

From bionic mops to AI-powered cleaning robots: Hygienalia celebrates its largest industry gathering in Madrid

The event will bring together, from November 4 to 6 in Madrid, 145 direct exhibitors and nearly 200 companies and brands from 14 countries—an 11% increase compared to the last edition.

Hygienalia, organized every two years by Feria Valencia, will occupy 15,000 m² of gross exhibition space in Hall 3 of IFEMA and will complement its commercial offer with around twenty conferences and round tables.

The fair will welcome a trade mission of professionals from 20 countries and will organize B2B meetings between exhibitors and international buyers.

València, October 29, 2025.— Everything is ready for the country's largest professional event for the cleaning, hygiene, and laundry sector. The seventh edition of Hygienalia will open its doors from Tuesday, November 4, to Thursday, November 6, in Hall 3 of IFEMA Madrid, in another edition that once again surpasses the benchmarks of previous ones.

Indeed, the biennial event organized by Feria Valencia has consolidated itself as the leading showcase for innovations in a sector with significant business volume in the industrial sphere. According to recent studies, the turnover of the hygiene and industrial cleaning sector in Spain stands at around €8 billion, with exports growing by 6.23% in 2025 so far. Meanwhile, the industrial hygiene and cleaning machinery industry moves around €242 million.

Hygienalia grows by 11% in exhibitors

In this context, the sector has responded strongly to Hygienalia's call, which will feature 145 direct exhibiting companies, representing nearly 200 firms and brands—a growth of about 11% compared to the previous edition. The fair's high level of international participation stands out, with 20% of exhibitors coming from Germany, Brazil, Bulgaria, the Czech Republic, China, Finland, France, Hong Kong, Italy, the Netherlands, Portugal, the United Kingdom, and Turkey. Among Spanish exhibitors, the Valencian Community leads with 34, followed by companies from Catalonia and Madrid.

Hygienalia has also expanded its exhibition area compared to the last edition, growing to 15,000 square meters of gross space—effectively filling Hall 3 of IFEMA Madrid, one of the largest areas in the venue.

Buyers from more than 20 countries

Continuing Feria Valencia's commitment to internationalization, Hygienalia 2025 will host several inbound trade missions of buyers from around 20 key markets for exhibitors, with support from institutions such as the Generalitat Valenciana, IVACE + i Internacional, and ICEX, and coordination by the sector's employers' association, ASFEL.

In addition, Hygienalia will host "B2B Meetings," an initiative launched in 2015 by ASFEL (the Spanish Association of Cleaning and Hygiene Product Manufacturers), promoting business meetings between Hygienalia 2025 exhibitors and international buyers at no cost to participants.

What's new at Hygienalia?

This edition will focus on technology, innovation, and sustainability, featuring dozens of new products and patents introduced by exhibitors. Highlights include advances in automation and robotics, such as automated wringers, bionic mops, connected industrial cleaning machines, and digital dosing systems for production environments.

New solutions for professional floor care and laundry, as well as premium hygiene and personal care products with eco-friendly formulas and probiotics combining efficiency and low environmental impact, will also be showcased.

Technology and biotechnology will play a key role, with advanced carbon batteries, smart detergents, and 100% recyclable packaging, while digital monitoring and process control systems will optimize cleaning and enable sensory experiences through smart fragrances. There will also be an emphasis on ergonomic and functional product design to facilitate professional use, along with comprehensive solutions for urban and healthcare hygiene contributing to health and well-being.

Additionally, three themed areas will stand out:

- **Robot Line**, featuring autonomous cleaning robots equipped with artificial intelligence and 3D laser navigation for both large and small spaces, enhancing efficiency and reducing the need for human intervention.
- **Green Line**, showcasing eco-friendly solutions such as ultra-concentrated detergents with European certification, on-site cleaning systems without

traditional chemicals, and products made from recycled materials—reflecting the sector's commitment to sustainability and waste reduction.

- **Red Line**, presenting innovations in professional cleaning products, including probiotic detergents and specialized disinfectants combining efficiency, safety, and environmental respect.

Conference program

The fair will also feature an extensive conference schedule in the same hall, addressing key topics for the professional cleaning sector such as digitalization, artificial intelligence (AI), sustainability, and food safety. On Tuesday, November 4, the day will begin with a tribute to Josep Pinent, Hygienalia's first president. Then, the Camilo José Cela University will present a tool to optimize collective bargaining in the cleaning sector. Other topics include strategies to improve employability through web tools and digital solutions for Facility Services management. In the afternoon, sessions will focus on the Integral Hygiene System (SHI) as a new standard in professional hygiene and the importance of measuring performance and efficiency in cleaning processes.

On Wednesday, November 5, discussions will cover public procurement and SME access to the sector, aiming to facilitate participation in public tenders. Other sessions will explore the impact of AI on the sector and workplace absenteeism. On Thursday, November 6, the focus will shift to entrepreneurship challenges in the chemical sector, technological applications in cleaning and disinfection processes, and ensuring food safety.

Schedule and free online entry

Hygienalia will open its doors at IFEMA Madrid from Tuesday, November 4, to Thursday, November 6, from 10:00 a.m. to 6:00 p.m., except on the final day when it will close at 4:00 p.m. Admission is free for professionals who register online through the provided link; on-site registration at the venue counters will have a fee.

About Hygienalia

Hygienalia is the largest event in the Iberian Peninsula for the professional cleaning, hygiene, and laundry industry. It brings together manufacturers, distributors, and professionals every two years and serves as the meeting point for the various industrial segments that make up Spain's professional hygiene and cleaning sector. Organized by Feria Valencia, the event is supported by the cleaning products association ASFEL and the Spanish Association of Manufacturers and Importers of Industrial Cleaning Machinery (AEFIMIL), led respectively by Juan Carlos Cebriá (ASFEL) as Committee President and Antonio Albesa (AEFIMIL). It also has the backing of the multisectoral association ARVET and organizations such as ICEX and

IVACE + i Internacional. In its last edition, it welcomed more than 6,500 professional visitors.

+info

<https://www.hygienia.com/>

+info

<https://www.hygienia.com/>



**FERIA
VALENCIA**

feriavalencia.com · feriavalencia@feriavalencia.com +34 96 386 11 00 / +34 96 386 12 00

