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küchenwohntrends & möbel austria 2027: The largest B2B trade fair for furnishing & kitchens in the German-speaking region – taking place in Salzburg for the eighth time

The industry will be gathering in Salzburg from 28 to 30 April 2027

The twin trade fairs, küchenwohntrends & möbel austria, are entering their eighth edition. From 28 to 30 April 2027, Salzburg will once again become the central meeting place for the kitchen and furnishing sector. The concept is clearly designed for success: three compact days of the fair, a consistent B2B focus and an audience that brings together decision-makers from retail, trade, architecture/planning and industry in one central, easily accessible location.

Record results in 2025 as a starting point

The last edition set new standards: almost 7,000 trade visitors came to Salzburg in 2025 – an increase of over 18 per cent compared with the previous event. Feedback from exhibitors underscores the importance of the trade fair. 83 per cent of exhibitors rated the fair as “successful” or “very successful”, 87 per cent were “satisfied” or “very satisfied” with the quality of contacts, and 90 per cent considered the event to be “(very) significant” for the industry. This is also confirmed by Europe’s largest kitchen manufacturer, nobilia: “From nobilia’s perspective, this year’s küchenwohntrends & möbel austria was a successful event, accompanied by a consistently positive atmosphere at the fair and within the industry. Trendfairs and the entire organising team have established a strong and stable platform in Salzburg that enables participating manufacturers to effectively showcase their specialist retail portfolio,” said Günter Rassner, Area Sales Manager Austria, nobilia GmbH.

Decision-makers without wasted coverage

The visitor profile for 2025 underscores the clear business focus: almost forty per cent of trade visitors were managing directors and business owners. The largest visitor segments were: furniture retailers (28%), joiners and carpenters (25%), kitchen showrooms and specialist retailers (22%), and industry (12%). Two-thirds of visitors came from Austria, and 29 per cent from Germany. In short: anyone exhibiting in Salzburg meets the decision-makers of the DACH furniture industry – all in one place over three days.

A personal exchange on equal terms

With three full days of the exhibition, the compact format is being consistently maintained. It creates space for in-depth discussions between manufacturers, retailers and designers – encounters that rarely occur on such a scale otherwise. Alfred Janovsky, Managing Director of Electrolux Austria: “The küchenwohntrends 2025 in Salzburg was a resounding success for Electrolux. We were able to present our innovative domestic appliances to an enthusiastic trade audience and intensify our personal exchanges with our retail partners.” Thomas Hafner, Managing Director of Blanco Austria: “It was very exciting for us to personally present our new brand identity and our innovations to our customers. Direct, unfiltered feedback is particularly important to us – after all, we work hand in hand with the retail sector. We are therefore all the more delighted by the positive response from visitors.”

Kitchen meets furnishing – trends and knowledge-sharing included

Alongside the focus on kitchens, the interior design segment forms a distinct focus area – offering synergies for retailers and tradespeople, as well as insights into material trends and future living concepts. Given the growing demand for sustainable materials, personalised interior design and the increasing blurring of the lines between living and working, the topic of interior design is also gaining strategic importance within the specialist retail sector. Panel discussions, talks and presentations facilitate knowledge transfer beyond the trade fair discussions. The Interior Innovation Award specifically puts the spotlight on exhibitors’ new products. Anna Kapsamer-Fellner, a member of the management team at Joka, sums up the value of the trade fair appearance and the outlook for the future: "For us, this trade fair is far more than just another event: since its inception, we have been part of this success story as exhibitors with JOKA and ProNatura. As a key catalyst in our product development cycle, it allows us to showcase new products at an early stage, strengthen relationships and inspire new retail partners. We are very much looking forward to the 2027 trade fair.”

Salzburg: efficient, central, attractive

The Salzburg Exhibition Centre stands out thanks to its compact layout, direct links to the motorway, railway station and airport, and an extensive network of hotels. For exhibitors and visitors alike, Salzburg remains one of the most convenient and centrally located exhibition venues in the DACH region.

Stabilisation as an opportunity

Following a challenging period, the economic climate is showing the first signs of recovery. This is precisely where küchenwohntrends & möbel austria 2027 comes in: as a platform for companies that do not simply wait for market share to come to them, but actively seek to develop it.

Exhibitor registrations and further information: www.kuechenwohntrends.at

You should mark the dates for küchenwohntrends & möbel austria in your diary now: 28–30 April 2027 at the Salzburg Exhibition Centre.

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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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