GET NORD
Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning

Press release

Modern Bathrooms for All Generations:
GET NORD 2026 Showcases Trends for Comfort and Health

Hamburg, 8 September 2026 – Comfort, accessibility and sustainability are shaping the future of bathroom design. From 19 to 21 November 2026, GET NORD at Hamburg Messe und Congress will showcase innovative products and technologies for modern bathroom planning, design and renovation, demonstrating how these requirements can be put into practice. In addition, trade visitors will gain a comprehensive overview of current industry developments through the new Daily Guided Tours on the topic "Bathroom of the Future: Accessible & Intelligent".

The topics featured at GET NORD address a market with considerable potential: around seven million bathrooms in Germany are in need of renovation. This is the conclusion of the "#germanbathrooms" baseline study conducted by the German Sanitary Industry Association (VDS) [1]. The modernization backlog creates significant market opportunities for the HVAC and plumbing trades. While residential construction continues to fall short of expectations, more than 83 percent of revenue in the plumbing, heating and air conditioning sector is now generated within the existing building stock, according to the German Sanitation, Heating and Air Conditioning Association (ZVSHK)[2]. Bathroom modernization is therefore one of the industry's most important growth areas. At the same time, consumer expectations are rising. Demand is growing for bathrooms that combine comfort, sustainability and accessibility while meeting the needs of different generations. GET NORD addresses these developments and presents products, technologies and concepts that enable specialist contractors to meet the growing demand for modern and future-proof bathrooms.

Innovations for Modern Bathroom Design

In Hall B6, renowned manufacturers will present their latest products and concepts for bathroom design. The exhibition will demonstrate how innovative sanitary technology, modern shower toilets, intelligent installation systems, high-quality fittings, stylish bathroom furniture, and creative material and colour concepts can be combined to create sophisticated bathroom environments. Exhibitors include **Geberit** and **TOTO**, which will showcase the latest developments in hygiene, comfort and modern sanitary technology. Another focus will be on the further development of flushing and shower systems as well as flexible installation solutions that can be adapted to different structural and design requirements. Overall, a clear trend is emerging towards holistic bathroom concepts that combine functionality, design, hygiene and comfort.

Demographic Change Increases Demand for Age-Friendly Bathrooms

Another key focus is on future-oriented bathroom concepts tailored to the needs of an ageing society. Demand for age-appropriate solutions is growing: according to forecasts by the Federal Statistical Office, one in four people in Germany will be aged 67 or older by 2035. In 2024, the figure was still one in five. By the end of the 2030s, the number of people aged 67 and over is expected to increase by four to five million, reaching at least 20.5 million[3].

[1] www.sanitaerwirtschaft.de/aktuell/germanbathrooms
[2] www.zvshk.de/fileadmin/zvshk.de/user_upload/Redaktion/Anhaenge_Presse/11_PM_Konjunkturbericht_Fruehjahr_2.pdf
[3] www.destatis.de/DE/Presse/Pressemitteilungen/2025/12/PD25_446_12.html?utm_source=chatgpt.com

Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 2441/2451
presse@hamburg-messe.com
get-nord.com

Management Board: Uwe Fischer (CEO), Heiko M. Stutzinger (CEO)
Chairman of Supervisory Board:
State Secretary Dr. Christopher Schwieger
Commercial register: local court Hamburg HRB 12054

Registered office: Hamburg
Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125

As society ages, the need for care is also increasing, making appropriately adapted living environments ever more important. According to current calculations by the Federal Statistical Office, the number of people requiring care could rise to around 6.7 million by 2060[4]. As most care will continue to take place in private homes, adapting housing and particularly bathrooms is becoming increasingly important. Around 5.07 million people requiring care could be supported on an outpatient basis or within their own homes, while approximately one million people could be living in care facilities.

Accessible Bathrooms: Flexible Concepts for Existing Housing Stock
For the modernization of existing bathrooms, numerous manufacturers, including **Geberit, TECE, hansgrohe, SCHELL, GROHE, HANSA** and **Viega**, will showcase intelligent equipment and design solutions that allow bathrooms to be flexibly adapted to changing life situations. These include accessible design concepts, level-access showers, ergonomically designed fittings and flexible installation systems that enable long-term usability. These approaches are complemented by intuitive operating concepts, comfortable shower systems and additional features that support safety and independence in the bathroom. The trend is increasingly moving towards solutions that do not regard accessibility as a purely functional aspect, but instead integrate it naturally into modern design and individual bathroom concepts.

The Daily Guided Tour "**Bathroom of the Future: Accessible & Intelligent**," led by consultant and architect **Antje Voss** from the association Barrierefrei Leben e.V., will demonstrate how accessible and age-friendly bathroom concepts can be implemented in practice. Two tours will take place each day of the exhibition, offering insights into contemporary solutions and innovative approaches to designing future-proof bathrooms. Registration details and further information will be available to interested trade visitors on the GET NORD website from October onwards.

Sustainable Bathroom Concepts: Lower Consumption, Greater Quality of Life
Resource conservation is one of the defining developments in the sanitary industry in 2026. Against the backdrop of increasing periods of drought and growing climate and environmental protection requirements, the Sustainable Bathroom is becoming the standard, both in new construction and renovation projects. Manufacturers such as **GROHE, hansgrohe** and **KLUDI** will demonstrate how water and energy efficiency can be combined with comfort and premium design. The focus is on technologies that provide an intensive user experience while reducing resource consumption. These include water-saving shower systems, efficient fittings, intelligent controls and innovative approaches to heat recovery. At the same time, sustainable solutions are increasingly being integrated into holistic bathroom concepts that combine resource efficiency, comfort and individual design. A growing trend can also be seen in fittings and shower systems towards intuitive operation, efficient resource use and durable solutions. New installation and concealed system concepts, together with coordinated bathroom components, enable a harmonious combination of technology, functionality and design.

[4] https://www.demografie-portal.de/DE/Fakten/pflegebeduerftige.html

Construct-X at GET NORD 2026: A Digital Future for the HVAC and Plumbing Trades
In addition to innovative products, sustainable concepts and future-oriented bathroom solutions, GET NORD 2026 will also focus on the digital transformation of the HVAC and plumbing trades. Modern bathrooms are no longer created solely through technical innovation and premium design, but increasingly through efficient digital processes in planning, coordination and implementation. In Hall B2 Ground Floor, the German Sanitation, Heating and Air Conditioning Association (ZVSHK) will present the **Construct-X** research project and demonstrate how digital networking can support future work in the HVAC and plumbing trades. The project's objective is to enable the secure and efficient exchange of data throughout the construction and renovation value chain and to improve collaboration between all stakeholders involved. For HVAC and plumbing companies, Construct-X offers tangible benefits: digital processes simplify and accelerate planning and execution, improve interfaces and reduce administrative effort. In this way, the project helps specialist contractors make workflows more efficient and secure their competitiveness in an increasingly digitalized industry over the long term.

Secure Your Ticket Now!
Trade visitors can purchase their ticket for GET NORD 2026 under Tickets & invitations - GET NORD. Media representatives can find accreditation options here on the website.

Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 2441/2451
presse@hamburg-messe.com
get-nord.com

Management Board: Uwe Fischer (CEO), Heiko M. Stutzinger (CEO)
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About GET NORD

GET NORD is Germany's pioneering joint trade fair for technical building equipment, leading nationwide in connecting the electrical, sanitary, heating, and air-conditioning sectors, and it is the most important building technology trade fair in Northern Germany. It takes place every two years at the Hamburg Messe und Congress exhibition grounds and, with its forward-looking trade fair concept, connects the various building technology trades with architects, planners, wholesalers, and industry representatives.

Around 650 companies present their latest products and innovative solutions on the topics of energy efficiency, renewable energies, energy management, building equipment, and building system technology. GET NORD thus serves as a platform and driver for future-oriented building technologies and climate-friendly solutions for the home. The next event will take place from 19 to 21 November 2026 in Hamburg.

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Follow us on LinkedIn, Facebook, and Instagram.

Press contact GET NORD:
Juliane Schönherr, Tel.: +49 40 3569-2460
E-mail: juliane.schoenherr@hamburg-messe.de