

Türkiye's Production and Supply Power in Ceramics Takes Center Stage at UNICERA İstanbul

UNICERA İstanbul, bringing together the ceramics, bathroom and kitchen industries under one roof, will be held for the **37th time on November 2–6, 2026**, at **İstanbul Expo Center**. As Türkiye's **largest and one of the two largest fairs worldwide in its field**, UNICERA İstanbul will offer international buyers a powerful sourcing and trade platform for ceramics, bathroom, kitchen and related product groups.

Turkish Ceramics' Production Power Reflected in Global Rankings

Türkiye ranks 3rd in Europe and 8th in the world in the production of ceramic covering materials, and stands as the **world's 5th largest exporter with a 4% global export share**. In ceramic sanitaryware, **Türkiye is Europe's largest and the world's 4th largest producer**, while also ranking as the **world's 4th largest exporter in this field with a 5% global share**.

With products that combine aesthetics, hygiene, durability, water-saving solutions and alignment with contemporary bathroom trends, Türkiye offers a strong sourcing alternative in international markets. Reflecting this strong position, UNICERA İstanbul will bring together the sector's key product groups on the same platform, from ceramic tiles and coverings to sanitaryware, from bathroom fittings to kitchen solutions, and from construction chemicals to production technologies.

UNICERA İstanbul for Direct B2B Contact with Global Buyers

In its previous edition, UNICERA İstanbul hosted more than **90,000 professional visitors from 128 countries** and **over 1,200 brands across 120,000 m² of exhibition space**, standing out as one of the sector's strongest trade gatherings.

The fair's visitor profile includes ceramic importers and exporters, architects, interior architects, project and decoration companies, construction, plumbing and building materials companies, as well as public institutions and private companies. Welcoming qualified buyers from **Europe, the Middle East, Africa, Russia, the Turkic States and the Americas**, UNICERA İstanbul will continue in 2026 to be a strategic B2B platform for international buyers looking to meet reliable suppliers and explore competitive sourcing opportunities.

To join ceramic, bathroom and kitchen brands of the world, take your place!

Be an exhibitor: <https://en.unicera.com.tr/become-an-exhibitor/>

Free online invitation: <https://ticket.unicera.com.tr/>

For detailed information: <https://en.unicera.com.tr/>