



Housing in transition: solutions for efficiency and comfort at ISH 2027

Frankfurt am Main, 23 June 2026. The housing sector in Germany and across Europe is undergoing a period of transformation. High-density housing, increasing energy efficiency requirements and a growing need to modernise existing buildings are significantly changing the parameters for planning and construction. The demand for housing remains high, whilst expectations regarding comfort, resource use and long-term usability are evolving considerably.

ISH 2027, taking place in Frankfurt am Main from 15 to 19 March 2027, will demonstrate how these requirements can be put into practice. The world's leading trade fair for HVAC and water focuses on solutions that integrate technical building systems and tailor them to real-world applications.

Market trends in residential construction

Current market data also highlight the extent of this transformation: following the sharp declines of recent years, Euroconstruct expects the European construction industry to return to growth from 2026. Residential construction, in particular, is set to recover gradually and regain momentum by 2028. At the same time, the existing building stock is becoming increasingly important. Energy-efficient refurbishments, modernisation and the adaptation of existing buildings to new requirements are increasingly shaping construction activity in Europe. The focus is therefore shifting from the creation of new housing towards the sustainable development of existing buildings.

This development is fundamentally changing the requirements placed on buildings. Energy efficiency and operating costs remain key issues, whilst comfort and long-term usability are gaining in importance. Living spaces should be able to adapt flexibly to different stages of life. Age-appropriate designs are thus becoming an integral part of modern housing strategies. (Source: Euroconstruct/ifo Institute, 101st Euroconstruct Conference, Helsinki, June 2026)

New Challenges for Existing Buildings and New Developments

It is particularly in residential construction that we see just how closely these requirements are interlinked. Comfort, energy consumption and water usage are increasingly viewed as an integrated system. Rising construction costs, a high demand for skilled labour and refurbishment projects carried out whilst the building is occupied further complicate implementation. What is needed are solutions that can be implemented cost-effectively and function reliably in the long term.

What such solutions might look like in practice becomes clear where requirements and technical implementation converge and where the different perspectives of the housing sector come together.

Solutions for residential construction at ISH

As living space becomes scarcer and demands for comfort and usability rise, the focus is shifting towards the design of functional and flexible bathrooms. In the 'Bathroom' solution area, ISH 2027 demonstrates how design, hygiene and long-term usability can be combined – and which approaches are equally suitable for project developers, planners and contractors. From compact concepts for high-density housing to accessible bathroom solutions fittings and clever installation systems.

The efficient use of water and energy is simultaneously becoming a key factor in operating costs and security of supply – particularly for housing associations, residential property companies, and facility operators. The 'Water-bearing Systems' solution area showcases innovations that address precisely these issues: hygienic drinking water installations, optimised heating circuits and systems for drainage and rainwater harvesting help to conserve resources whilst ensuring high safety standards.

In view of rising energy requirements, the question of future-proof heating supply also arises. The 'Heat Generation' solution area brings together technologies such as heat pumps, hybrid systems and the integration of renewable energies, which are relevant both for the design and the cost-effective operation of residential buildings.

At the same time, the quality of indoor spaces is becoming increasingly important. It is particularly evident in energy-efficient buildings just how important controlled ventilation is. The 'Indoor Air' solution area therefore presents concepts that ensure a healthy indoor climate and meet the increased demands for comfort and well-being – an aspect that is becoming increasingly important for both designers and operators.

To ensure that these systems can be implemented effectively under real-world conditions, practical installation solutions are also coming into focus. The 'Installation' solution area demonstrates how construction and refurbishment processes can be made more efficient through prefabricated components, optimised workflows and modern installation concepts. For HVAC and plumbing contractors as well as specialist distributors, these approaches offer tangible opportunities to improve efficiency and simplify on-site implementation.



Bathrooms in residential buildings: solutions for comfort, resource efficiency and long-term usability in everyday life. Source: Messe Frankfurt Exhibition GmbH/Pietro Sutera

Professional exchange and knowledge transfer

ISH 2027 will be complemented by a varied programme of events featuring specialist presentations, conference sessions and expert forums. The focus is on current developments in energy-efficient building services, sustainable water use and modern interior concepts. Challenges in residential construction will also be addressed – from the refurbishment of existing buildings and the decarbonisation of heating systems to comfort-oriented and long-term sustainable housing concepts.

ISH

The next ISH, the world's leading trade fair for HVAC and water, will take place from 15 to 19 March 2027 in Frankfurt am Main. www.ish.messefrankfurt.com

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