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Strong Brands in Salzburg: More Leading Brands Confirmed for küchenwohntrends & möbel austria 2027

Strong brands attract attention – and a powerful brand environment creates even greater impact. This is already becoming evident six months ahead of the next küchenwohntrends & möbel austria: From 28 to 30 April 2027, the trade fair duo in Salzburg will bring together the leading names in kitchen, living, sleeping and furnishing. For trade visitors, this creates a comprehensive and highly relevant overview of the market. This makes participation even more attractive and the event a must-attend date for the industry. Visitors benefit from an environment where decision-makers, market leaders and innovations come together – in the centrally located city of Salzburg.

The exhibitor line-up brings together established kitchen furniture manufacturers such as Ballerina, Bauformat, Häcker, Leicht, Nobilia, Nolte and Schüller, alongside leading appliance manufacturers. These include Bora, Electrolux, Miele and V-ZUG, as well as BSH Hausgeräte with its brands Bosch, Siemens and Neff. Related product segments are also strongly represented: Blanco and Quooker stand for sinks and taps, Strasser for worktops, while Naber, Häfele, Blum and Schachermayer expand the range with accessories and fittings.
Beyond the kitchen sector, the offering extends to furniture and sleep systems, as well as materials and digital planning solutions. Companies contributing to this diverse range include Elastica, Hali, Joka and Voglauer. J. u. A. Frischeis adds the timber and materials segment, while Palette CAD and SHD, for example, complement the portfolio with digital planning solutions. This underlines the breadth of the trade fair duo, reflected not only in the number of well-known brands but, above all, in the diversity of product categories and topics represented in Salzburg.

“The strength of küchenwohntrends & möbel austria lies in bringing together the different segments of the kitchen and furnishing industry. This creates connections that go beyond individual product groups and opens up new perspectives on market developments, with a clear focus on the attractive Austrian market. We are proud that many key brands will be returning next year and expanding their exhibition space,” says Christopher Boss, Managing Director of trendfairs GmbH.

Strong brands provide good reasons to visit a trade fair

For trade visitors, the benefits are clear: the higher the quality and diversity of exhibitors, the more efficiently they can gather market insights, compare products, meet partners and discover new suppliers in just a few days. The combination of kitchen and living also creates additional opportunities: retailers, tradespeople and planners can explore new solutions and business partners beyond the boundaries of their own segments. In this respect, Austria can certainly serve as a blueprint for the German market. At the same time, a positive momentum develops: a high-calibre line-up of exhibitors makes attending the trade fair more attractive. And the more relevant decision-makers travel to Salzburg, the more appealing participation becomes for other established brands, smaller companies and newcomers alike.

Heidrun Brinkmeyer, Managing Director Marketing/Sales at Ballerina-Küchen, confirms that this approach also pays off for individual brands: “Ballerina’s debut at küchenwohntrends in Salzburg was a great success. The numerous conversations with Austrian specialist retailers were particularly convincing and confirmed the market’s potential. That is why Ballerina will once again be exhibiting at küchenwohntrends in 2027.”

The trade fair gains additional relevance from the MHK Group’s annual general meeting, which takes place in Salzburg the day before the event. On the first day of the trade fair, members of the group can visit küchenwohntrends & möbel austria. MHK Austria will also be represented with its own stand. In addition, other buying groups, such as Der Kreis, have been exhibiting at the trade fair since its inception.

Beyond Austria, the trade fair duo specifically targets trade visitors and companies from southern Germany, South Tyrol and neighbouring markets, extending as far as Hesse and Rhineland-Palatinate. As an exclusively B2B event, it connects manufacturers with retailers, tradespeople, planners and other decision-makers – in a compact, focused format with short distances at an attractive exhibition venue in Salzburg.

A broader perspective: CASA broadens the interior design spectrum

With CASA taking place alongside the event for the first time in 2027, the range of expertise represented at the Salzburg exhibition venue will expand to include further areas of interior design, including textiles, fabrics and flooring. For exhibitors at küchenwohntrends & möbel austria, this provides access to a broader professional audience from across different segments of the interior design industry. Bringing together kitchens, furniture and holistic living concepts creates additional points of contact between manufacturers, retailers, tradespeople and planners – opening up new opportunities for cross-sector exchange and the development of business relationships.

For Erich Gaffal, Cluster Manager at Business Upper Austria, this expansion marks an important step: "The future of living takes shape where ideas become visible. […] When the furniture and kitchen industries invest, showcase innovations and invite customers to Salzburg, the interior design industry should be part of this movement." After all, successful market development depends above all on visibility: showcasing solutions and inspiring partners also strengthens their competitiveness.

Innovations and future trends take centre stage

The Interior Innovation Award will be presented for the second time in 2027, shining a spotlight on new living concepts and furnishing solutions. The award provides exhibitors with an additional platform to showcase their latest products and ideas, while helping trade visitors navigate current industry developments. The application phase for exhibitors will open shortly.

The Podium Events will also address topics that matter to businesses and specialist retailers, including living trends, the future of living spaces, artificial intelligence, innovation, and the future of retail, sales and customer expectations. By combining product presentations, networking and knowledge transfer, the trade fair duo offers even more reasons to visit Salzburg in 2027.

The eighth edition of küchenwohntrends & möbel austria will take place from 28 to 30 April 2027, daily from 9 a.m. to 6 p.m., at Messezentrum Salzburg. Further information for those interested in taking part in this successful event format is available here:
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The organiser of küchenwohntrends is trendfairs GmbH, a trade fair organiser specialising in high-calibre industry events. With its excellent expertise and keen market insight, trendfairs GmbH creates highly appealing experiential environments. Its trade fair portfolio includes the küchenwohntrends trade fair in Salzburg, area30, the trade and order fair for the kitchen industry in Löhne, the swiss interior expo trade fair in Bern, and World of Fireplaces in Leipzig.

möbel austria is organised by the Building Innovation Cluster (BIC) of the Upper Austrian business development agency Business Upper Austria. möbel austria was founded by Austrian furniture manufacturers and is supported by the exhibiting furniture manufacturers. As an industry platform, the cluster organises and runs möbel austria on behalf of these companies. Furthermore, as an industry network for Austrian furniture manufacturers, the BIC specialises in cross-company collaboration.

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