



NKBA | KBIS

Feb. 17–Feb. 19
ORLANDO 2026

POST-SHOW REPORT

About KBIS

KBIS (Kitchen & Bath Industry Show) continues to be North America's largest trade show dedicated to all aspects of kitchen and bath design. Co-located once again with the National Association of Home Builders (NAHB)'s International Builders' Show (IBS) in 2026 to create Design & Construction Week (DCW), hundreds of thousands of design and construction professionals flocked to Orlando, Florida, to experience over a million square feet of design and innovation in-person.

KBIS Attendance

55,000+

NUMBERS AT A GLANCE:

600+

Exhibitors

200+

International
Exhibitors

100+

New
Exhibitors

500,000

NSF of KBIS
Exhibits

117,000+

DCW Total
Attendance

1,150,000+

DCW Total NSF

THANK YOU TO OUR SHOW LEVEL SPONSORS

PLATINUM SPONSORS



Thank you for connecting with Brio at KBIS. Discover more premium water solutions that elevate any space at briowater.com



Midea America reimagines home appliances with thoughtfully designed, surprisingly practical innovations that make life easier.



ZLINE provides an elevated luxury experience with industry-leading appliances and fixtures designed and shipped in the United States.

GOLD SPONSORS



Two iconic brands, Kichler and Progress Lighting, came together to unveil lighting solutions for all clients, aesthetics, budgets and builds.



TOTO USA leads the Americas with over 100 years of innovation, smart technology, and human-centered plumbing design.

Attendee Profile

TOP REASONS FOR ATTENDING:

1. Source new suppliers and products
2. Stay informed of industry trends
3. Develop business relationships

70%

of attendees have purchasing authority

Almost 7 in 10 attendees held senior leadership, ownership, management, or purchasing roles, ensuring engagement directly with those who make buying and specification decisions.

67%

design or specify products for luxury kitchen and bath projects

Nearly 7 in 10 attendees are engaged in luxury kitchen and bath projects, specifying budgets of \$150K+ for kitchens and \$70K+ for primary baths.

Top Business Segments:	Top Job Functions:	Top Products Categories:
Designer / Design Firm Remodeler / Contractor Cabinet Shop Kitchen & Bath Dealer Builder Wholesale / Distributor Retailer Fabricator Consulting Firm Appliance Distributor	Owner / Partner Salesperson Manager CEO / President Executive (SVP, EVP, CSO, VP) Associate Consultant Buyer / Purchasing Agent General Manager	Cabinetry Kitchen & Bath Technology Countertops Hardware Vanities Lighting Appliances Plumbing Fixtures Accessories Flooring / Floor Coverings

Attendee Profile

86%

were happy with
quality of exhibitors

78%

of attendees specify
kitchen & bath products

73%

find KBIS important
for their business

51%

are first-time
attendees



National & International Reach

TOP STATES:

- | | |
|-------------------|-----------------|
| 1. Florida | 6. New Jersey |
| 2. New York | 7. Texas |
| 3. Georgia | 8. Pennsylvania |
| 4. California | 9. Illinois |
| 5. North Carolina | 10. Virginia |

TOP COUNTRIES:

- | | |
|-----------|------------------------|
| 1. Canada | 6. Germany |
| 2. Mexico | 7. China |
| 3. India | 8. Brazil |
| 4. Turkey | 9. Costa Rica |
| 5. Italy | 10. Dominican Republic |

Exhibitor Profile

94%

met their objectives
at KBIS

85%

find KBIS important
for their business

83%

were satisfied with
the quality of attendees

80%

were satisfied with
quantity of attendees

93:1

Attendee to Exhibitor Ratio

TOP REASONS FOR EXHIBITING:

1. Generate new leads
2. Network with current distributors/partners
3. Gain media coverage and brand awareness



Media Partners

OFFICIAL PUBLICATION OF NKBA AND KBIS



OFFICIAL MEDIA PARTNER

HEMOWORTHY

MEDIA PARTNERS



Social Media

Total Social Audience:

185,000+

Social Engagements:

95,000

Total Impressions:

3M



Impressions

#KBIS2026:

300K+



Attending Media & Coverage

275

Attending
Media

380

Articles

1.8B+

Impressions

+20% YoY Increase in Consumer Media Attendance

INCLUDING:

ARCHITECT

BOH
BUSINESS OF HOME

FAMILY STYLE

MODERN LUXURY

SAVEUR

Wirecutter

MEDIA COVERAGE INCLUDED:

ADPRO

“That is what makes the Kitchen & Bath Industry Show (KBIS) a pillar of AD PRO’s annual trade show circuit. Yes, KBIS can be overwhelming...KBIS remains the best place for designers to demo the latest appliances, plumbing fixtures, and wellness amenities alongside the engineers who developed them.” – **Mel Studach**

ELLE DECOR

“There is a particular kind of energetic charge in the Orlando air as the doors swing open to the Kitchen and Bath Industry Show (KBIS) and the International Builders’ Show (IBS) and crowds of eager attendees (this year, over 117,000, breaking a show record) poured inside. Spread across three days and 600+ booths, the event feels like a supercharged design sprint where innovation, craftsmanship, and smart living converge.” – **Benjamin Reynaert**

Forbes

“The combined International Builders’ Show and Kitchen & Bath Industry Show — known collectively as Design & Construction Week — gives these specifiers and trend watchers a look at the latest offerings in hundreds of home product categories. Here are seven wellness-enhancing products that ranked as favorites this year by the pros, the press (me included) and various award judges. Which ones would you love to add to your place?”

– **Jamie Gold**

House Beautiful

“If a kitchen or bath upgrade is on your radar, the NKBA’s Kitchen & Bath Industry Show (KBIS) is where you get a first look at the products and ideas that will shape those decisions. The annual show in Orlando, Florida, is less about spectacle and more about what will soon land in real homes—what’s worth investing in, what genuinely improves daily routines, and what simply looks good under bright lights.” – **Carisha Swanson**

MODERN LUXURY

“For kitchen and bathroom-focused businesses, the Kitchen & Bath Industry Show, or KBIS, is a highly anticipated event year after year. As North America’s largest kitchen and bath trade show, KBIS is a huge resource for gathering inspiration, networking and learning all about the industry’s latest.” – **Chandler Pibb**

Hard Hat Media Tour at KBIS 2026

The Hard Hat Media Tour is one of the most sought-after opportunities for exhibitors to share their newest and most exciting products with an exclusive group of influential media allowed at KBIS before opening to the public.

8 Participating Brands
20+ Attending Media
20+ Articles
122M+ Impressions



ATTENDING MEDIA INCLUDED:

House Beautiful
 Aspire Design +
 Home
 C&G
 Family Style
 Forbes
 Galerie
 Homes.com
 Pro Builder

TITLE SPONSOR

artika

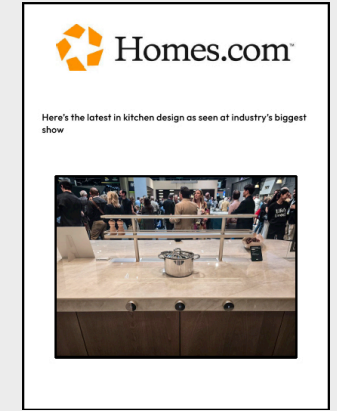
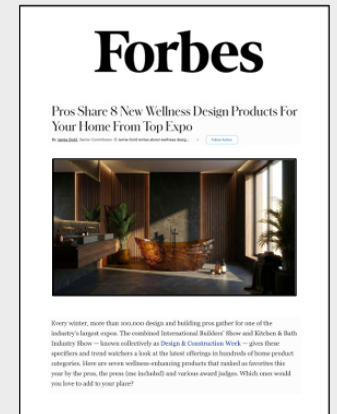
BREAKFAST SPONSOR

SKS

COFFEE SPONSOR

EMPAVA

MEDIA COVERAGE INCLUDED:



KBIS Ambassadors

The KBIS Ambassador Program at KBIS 2026 spotlighted influential industry leaders who extended the show's impact beyond the show floor and into broader industry conversations. Through authentic, real-time storytelling, ambassadors captured the energy, innovation, and defining moments of KBIS, sharing them with highly engaged audiences across digital platforms.

By amplifying key experiences, product discoveries, and exhibitor stories during and after the show, the program enhanced brand visibility, strengthened community connection, and reinforced KBIS's position as the leading voice of the kitchen and bath industry.

100+

Pieces of content

600,000+

#KBISAmbassador reach

540,000+

Total impressions



**Ahmad
AbouZanat**
Founder & Lead
Designer

PHOTO: EOLO PERFIDO



Amber Guyton
Interior Designer +
Content Creator

PHOTO: MECCA GAMBLE
PHOTOGRAPHY



**Benjamin
Johnston**
Partner and
Creative

PHOTO: JULIE SOEFER



Rajni Alex
Principal
Designer

PHOTO: CHRISTY KOSNIC



Tamara Day
Award Winning
Designer +
TV Host

PHOTO: PAUL VERSLUIS



**Ronald Alvarez
Monica Santayana**
Founders,
MONIOMI Design

PHOTO: JEANNE CANTO

Best of KBIS Awards

SPONSORED BY **LUXE**
INTERIORS + DESIGN

As the industry's premier awards program, Best of KBIS, sponsored by LUXE Interiors + Design, recognizes the pioneers and trailblazers who are behind the most cutting edge and innovative products in the kitchen and bath industry.

100
Placements

185M+
Impressions

1.4K
Organic Social Mentions



Innovation Hour



Innovation Hour debuted at KBIS 2026 as a new, fast-paced, design-forward “show + tell” awards session, highlighting emerging materials, product features, and design details that are quietly shaping the future of kitchen and bath spaces. Nine exhibitors competed for three winning titles selected via live audience voting.

INNOVATION HOUR IN ITS FIRST YEAR:

30+
Posts

1K+
Engagements

44K+
Impressions

PLUS:

20+
Media
Placements

1.5M+
Impressions

NEXTStage & LUXURY Lounge

NEXTStage and LUXURY Lounge at KBIS 2026 delivered curated, hosted sessions designed to inspire, inform, and ignite creativity across the kitchen and bath industry.

NEXTStage

3	4	20+	50+
Hosts	Tracks	Sessions	Personalities
400+		2M+	
Online Mentions		Reach	



LUXURY Lounge

10+	40+	150+	3M+
Sessions	Personalities	Online Mentions	Reach

LUXURY Lounge at KBIS 2026 was designed by **Julee Ireland** in partnership with



Homeworthy x KBIS Live Studio

The Homeworthy x KBIS Live Studio, powered by Monogram, CAFÉ and GE Profile, debuted at KBIS 2026 and was the ultimate destination for live design interviews, trend forecasts, and insider conversations from the show floor.

Hosted by Alison Kenworthy, 3x Emmy Award-winning journalist and founder of Homeworthy, the Live Studio brought together top designers, architects, brand leaders, and industry innovators shaping the future of kitchens and baths.

30
Sessions

25+
Personalities

3M+
Impressions



KBIS Podcast Studio



The KBIS Podcast Studio, sponsored by AjMadison and hosted by Josh Cooperman of Convo by Design, was a standout feature at KBIS 2026. Industry podcast leaders, along with influential special guests, recorded live conversations that delivered fresh insights and engaging dialogue across the kitchen and bath industry, underscoring the impact of storytelling within the design community.

10
Podcasters

20
Episodes

30+
Guests

750k+
Social Reach



Feb. 2 – Feb. 4
LAS VEGAS 2027

See You in Las Vegas!

Be part of the industry's premier kitchen and bath event—where cutting-edge products, design innovation, and powerful connections drive business forward.

Join us at KBIS 2027, February 2–4, for North America's largest kitchen and bath industry show at the Las Vegas Convention Center.

SECURE YOUR SPACE AT KBIS 2027. CONTACT OUR TEAM TODAY!



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