is Europe's largest trade fair for real estate and investments. It acts as a central platform for international market players to exchange ideas and do business. The trade fair covers all segments of the real estate industry, including office, retail, hotel, logistics and housing, and highlights the entire life cycle of real estate properties: from project development, financing and marketing, to operation. Special focus is placed on the topics of sustainability, digitalization and the transformation of the industry. The next EXPO REAL will be held in Munich from October 5 to 7, 2026.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.