

81 232

VISITORS

151

COUNTRIES
REPRESENTED

EXHIBITORS

2 891

BRANDS

of which
636
new ones

1823

INTERNATIONAL
BRANDS

1068

FRENCH
BRAND

71

COUNTRIES
REPRESENTED

1 600

JOURNALISTS / BLOGGERS /
INFLUENCERS

44 823
FRENCH
VISITORS



36 409
INTERNATIONAL
VISITORS

73%
Europe
excluding
France

27%
from Major
export
makers

TOP 15 COUNTRIES

France		44 823
Italy		4 623
Belgium		3 949
United Kingdom		3 238
Netherlands		2 571
Germany		2 392
Spain		2 162
United States		1 559
Switzerland		1 319
China		1 305
Portugal		1 262
Russia		1 170
Japan		1 049
South Korea		828
Turkey		558

BREAKDOWN BY FIELD
OF BUSINESS

RETAILER 49%

SPECIFIER 36%

MANUFACTURER, MAKER 9%

SCHOOL 3%

PRESS 2%

OTHER 2%

VISITOR
BACKGROUNDS

CEO 35%

OWNER 32%

PURCHASING / SOURCING 15%

SALES / MARKETING 13%

MEDIA 2%

**FACILITIES MANAGEMENT
OR SPACE PLANNERS** 1,5%

OTHER 1,5%

MAIN PURPOSE
OF VISIT

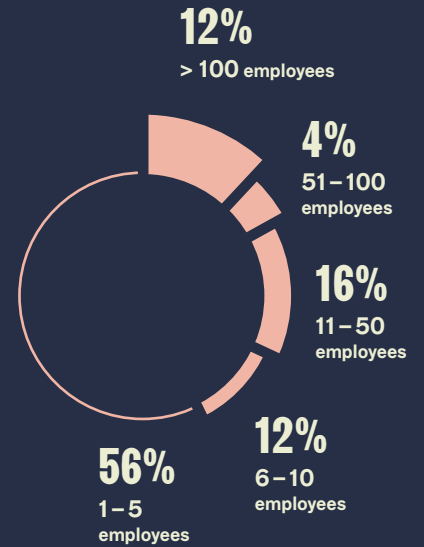
PLACE ORDERS
23%

**IDENTIFY POTENTIAL
SUPPLIERS, PRODUCTS,
OR SERVICES**
22%

**DISCOVER MARKET
TRENDS**
21%

**MEET NEW CONTACTS
AND POTENTIAL SUPPLIERS**
21%

COMPANY
SIZE



LE CLUB
THE VIP LOUNGE BY MAISON&OBJET

THE MEETING PLACE FOR THE MOST INFLUENTIAL BUYERS, SPECIFIERS AND TRENDSETTERS
IN THE ART OF LIVING SECTOR FROM FRANCE AND ABROAD

3 212

CLUB MEMBERS
CAME TO THE FAIR

+17%
Increase over
January 2019

of which

502

MASTER BUYERS

Key buyers from Retail Chains, Department
Stores, Concept Stores, Design Distributors
and E-commerce.

78

COUNTRIES
REPRESENTED

58% International | **42%** French

SOCIAL
NETWORKS



Instagram

774K +25%*



Facebook

561K +10%*



Twitter

29,5K +5%*



LinkedIn

15K +74%*

*increase over January 2019

MAISON&OBJET, A FACILITATOR
OF CONTACTS

164 984

BADGES SCANNED

Over 5 days

by 1580 exhibitors

BUSINESS
MEETINGSA program of targeted
and qualified meetings.
Theme Janv. 2020 :
"HOSPITALITY"

16

NETWORKING EVENTS

in 10 countries between Sept. 2019 and
Jan. 2020 (round-tables, workshops,
awards ceremonies, cocktail events, etc.)

17

DELEGATIONS
WELCOMED

14

COUNTRIES
WELCOMEDFrom Jan. 17th to Jan. 21st, 2020
(welcome breakfasts, meetings, cocktails, etc.)MAISON&OBJET, A SOURCE
OF INSPIRATION3 WHAT'S NEW?
SPACES

CARE / SHARE / LIVING

5 THEMATIC
ITINERARIESARCHI DESIGNER / FRENCH MADE /
HOTEL & RESTAURANT /
SUSTAINABLE / WORK!48
TALKSthat can be viewed online in a video
format : maison-objet.comTHE DIGITAL PLATFORM
MAISON&OBJET AND MORE176 000
members8 min.
average time / visit6 000
brands

mom

MAISON & OBJET AND MORE

mom.maison-objet.com2.5 MILLION
unique visitors / year48%
retailers52%
specifiers

NEXT RENDEZ-VOUS

SEPTEMBER
4 - 8, 2020JANUARY
22 - 26, 2021