

Major interest, outstanding business and the best atmosphere

Salzburg's küchenwohntrends and möbel austria 2019 build on top position in Austria and Central Europe

The fourth edition of the trade fair duo küchenwohntrends and möbel austria 2019 in Salzburg, Austria came to a successful conclusion last Friday. Since its launch in 2013, its steady growth has shown no signs of slowing down: 226 exhibitors and brands (+2 %) and 4,794 industry visitors (+12 %) have shown dedication and ongoing interest. As well as the numbers, the incredibly positive atmosphere during the trade fair between 8 and 10 May is of significance to the entire industry. After all, this excellent environment has led to an outstanding number of business deals at Austria's leading trade fair for home interiors and kitchens.

The Salzburg trade fair duo: synergy at its finest

As well as the well-chosen date, the ongoing success of this transnational showcase for the kitchen and home interiors industry, the electronic goods industry and accessories suppliers, key cooperatives and service providers is down to its ideal location, good infrastructure and the sophisticated services on offer. But above all, the indescribable aura that surrounds the trade fair duo is what really stands out.

It is clear from the individual exhibitors' stands that they are appearing at a top-quality event with huge draw. Case in point: the individual trade fair stands brilliantly reflect the ambience in Salzburg's state-of-the-art Exhibition Hall 10. Furthermore, the hustle and bustle and intense business talks generated a breathtaking setting that's unusual even for most leading international trade fairs.

Optimum use of exhibition space

The exhibition space for küchenwohntrends and möbel austria was already at full occupancy well before the end of booking, extending slightly more than 15,000 square

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metres. There was considerable growth in participation in the kitchen interiors and household appliances industry in particular. But the living room interior, upholstery, bedroom interior and wardrobe segments were very well represented too. All of the exhibitors got the balance just right in portraying the central theme of the show: the merging into one of cooking, living and sleeping areas.

In looking at the figures that have been analysed, the dual trade fair has continued its unbroken growth trajectory. This year, 226 exhibitors and brands came to Salzburg, compared to just 221 in 2017, roughly 200 in 2015 and 130 trailblazers at the launch in 2013. This trend shows that *küchenwohntrends* and *möbel austria* have now become a permanent fixture in the central European trade fair landscape.

Industry visitors from Austria and Germany dominate

At +12 %, the climb of 4,794 industry visitors from the 25 countries recorded in comparison to the previous year's event in 2017 was outstanding. At 71.3 per cent (3,419) of the industry visitors, Austria tops the list of countries, followed by Germany (23.95 % or 1,148) as well as Italy, Switzerland and Slovenia. Industry visitors from Slovakia and Czechia were in the double-digit range. As expected, the first and second days of the trade fair were the most heavily frequented.

Commerce, trades and kitchen specialists represented three quarters of all visitors

The structural composition of the industry visitors is interesting because it says a lot about the quality and character of the dual trade fair. Together, representatives of the furniture industry (1,035) as well as joiners and carpenters (1,027) constituted around half of the visitors in equal measure – an almost perfect reflection of the Austrian marketing structure for furniture and installations. With more than 1,000 guests, kitchen studios and kitchen retailers came in third place, effectively constituting the third quarter of the total visitor count.

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The furniture, kitchen interiors and electronic goods industry obviously likes coming to Salzburg (418 visitors in total), potentially even to scope it out for their own attendance as exhibitors in future years. One thing that is worth noting is the growing visitor interest of interior designers (233), architects (212) and fitters (57), contracting partners (28) and project engineers (22). But representatives of electronics retailers (58) and DIY stores (18) are also increasingly in attendance at küchenwohntrends and möbel austria. Last but not least, we should mention the many media representatives (60) whose sustained efforts help to promote the industry event.

The event for decision-makers: roughly a third of visitors from top company level

The structure based on respective company positions speaks most to the strong position of the dual trade fair. The top executive level comes out firmly on top of the list of visitors: in 2019, approximately 1,614 of the visitors were owners or managing directors. This weighting has emerged as a result of Austrian company directors making the trade fair duo a compulsory event in their calendars. Furthermore, approximately 180 buyers travelled to the event with a clear mission and, together with the aforementioned, participated in confidential trade fair business talks. With over 1,218 people, the next biggest visitor group was marketing and sales divisions and product managers.

Added value guaranteed: podium events impress with shared know-how and DesignLovers with ingenuity

It's not just the aforementioned designers and developers that make the special events (like DesignLovers) put on at küchenwohntrends and möbel austria so significant. Not only do both the complex and in-depth podium events and the awarding of the famous Austrian Interior Design Award attract new prospective visitor groups, they also serve to pass on know-how with their examples and suggestions – something that's in the interests of all industry players and not least the end consumers.

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The new DesignLovers platform is specifically for designers who want to present to a broad industry audience at the trade fair and who are looking for contacts to manufacturers from the interiors industry. Here, manufacturers can take inspiration from the creative solutions of new talents and find professional cooperation partners for the development of fresh living ideas for the market of the future. Sixteen designers took part in the DesignLovers exhibition.

Design in focus: Austrian Interior Design Award handed out

The Aida (Austrian Interior Design Award) honours innovative interior design projects and products from the interior industry as well as their designers and contractors. Designers, design creators, institutions and companies were once again invited to submit their projects that were carried out in Austria. Out of 272 submissions in 16 categories, 18 prize-winners for the categories product design, interior design and next space were honoured on the big stage on the trade fair premises on 8 May.

Michael Rambach, founder and shareholder of trendfairs GmbH and representative of the organiser of küchenwohntrends, is delighted with the success of the industry event which has just finished: “The fourth edition of our trade fair duo offered the kitchen and furniture trade, architects and interior designers, experts from the electronics retail sector as well as carpenters and joiners, associations, cooperatives, networkers, project engineers, industry and, of course, the welcome media representatives an extraordinary stage to experience novel creations, discover innovations, expand on knowledge, secure contacts and conclude successful business deals. Our exhibitors are really encouraged by the high quality of their visitors, the phenomenal business and of course the trade fair itself. Once again, the atmosphere at küchenwohntrends and möbel austria 2019 produced an indescribable atmosphere and – to our particular delight – outstanding business!”

Erich Gaffal, cluster manager of the furniture and wood construction cluster of the Upper Austria Business Agency and organiser of möbel austria: “All routes

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through the möbel austria industry trade fair are fun, with the latest news from local furniture manufacturers in all the corridors. Once again in 2019, the aim was quality not quantity! Industry visitors were once again able to experience an attractive cross-section of the latest sector highlights with the latest developments and trends in home interiors. With the DesignLovers matchmaking platform and the awarding of the Austrian Interior Design Award, we managed to firmly anchor the trade fair duo möbel austria / küchenwohntrends as THE national sector event in the area of furnishings. The rising numbers of industry visitors and exhibitors speak for themselves.”

Next date: 5 to 7 May 2021

Downloads & links

[Kuechenwohntrends and möbel austria 2019 film](#)

[kuechenwohntrends 2019 image database](#)

[küchenwohntrends and möbel austria 2019 exhibitor audio statements](#)

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küchenwohntrends is organised by trendfairs GmbH, which organises a number of other sophisticated sector events: the premium trade fair küchenwohntrends in Munich (Germany) as well as the order trade fairs area30 and cube30 for the kitchens sector in Europe.

möbel austria is organised by the furniture and wood construction cluster (MHC) of the Upper Austria Business Agency. möbel austria was launched by Austrian furniture manufacturers and is funded by the exhibiting furniture producers. The furniture and wood construction cluster of the Upper Austria Business Agency organises and runs möbel austria as a sector platform on behalf of these companies. What's more, as a sector network for Austrian furniture producers, the MHC specialises in inter-company collaboration and also organises the Austrian Interior Design Award.

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