

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

ORGANIZED BY

ITALIAN
EXHIBITION
GROUP

Providing the future

28-31
MAY

2026

EXPO CENTRE &
RIVIERA DI RIMINI,
ITALY

THE INTERNATIONAL EVENT DEDICATED TO THE ENTIRE WELLNESS COMMUNITY:

- the latest trends
- innovations and training for wellness professionals
- fitness and sport enthusiasts

RiminiWellness is an event that brings together under one roof all the major players in the fitness and wellness universe: exercise equipment manufacturers, gyms, fitness clubs, training institutions and trade associations, medical spas, health centers, rehabilitation, tourism and design, always with an eye on what the fitness community wants. A «HUB» for business, education and networking, consisting of different concepts; an observatory on new wellness trends and innovation, both for professionals and consumers.

- | | |
|--------------------|----------------------|
| • Health | • Appearance |
| • Fitness | • Mindfulness |
| • Nutrition | • Design |



FACTS & FIGURES 2025

Over
130k
visits



+32%
over 2024

350
Brands

190k
Sqm indoor
and outdoor

30
Pavillions

2k
Hours of training

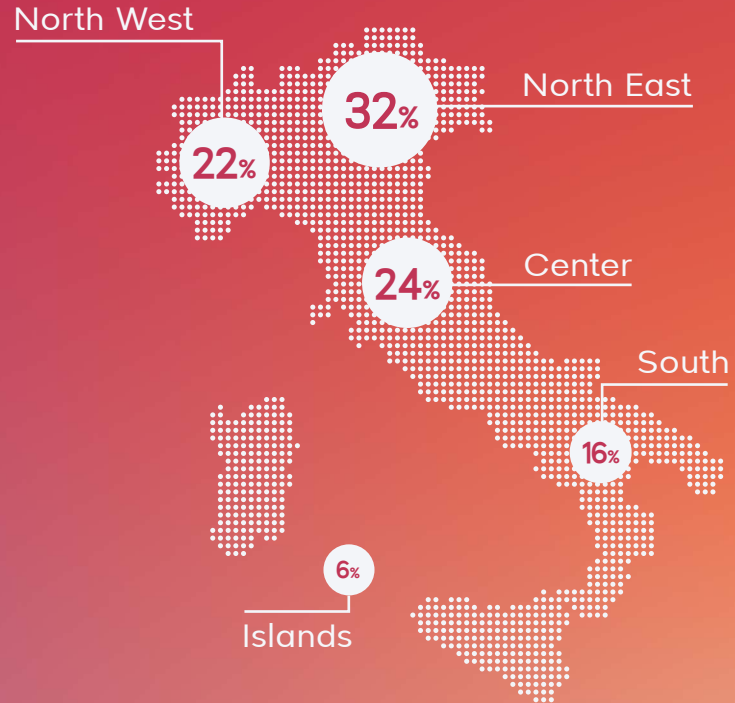
80
Conventions,
seminars and
training courses

Over
30
International
associations

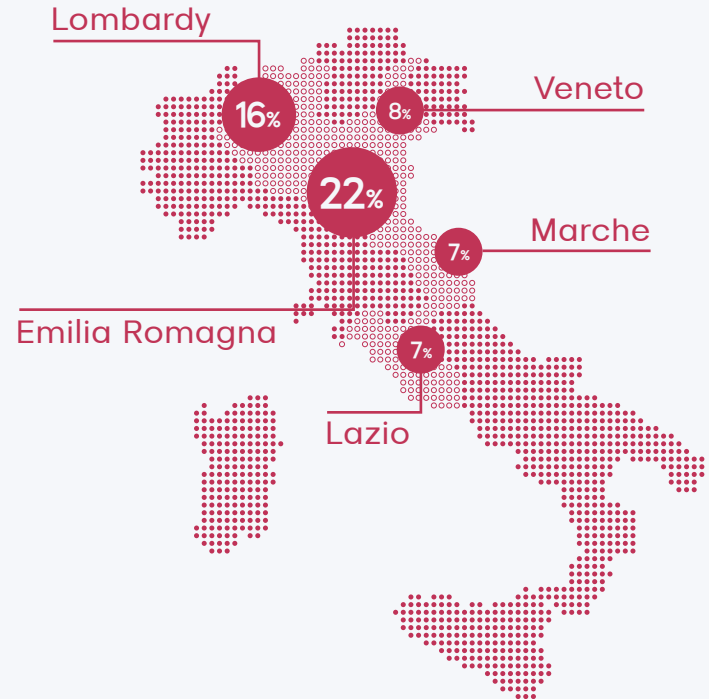
INTERNATIONAL VISITORS



ITALIAN VISITORS



FIRST 5 REGIONS



VISITOR PROFILE

GENDER

55%
Women



45%
Men

AGE

35% 25 - 34 yo

22% 18 - 24 yo

20% 35 - 44 yo

15% 45 - 54 yo

8% over 55 yo

PROFILE

70%
Consumers



30%
Professionals

WEB SITE

544k

Active website users
+52% over 2024

491k

Active Italian users
+51% over 2024

53k

Active International
users
+64% over 2024

TOP 10 FIRST COUNTRIES OF ORIGIN

- | | | | | |
|------------------|----------------|----------------|----------|-------------|
| 1. Italy | 3. Switzerland | 5. Germany | 7. Spain | 9. France |
| 2. United States | 4. Ireland | 6. Netherlands | 8. Uk | 10. Romania |

DIRECT MARKETING

180k

Email Marketing Database
+34% over 2024

34%

Average open rate

2,250mln

Unique opens

SOCIAL - FANBASE MEDIA REACH

208,000

Social fanbase
+15% over 2024

13,5mln

Social media reach
+42% over 2024



INSTAGRAM

80,045

Followers
+30% over 2024

3,757,183

Reach
+45% over 2024

236,528

Interactions
+29% over 2024

TIKTOK

13,122

Followers
+90% over 2024

7,480,916

Reach
+161% over 2024

37,167

Interactions
+183% over 2024

LINKEDIN

3,191

Followers
+54% over 2024

1,606

Reach

2,851

Interactions

FACEBOOK

109,818

Followers
+1% over 2024

2,135,108

Reach
-44% over 2024

37,926

Interactions
+29% over 2024

5,901

Total views
YOUTUBE LIVE

11,864

Total views
FACEBOOK LIVE

4

1 live stream per day

YOUTUBE

1,320

Followers
+32% over 2024

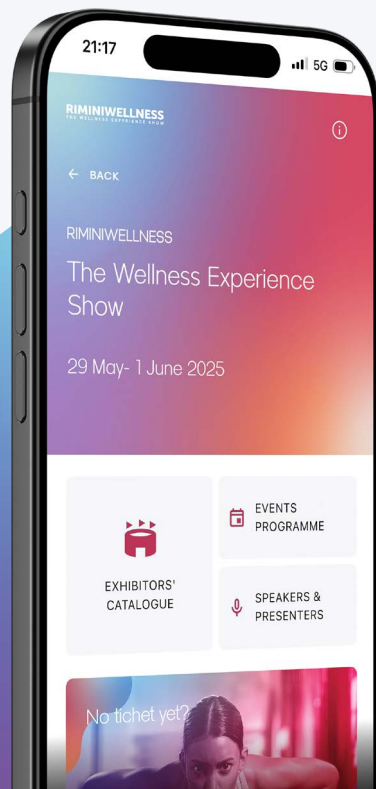
104,643

Reach
-60% over 2024

799

Interactions
+230% over 2024

FACTS&FIGURES - APP NEW 2025



Over
18,000
access of profiled
users to the app

Over
145,000
interactions in the
Exhibitors' section

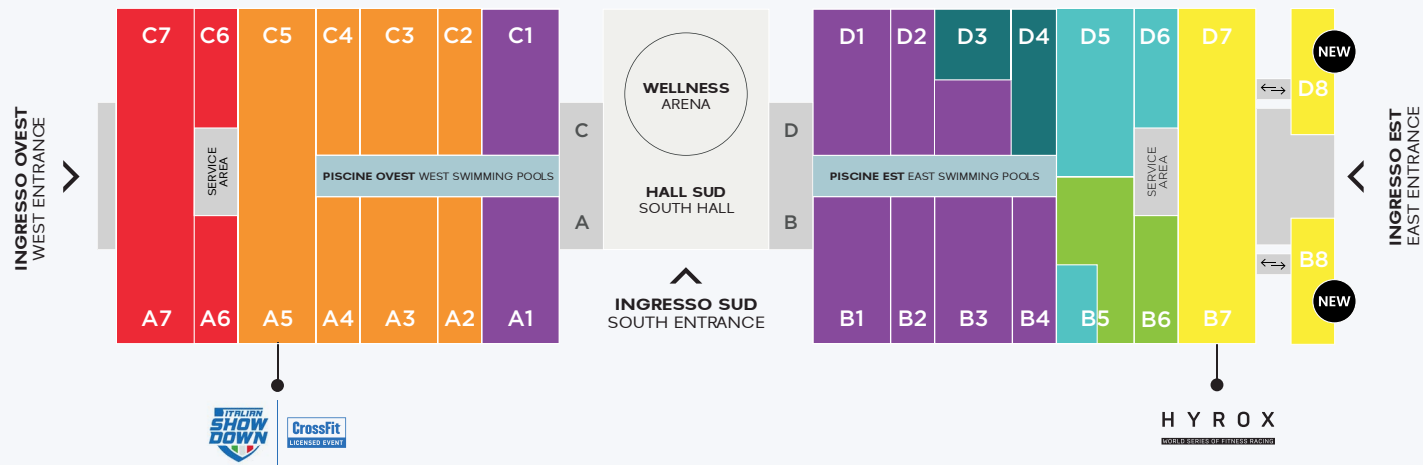
Over
30,000
interactions in the
Product section

9,000
leads collected by
lead scanner tool

Over
10,000
exhibitors and events
added to favorites

Over
130,000
interactions in the
Events' section

LAYOUT 2025



SETTORI SECTORS



STEEL



ACTIVE



FITNESS



HEALTH



WELLNESS



FOODWELL

RW BUYERS' CLUB

685

Business meeting

95

Buyer - corporate reasons

119

Companies

32

Countries

Bulgaria, France, Greece, Morocco, Poland, Romania, Spain, United States, Tunisia, Turkey, Ukraine, United Arab Emirates, Serbia, Slovakia, Czech Republic, Latvia, Qatar, Italy, Azerbaijan, Lithuania, Kazakhstan, Finland, Slovenia, Sweden, Canada, Georgia, Moldova, Kuwait, Denmark, Armenia, Portugal, North Macedonia

RWBUYERS' CLUB - INTERNATIONAL BUYER MATCHING

RiminiWellness has developed a specific programme designed exclusively to promote meetings between SELECTED INTERNATIONAL BUYERS and EXHIBITING COMPANIES. Exhibitors will access an online matching system before the exhibition to schedule B2B meetings which will be held directly at their stand during RiminiWellness.

IEG WELLNESS NETWORK

IEG WELLNESS NETWORK POSITIONING

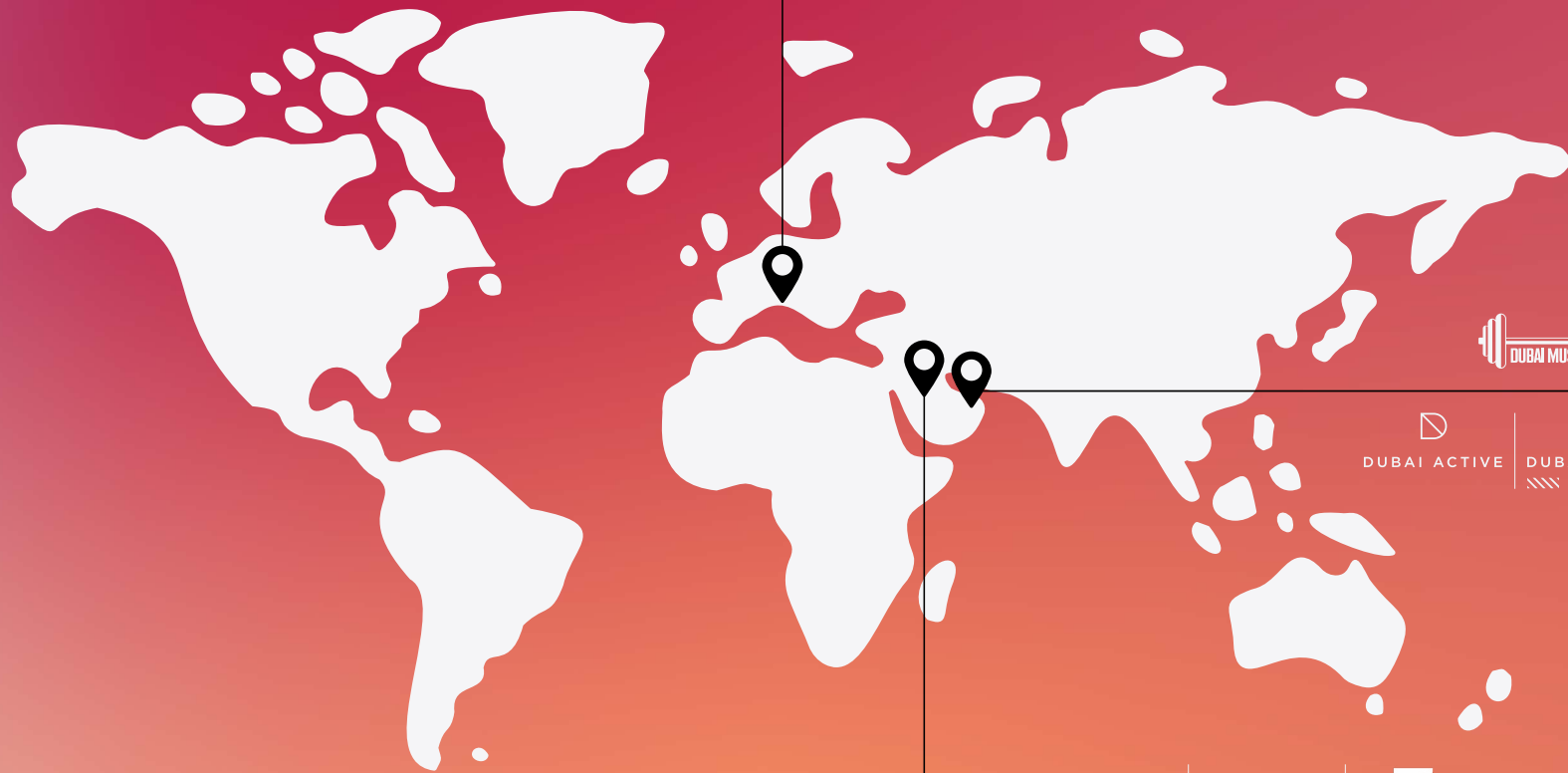
RiminiWellness is the **pinnacle** event of the Wellness network, a complete trade show in terms of product and exhibition offer, the ultimate B2C2B experience thanks to the investments of the International top brands in fitness and wellness both in terms of fitness business and brand awareness. Boost on new business development on related area as Health, Innovation, Nutraceuticals, Physiotherapy, Beauty, Active Life and Outdoor (Apparel and Equipment). Engagement in terms of both media and social media, thanks to the Community Catalyst strategy and the 360 all year long content creation strategy; geographic positioning boosted by RiminiWellness OFF.

Dubai is our **stepping stone** for business in the Emirates, which benefits from a more international audience and a leadership program (Dubai Active Industry) capable of connecting the leaders of the fitness business in the Middle East and Asia where the Hospitality and Real Estate sectors are more developed. Boost also on the Sport food supplements sector, thanks to a more accessible market and less strict rules. These sectors are growing strongly in that area, where the most important investments are concentrated, and which is more appealing for the target of international companies.

Riyadh is the **place to be** now, where funding is being attracted and where you can experiment in terms of formats for fitness clubs, boutique clubs and franchising, therefore also push a lot from the point of view of innovation and technology, thanks to the presence of many incubators, funds on innovation, dynamism in the start-up rising and scaling-up.

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DUBAI ACTIVE

DUBAI ACTIVE
INDUSTRY

RIYADH MUSCLE

RIYADH
ACTIVE

RIYADH ACTIVE
INDUSTRY

AN ALL IN ONE APPROACH THAT COMBINES HEALTH AND WELL-BEING. WHY ATTEND?



Connect with the community of wellness professionals and fitness lovers at once. Establish new business relationships and consolidate existing ones with both Italian professionals and international trade visitors.



Present your new products and services and boost your brand visibility with live streaming and social media sharing.



Identify the new wellness paradigms and connect with the ultimate wellness centres that combine the highest level of medical expertise, beauty treatments and customized fitness programmes.

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riminiwellness.com