

Press Release of September 25, 2023

M.O.W. 2023 from September 17 to 21

## **Market Significance Expanded**

**Stable visitor figures, a good atmosphere, a large matching offer, and more orders than expected: despite political and economic adversities the M.O.W. 2023 takes a positive balance at the end of the exhibition. The high visitor and decision maker quality of all sales channels and buying levels is to be highlighted. The internationality of the visitors increased from 40 to 44 percent. This confirmed the M.O.W. 's position as an international leading trade fair for furniture consumption.**

The M.O.W. mediates between worlds, between stationary and on-line, national and international, large surface and specialists – at the M.O.W. the right partners from the furniture industry and trade meet at eye level, as proven more than sustainably by this year's event which intensively turned around the middle of the market. Dealers, associations and buyers praised the scope and quality of the offers, the innovations and product care, the consistent presentation, the sophisticated stand constructions, the integral furnishing event, and the attractive lifestyles. The M.O.W. 2023 emphasized its crucial role as inspiration and decision platform for furniture consumption far beyond the borders of Europe.

The quality of the offers was increased once again. 524 exhibitors from 40 nations presented their products and innovations for furniture consumption on 85,000 sqm of exhibition space at Messezentrum Bad Salzuflen from September 17 to 21, including many regular exhibitors but also well-known returnees and new exhibitors. For comparison only: 510 companies from 41 nations exhibited their products in 2022. This year the level of internationality was 60 percent. With 70 companies Poland was the leader of the international exhibitors followed by Denmark with 28, France and the Netherlands with 25 each, Italy with 23, and Turkey with 20 exhibitors. This year the French companies presented their products themselves in hall 12 under the label "my furniture is French". The Ukrainian industry was also represented with a joint stand.

### **44 % of International Visitors from 69 Countries**

The quality of the visitors at the M.O.W. is constantly high but this year internationality has clearly increased. 44% of the visitors came from abroad (last year 40%). The buyers came from 69 countries, many of them particularly from neighbouring countries, mainly from East Europe and

the Balkans, but also from North and South America, Africa, and Asia. Whereas the associations and commissions placed allocations and sampled their association trade fairs, the dealers coordinated their assortments individually to strengthen their associated companies for competition in their area. Based on the statements of many exhibitors more orders were placed than was to be expected due to the current situation.

In all product ranges there were innovations, many of them particularly in the field of upholstered furniture, bedrooms and solid wood as well as for the sales channel Young Living and self-service. The exhibitors showed a multi-faceted repertoire from individual pieces to configurable system ranges, from packageable goods to spacious living areas, from complete ranges to accessories. Supply chain responsibility, energy costs, digitalisation, logistics, and e-commerce have influenced product development. Many innovations were driven by sustainability aspects.

#### **M.O.W. Trends in Brief**

Muted colours for relaxed living +++ green shades, spice colours, rust +++ multi-functional furniture +++ integral styles +++ tool-free furniture assembly +++ round shapes for upholstery furniture and cabinetry +++ configurable feel-good oases with charging function, lighting, stowage space, and shelves for mobile phones +++ flexible side tables +++ cosy dining areas +++ solid wood furniture +++ cabinet fronts with lamellas from decorative to solid in all product groups +++ 3-D fronts +++ bathrooms under 30 kg in collies +++ comfortable home office solutions +++ storage space solutions for the entrance hall and wardrobe +++ gaming and topics rooms for children and young people +++ upholstered beds with cushions and plaids +++ smart mattresses for healthy sleeping +++ sustainability +++ recycling materials +++ decorative highlights & plants.

This is what the M.O.W. 2023 has shown: the current challenges unite this sector. Only together can the upcoming hurdles be overcome. At the same time, individual decisions are always required. The get together on Tuesday and the 360GradPlaza of the service providers contributed to communicative exchange and provided for additional spirit. "The exhibition was good, although this was not to be expected in the run-up," said the organisers, and it was good because it showed that the industry is active and is interested in the trade fair".

In 2024 the M.O.W. will take place from 22 to 26/09/2024.

**Further information: [www.mow.de](http://www.mow.de)**

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