



Veronafiere: Countdown to Progetto Fuoco from 25 to 28 February

BIOMASS HEATING WINS OVER ITALIANS 1 IN 2 FAMILIES CONSIDERS IT AS AN ALTERNATIVE TO GAS THE NOMISMA SURVEY FOR PROGETTO FUOCO AHEAD OF THE FAIR OPENING IN VERONA WITH 430 BRANDS

Federico Bricolo, President of Veronafiere: «Since 1999, Progetto Fuoco has been the natural home of the wood-energy supply chain: a world-leading event, built together with companies and recognised by the market. The international format of the exhibition will continue to grow abroad as well, with a new project dedicated to North-East Europe set to debut in January 2027.»

Milan, 12 February 2026 – In a context marked by concerns over rising energy costs, **biomass heating systems** are becoming an option increasingly viewed favourably by Italian families. Wood and pellets are already well established, **with one in four families** using them for heating, especially in rural areas and small municipalities. Biomass evokes warmth, comfort, sustainability and quality of life, and is perceived as more cost-effective and more sustainable than gas. For this reason, **over 50% of families would consider installing a biomass system**, with pellet emerging as the most desired fuel.

These are some of the findings from a new survey conducted by **Nomisma**, which captures awareness and perceptions of wood-based biomass heating systems among Italian households. The data opens up positive market prospects for a supply chain that looks to the future with confidence and will gather at **Progetto Fuoco**, the world's most important event dedicated to heating appliances and energy production through biomass, organised by **Veronafiere** and scheduled from **25 to 28 February** at the Verona exhibition centre.

The wood-energy supply chain as a whole includes more than **14,000 companies** in Italy, generating turnover **exceeding €4 billion** and employing over 72,000 people. Italian technology manufacturers represent a flagship of Made in Italy and are European market leaders, accounting for more than 70% of the market. From stoves and fireplaces to boilers, barbecues and wood-fired cookers Progetto Fuoco will host **430 brands, 42% of which from 38 foreign countries**, showcasing all the latest market innovations across 65,000 square metres of exhibition space, spread over seven halls and an outdoor area. **More than 40,000** professional visitors are expected in Verona, including 10,000 from abroad, who will be able to discover at least **5,000 products on display**, most of them in operation thanks to a dedicated smoke extraction system.

The event will also provide an opportunity to discuss the latest regulatory developments in energy efficiency and sustainable forest management, alongside a rich programme of conferences, workshops, round tables and professional training sessions.

The 2026 edition of Progetto Fuoco was presented during a press conference held at Dream Factory in Milan. Participants included **Federico Bricolo**, President of Veronafiere; **Monica Pontarin**, Progetto Fuoco Event Manager; **Emanuele Di Faustino**, Head of Industry, Retail and Services at Nomisma; **Annalisa Paniz**, Director General of AIEL; **Adolfo Rebughini**, General Manager of Veronafiere; and **Valeria Santolin**, Exhibition Manager B2B Area at Veronafiere.

«The data presented by Nomisma confirms that biomass heating is a concrete, modern and sustainable response to current energy challenges, » commented **Federico Bricolo**, President of Veronafiere. «In this context, since 1999, Progetto Fuoco has been the natural home of the wood-energy supply chain: a world-leading event built together with companies and recognised by the market. The international format will continue to expand abroad, with a new project dedicated to North-East Europe debuting in January 2027.»

Biomass, the Nomisma survey

The survey conducted by **Nomisma** for Progetto Fuoco, carried out in January 2026 on a sample of 800 respondents representative of the Italian population, takes place in a context marked by strong economic and geopolitical uncertainty, in **which rising energy costs** are a central concern for around one in four families, creating favourable conditions for evaluating alternative heating solutions compared to traditional systems. In this scenario, wood-based biomass shows a good level of maturity in terms of awareness and adoption. More than half of Italian families say they have heard of it, and **more than 4 out of 10 report having in-depth knowledge**. Adoption is far from marginal: about **one in four families currently uses biomass heating systems — in their primary and/or secondary home** — confirming that this technology is already well established in the domestic energy landscape.

Analysis of user profiles highlights greater diffusion in small municipalities (37% of the sample) and rural areas (40%), particularly in **southern Italy** (30%), and in detached homes. From a perceptual standpoint, biomass heating is mainly associated with **warmth, relaxation and conviviality**. Compared directly with traditional gas systems, it is perceived as more cost-effective, **more sustainable and higher-performing**, especially by users who already have direct experience with it. Among current users, **fireplaces and thermo-fireplaces** prevail (49%), followed by **stoves and thermo-stoves** (45%), while **biomass boilers** represent a more marginal solution (6%). The emerging picture is of a relatively ageing installed base: more than half of users installed their systems **over 10 years ago**, highlighting significant potential for technological renewal. In this context, public incentives play a crucial role: tools such as **Ecobonus, Conto Termico and Bonus Casa** are perceived as a concrete lever to encourage adoption. However, awareness of these incentives is not yet fully consolidated, remaining limited to just **over one in three Italians**.

Once adopted, biomass delivers a positive user experience, with potential loyalty and word-of-mouth effects: biomass system users report higher overall satisfaction (49%) than those with other solutions (45%), with thermal comfort and consumption control emerging as the main satisfaction drivers. Looking ahead, growth potential appears significant. In a hypothetical scenario involving a new home, **more than one in two families would consider installing a wood-based biomass system**; among current users, the majority would make the same choice again, with the share exceeding 70%.

All the new features of Progetto Fuoco 2026

Among the new features of Progetto Fuoco is a thematic area where selected **startups** will present cutting-edge solutions based on Artificial Intelligence supporting renewable energy. This is the **Hub AI**, created in collaboration with **Clover Venture**, a format offering startups a programme of workshops focused on artificial intelligence, sustainable innovation, and growth strategies, designed to provide practical, immediately applicable tools over three days.

The 2026 edition will also feature a major highlight: the **European Pellet Forum**, arriving in Italy for the first time, reinforcing the country's role as a key player in the energy transition and the European wood supply chain. The Forum, organised by **AIEL – Italian Agroforestry Energy Association**, technical partner of Progetto Fuoco, in collaboration with the **European Pellet Council** and **Bioenergy Europe**, will take place on **27 February** 2026 from 9:00 a.m. to 1:00 p.m., offering a unique opportunity for producers, distributors, technicians, institutions and stakeholders to discuss pellet market dynamics and European energy and environmental policies.

Conferences and workshops

The forestry sector, a strategic asset for national industrial, energy and environmental policies, will be at the centre of several conferences and round tables during the four days of Progetto Fuoco. As a technical partner of the event, **AIEL** (Italian Agroforestry Energy Association) will enrich the debate with a series of in-depth meetings. Among these, on Thursday, 26 February, an institutional discussion on actions within the **National Air Plan** in the energy sector, from the update of DM 186/2017 to the strengthening of monitoring and information activities. On Friday, 27 February at 9:30 a.m., forests and the enhancement of women's roles and skills will be discussed during the meeting entitled "**Forests, Feminine Plural**".

A series of technical workshops and meetings will also be organised in collaboration with **ANFUS** (National Association of Chimney Technicians and Chimney Sweeps) and **Assocosma**, the national association representing stove-building artisans and industry professionals. These will include demonstrations and best practices for fireplace maintenance and cleaning, training sessions on regulations and safety, and the presentation of the National Professional School for Chimney Technicians and Chimney Sweeps, scheduled for Wednesday, 28 February at 2:30 p.m.

Progetto Bosco

In the outdoor area in front of the Progetto Fuoco halls, a new edition of **Progetto Bosco** returns, the 5,000-square-metre thematic area dedicated to forests, forestry mechanisation, rope work and arboriculture. The exhibition section will be enriched by seminars and workshops focusing on topics such as forest data and its links to the wood-energy supply chain, as well as the socio-economic and environmental benefits of sustainable forest management.

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