

Here's a look back at the figures for a September edition that was all about dynamic business, newness, and all the effervescence of in-person reunions!



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VISITORS

48 641

Visitors

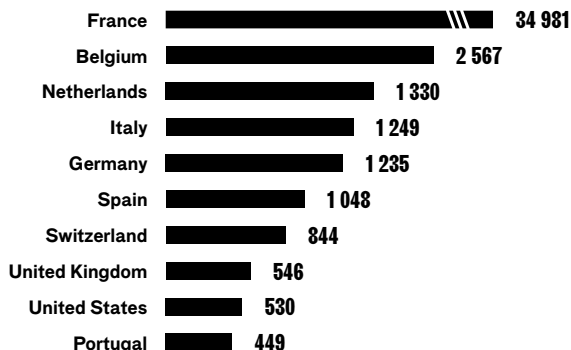
122

Countries represented

34 981 — 72%
French visitors

13 660 — 28%
International visitors

→ Top 10 countries



→ Breakdown by field of business

RETAILER
56%

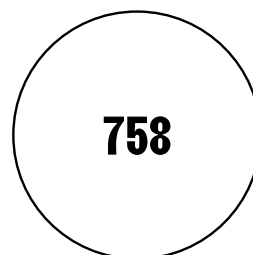
SPECIFIER 36%
MANUFACTURER, MAKER 8%

EXHIBITORS

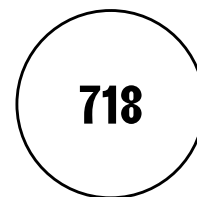
1 476

Brands

of which
349
new ones



French brands



International brands

48

Countries represented

**THEY
ARE TALKING
ABOUT US**

800

JOURNALISTS
BLOGGERS
INFLUENCERS

→ Visitor backgrounds

CEO 36%**OWNERS** 22%**PURCHASING / SOURCING** 15%**SALES / MARKETING** 11%**FACILITIES MANAGEMENT
OR SPACE PLANNERS** 1%

→ Main purpose of visit*

FIND NEW PRODUCTS**86%****MEET NEW CONTACTS
AND POTENTIAL SUPPLIERS**

78%

MEET MY USUAL SUPPLIERS

47%

PLACE ORDERS

39%

*Survey of fair visitors conducted September 17-22.
1 608 respondents.**LE CLUB — THE VIP LOUNGE
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**“ MAISON & OBJET PARIS
IS A REFERENCE FAIR,**a moment of reflection and discovery.
Of seeing new things, meeting new suppliers
and new contacts. A beautiful moment.**”**Daniela Rosati, Category Manager,
CROFF, Italy**THE FAIR****THROUGH IMAGES AND
PERSONAL ACCOUNTS**→ maison-objet.com/en/paris/videos

→ Social networks



Instagram

864K
+20%*

Facebook

643K
+22%*

Twitter

30K
+2%*

LinkedIn

33K
+178%*

Pinterest

35K
+100%*

*Increase over September 2019

THE BUSINESS MEETINGS

Encounters that count! A program of targeted meetings between specialized exhibitors and design project leaders.

240 MEETINGS

« The marvelous thing is that it all triggers discussions and encounters, and I would undoubtedly have missed some beautiful products. Without these types of meetings, I wouldn't have discovered such interesting brands, manufacturers and projects. »

Capsule Déco
Isabelle Sarfati, Interior designer



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