



DEVOTIO

ESPOSIZIONE INTERNAZIONALE DI PRODOTTI
E SERVIZI PER IL MONDO RELIGIOSO
INTERNATIONAL RELIGIOUS PRODUCTS
AND SERVICES EXHIBITION

Press release no. 4

CHURCH: THE MARKET OF RELIGIOUS ARTICLES IS GROWING IN ITALY DEVOTIO: APPROXIMATELY 3,300 COMPANIES WITH A TURNOVER OF 800 MILLION

The international fair for devotional products, from 31/1 to 3/2 at BolognaFiere, is sold out. There will be 229 exhibitors from Italy and 17 other countries around the world.

The market for religious products in Italy is growing, also thanks to the Jubilee effect. Italian companies operating in this sector are in fact estimated at around 3,300 (+10% compared to 2024), including manufacturers, distributors, artisans, artists and design studios. Total turnover in 2025, including production and the supply chain, is expected to reach nearly 800 million euros (+15%). Exports are also increasing, benefiting from the strong appreciation for Made in Italy products. This is reported by Devotio, the only trade fair in Italy and the largest in the world dedicated to devotional products and services for the religious sector, ahead of its fifth edition to be held from January 31 to February 3 at BolognaFiere. Once again this year, the event has sold out: within a 15,000 sqm exhibition area, 229 exhibitors from Italy and 17 other countries worldwide will be present. Thousands of visitors from nearly 50 nations across all continents are expected. Religious articles and objects for worship will be showcased, including crucifixes, rosaries, sacred images, statues and nativity scenes, bells, incense, candles, stained glass and mosaics, chalices and ciboria, liturgical vestments and sacred art, as well as audio systems, donation collection systems, furnishings and technologies for churches, and clothing for the clergy.

"The Jubilee event has certainly led to an increase in the number of companies in the religious sector in Italy, especially small and medium-sized enterprises, as well as to growth in overall turnover," confirms Valentina Zattini, CEO of Conference Service, the company that organizes Devotio. "We should also not forget the positive effect of the election of the new Pope on the devotional articles market. In the next edition, Devotio will once again bring together the entire religious supply chain, representing the most important international opportunity to present new products, find new customers, create collaborations and strengthen one's identity, also thanks to the richness and quality of both the exhibition and cultural offerings of our event."

According to Devotio, among the most in-demand devotional items are certainly rosaries and souvenir jewelry such as bracelets, medals and medallions. Crucifixes, made in all materials, and religious-themed statues, including 3D-printed ones, are also indispensable. Among liturgical objects, chalices, display cases and chasubles remain in high demand. The liturgical furnishings sector is also dynamic, with requests for confessionals and pews, despite the limited number of new churches being built. As for exports, in Europe Italian products are distributed in all major shrines (such as Fatima, Lourdes, Santiago de Compostela, Częstochowa, Altötting, Marizell and Medjugorje) and, of course, within ecclesial communities in countries with a long-standing Christian tradition. In the rest of the world as well, Made in Italy products enjoy wide distribution, particularly in South America (especially Brazil and Mexico), the United States, Africa (Nigeria and Côte d'Ivoire) and Asia (the Philippines and South Korea).

The cultural program of Devotio 2026 includes around ten conferences, workshops and round tables addressing topics such as the church as a space of ecclesia, art and literature in dialogue with the sacred, chant and music in the liturgy, the restoration of churches and bells, and Italian ecclesiastical law. Several exhibitions and city events will also take place in Bologna. The fair has received patronage from the Dicastery for Culture and Education, the National Office for Ecclesiastical Cultural Heritage and Religious Buildings of the Italian Episcopal Conference, the National Liturgical Office of the Italian Episcopal Conference, the Church of Bologna, FACI-Federation of Associations of the Clergy in Italy, FIUDAC/S-Italian Federation of Diocesan Unions of Church Personnel, and the Italian Association of Ecclesiastical Museums. The scientific committee is coordinated by Claudia Manenti, director of the Study Center for Sacred Architecture "Cardinal Giacomo Lercaro." Event partners also include the San Fedele Cultural Foundation and the Italian Province of the Pious Disciples of the Divine Master. The digital partner is the Marketplace Ereligio.com, while media partners include Edizioni San Paolo, Emil Edizioni (D'A) and Chiesa Oggi. Further information at www.devotio.it

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