
küchenwohntrends
möbel austria
kochen
wohnen
schlafen
review 2025





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largest trade fair for 'furnishing & kitchen' in the german-speaking area

The kitchen and furnishing industry benefits from a well thought-out concept at the high-calibre business duo küchenwohntrends and möbel austria, which takes place every two years in Salzburg:

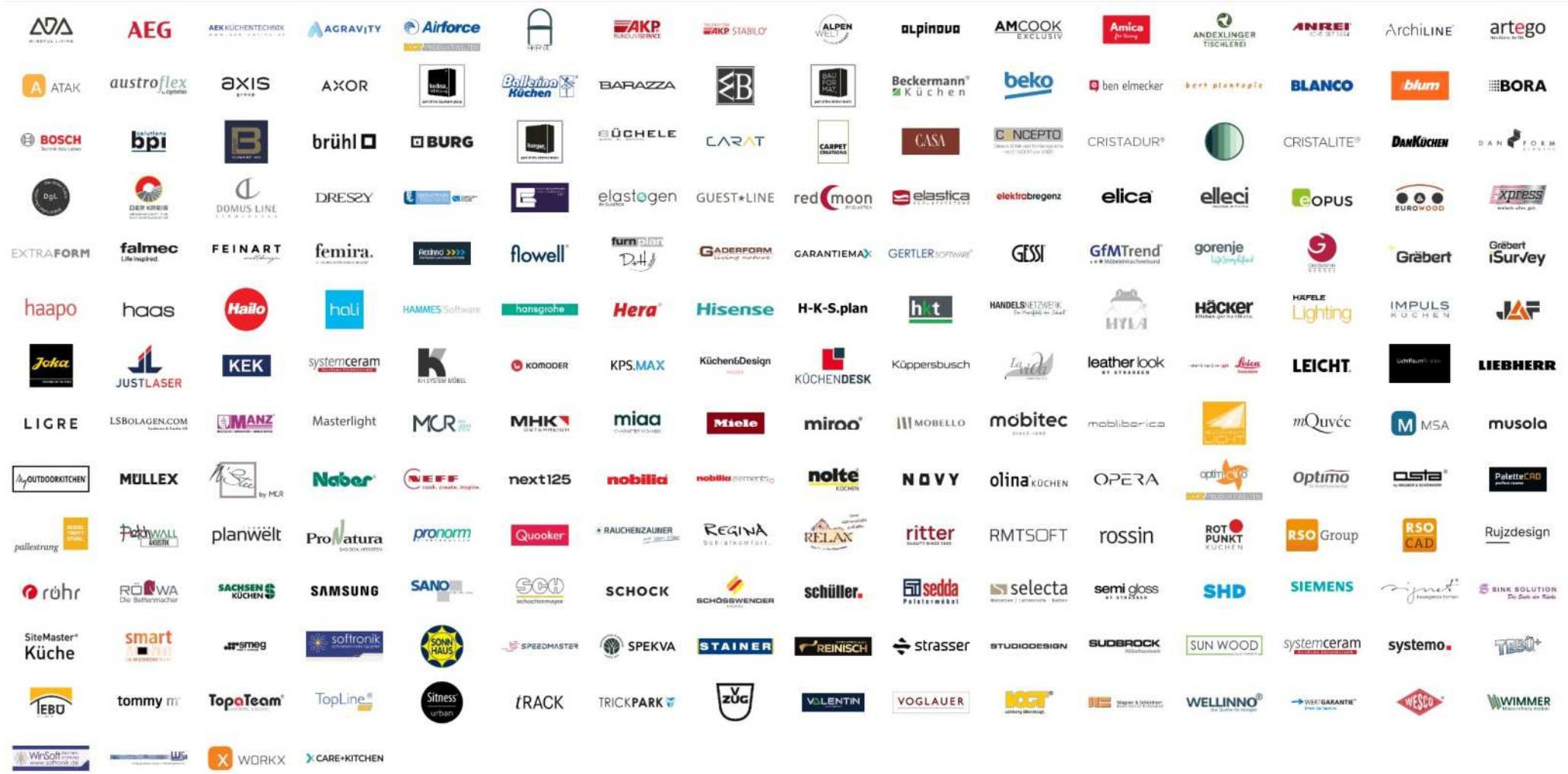
With a focus on a qualified trade audience, everything at the modern exhibition centre revolves around furnishing and kitchens. The exhibitors can address customers from the retail and trade sectors in a targeted and comprehensive manner.

The trade fair addresses the industry, specialist retailers, the trade, property fitters, architects/interior designers and project developers in a targeted, trend-safe and comprehensive manner and arouses interest in these target groups both for new products and on the knowledge side.

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240 exhibitors and brands







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facts

Exhibition date	7 to 9 Mai 2025
Venue	Exhibition center Salzburg
Cycle	biannual
Duration	3 days
Specials	Podium Events, INTERIOR INNOVATION AWARD



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product range

Accessories
Acoustics
Air purification
Bathroom furniture
Bedroom furniture
Benches
Chairs
Children's and youth furniture
Co-operation partners
Dining room furniture
Disassembled furniture
Domestic electrical appliances
Doors
Extractor fans
Flooring / floor coverings
Furniture and upholstery
Furniture and upholstery fabrics
Glass / Porcelain
Home textiles
Institutions / Associations
Interior fittings
Interior shading
Kitchen furniture
Light / Lamps / Lighting
Living room furniture
Mattresses
Media and publishers
Niche back panels
Other furniture
Outdoor furniture
Outdoor kitchen
Services for the kitchen
Sinks
Small and individual furniture
Smarthome
Software / IT
Suppliers
Tables
Taps and fittings
Trade press, media & publishers
Upholstered furniture
Utility room
Waste systems
Worktops





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trade visitors

- Associations
- Architects
- Building cooperatives
- Carpenter
- industry
- Interior designers
- Kitchen specialists
- Media representatives
- Networkers
- Property developers
- Project developer
- Specialised furniture trade





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podium events impress with top speakers and lots of knowledge transfer

In addition to the original trade fair business, the organisers have long since established the fast, sustainable and targeted transfer of knowledge at this trade fair duo - the format is called "Podium Events" and enjoys great demand.

Renowned personalities from the world of design, the kitchen and furniture industry and the retail sector have their say in talks and lectures. They discuss, inspire and educate - with a focus on what moves the industry.





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INTERIOR INNOVATION AWARD

The INTERIOR INNOVATION AWARD puts innovative new products in the spotlight.

The award is presented in ten categories and honours products that stand out for their originality, relevance, effectiveness, sustainability and scalability.

All trade fair exhibitors who present their innovations during the event are eligible to take part. Innovative products that create added value for customers, users or society will be honoured.

The following categories will be judged: Lighting, electrical appliances, carcass furniture, kitchens, kitchen equipment, poster furniture, sleeping systems, chairs / benches / tables, home accessories.





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salzburg: trade fair city with charm

In addition to the 100 per cent focus on qualified trade visitors, the trade fair duo benefits from the choice of location:

Salzburg not only offers an attractive environment, but also offers many opportunities for a memorable programme outside the exhibition grounds.

The modern exhibition centre, on the other hand, offers short distances and excellent connections to the motorway, railway station and airport.

Parking is right outside the door.

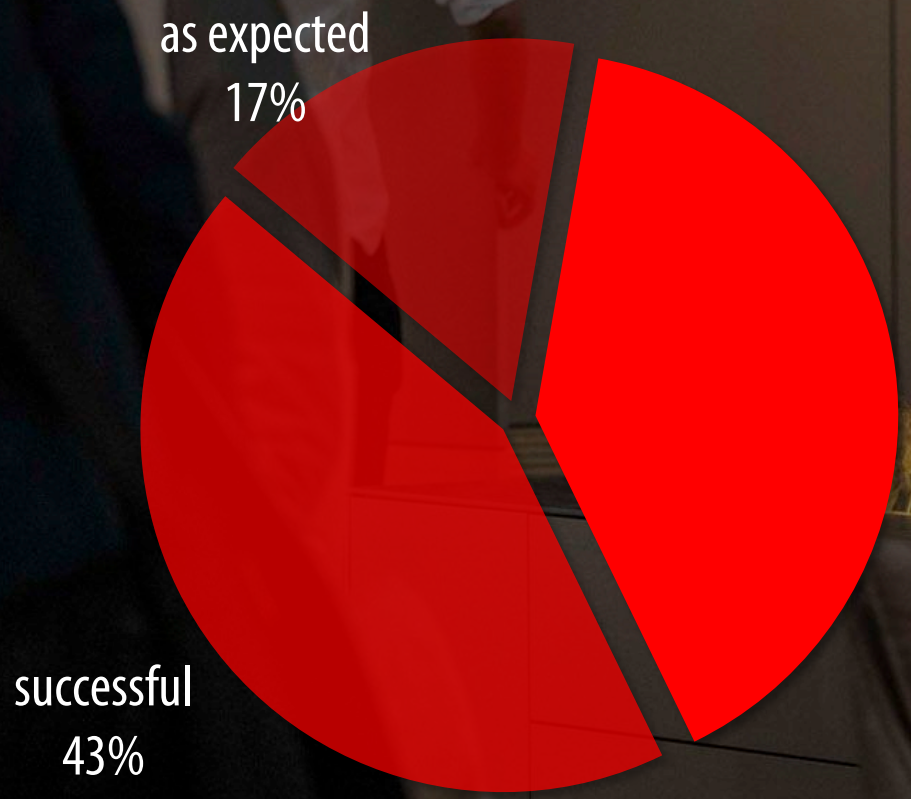
Travelling from Germany is possible without a toll sticker. An excellent price-performance ratio for hotels and services ensures that the trade fair budget remains manageable.

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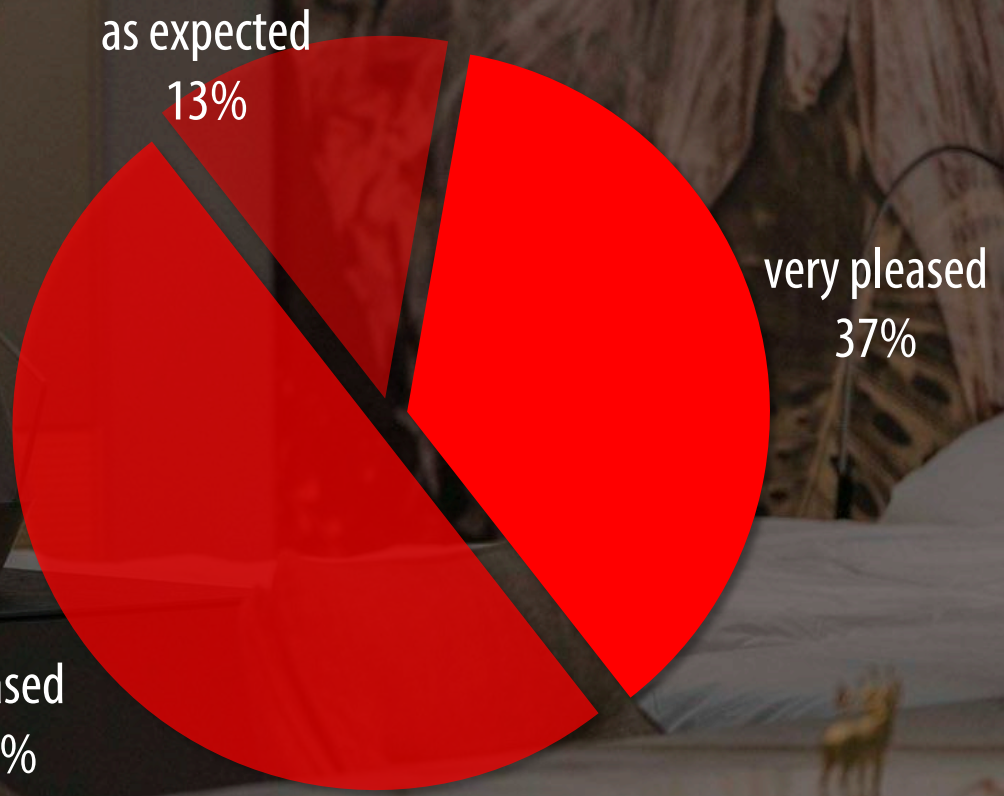
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feedback exhibitors

How successful was your trade fair appearance?



Were you satisfied with the quality of the contacts?



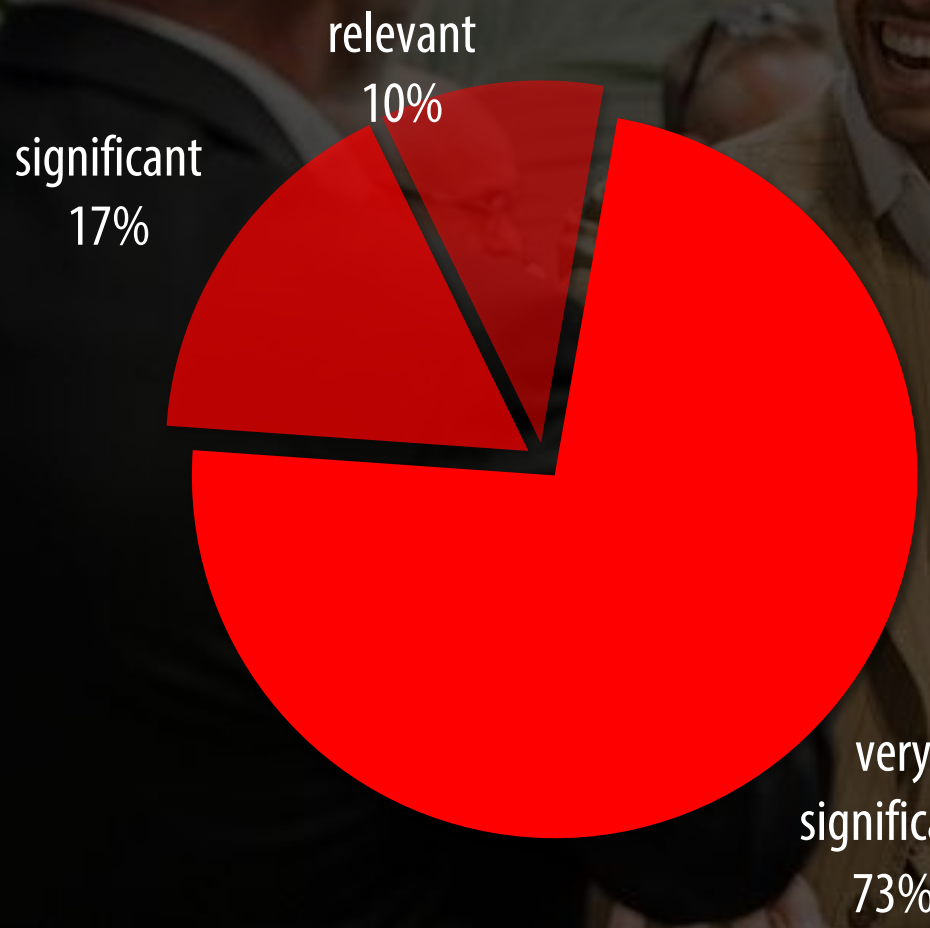
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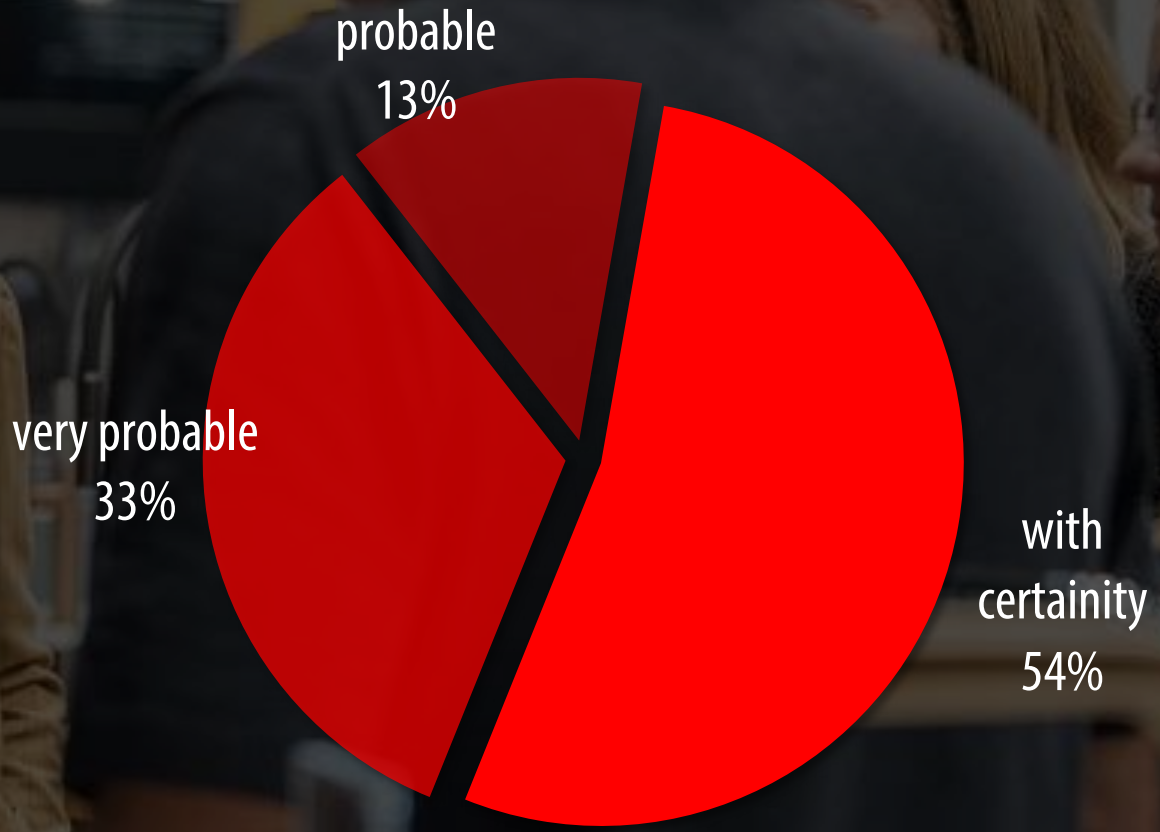
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feedback exhibitors

Evaluate the relevance of the trade fair in the industry



How likely is it that you will be exhibiting again in 2027?



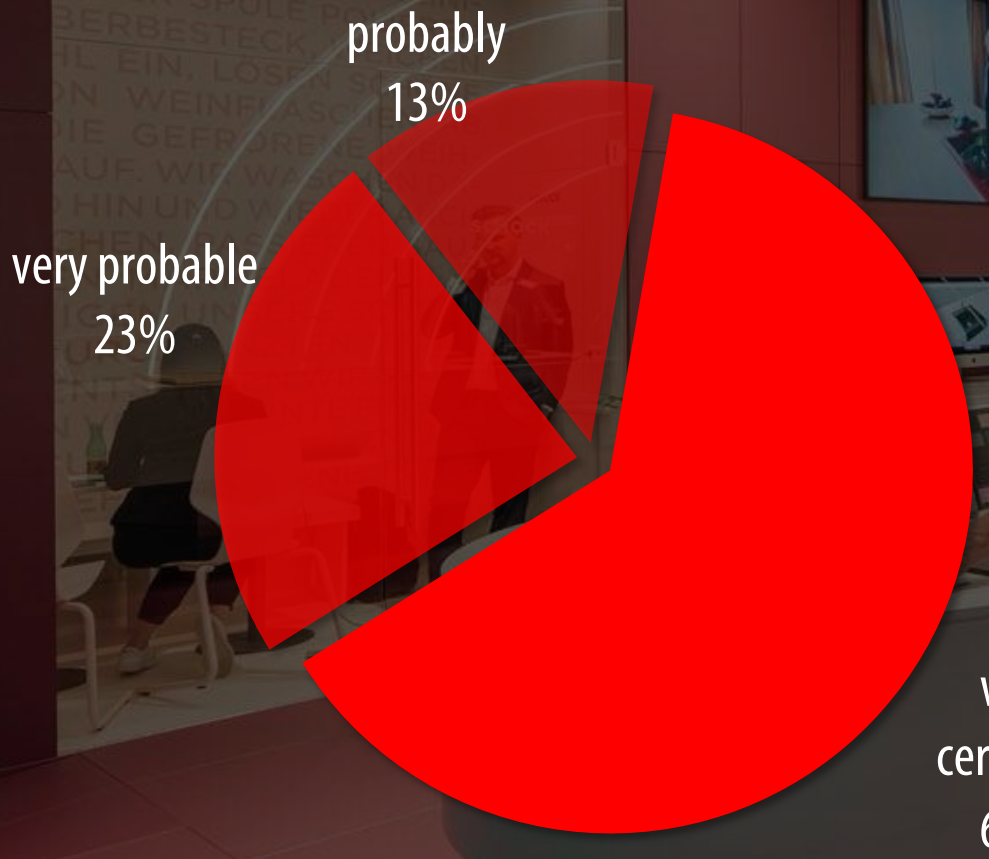
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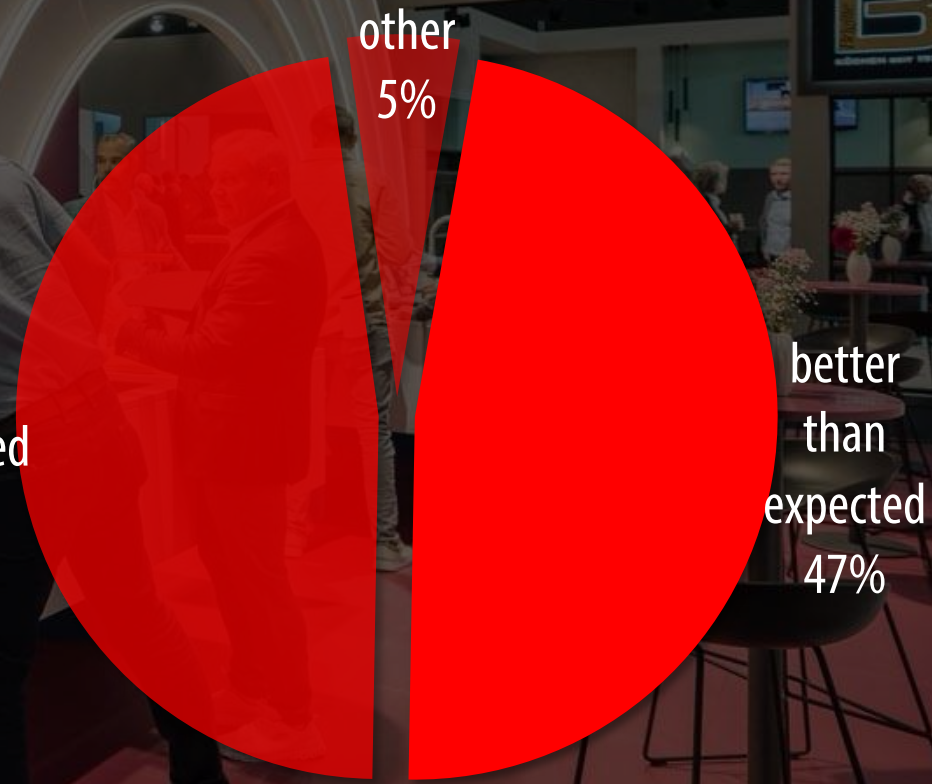
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feedback exhibitors

How likely are you to recommend the event to others?



How do you rate the order volume at the trade fair?



source: trendfairs GmbH

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visitors

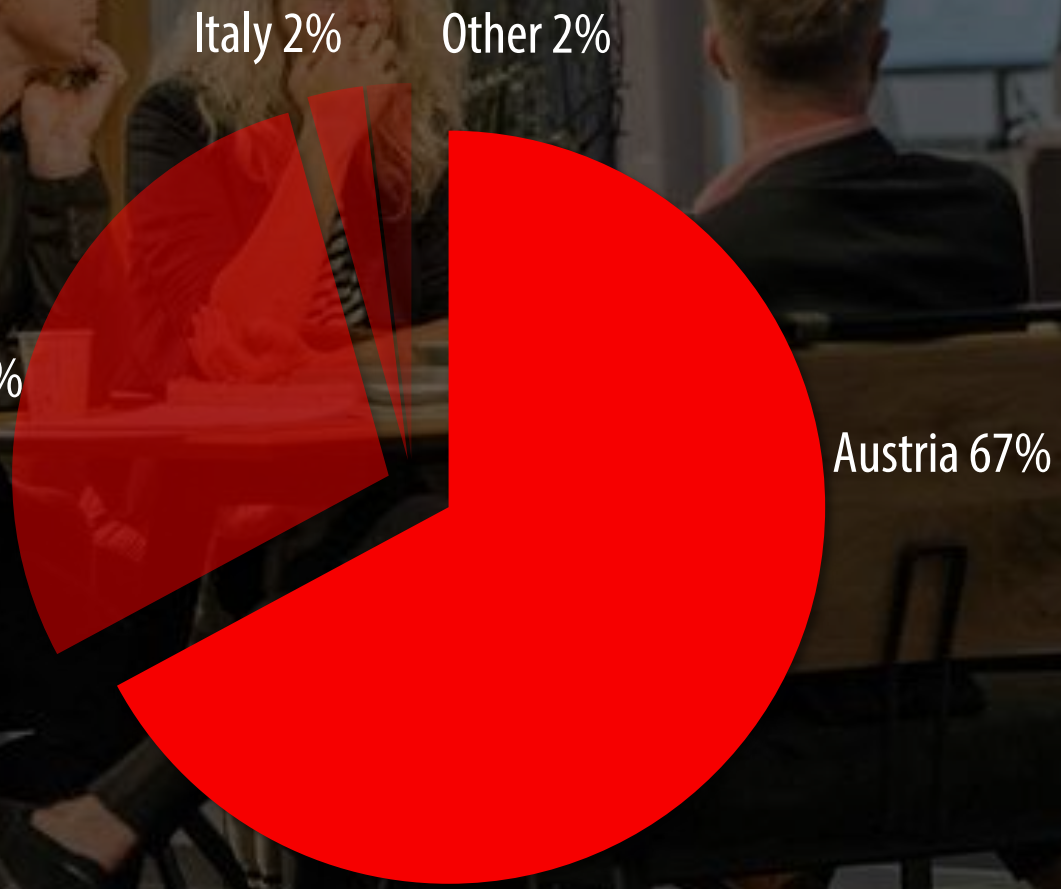


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visitors from 31 nations

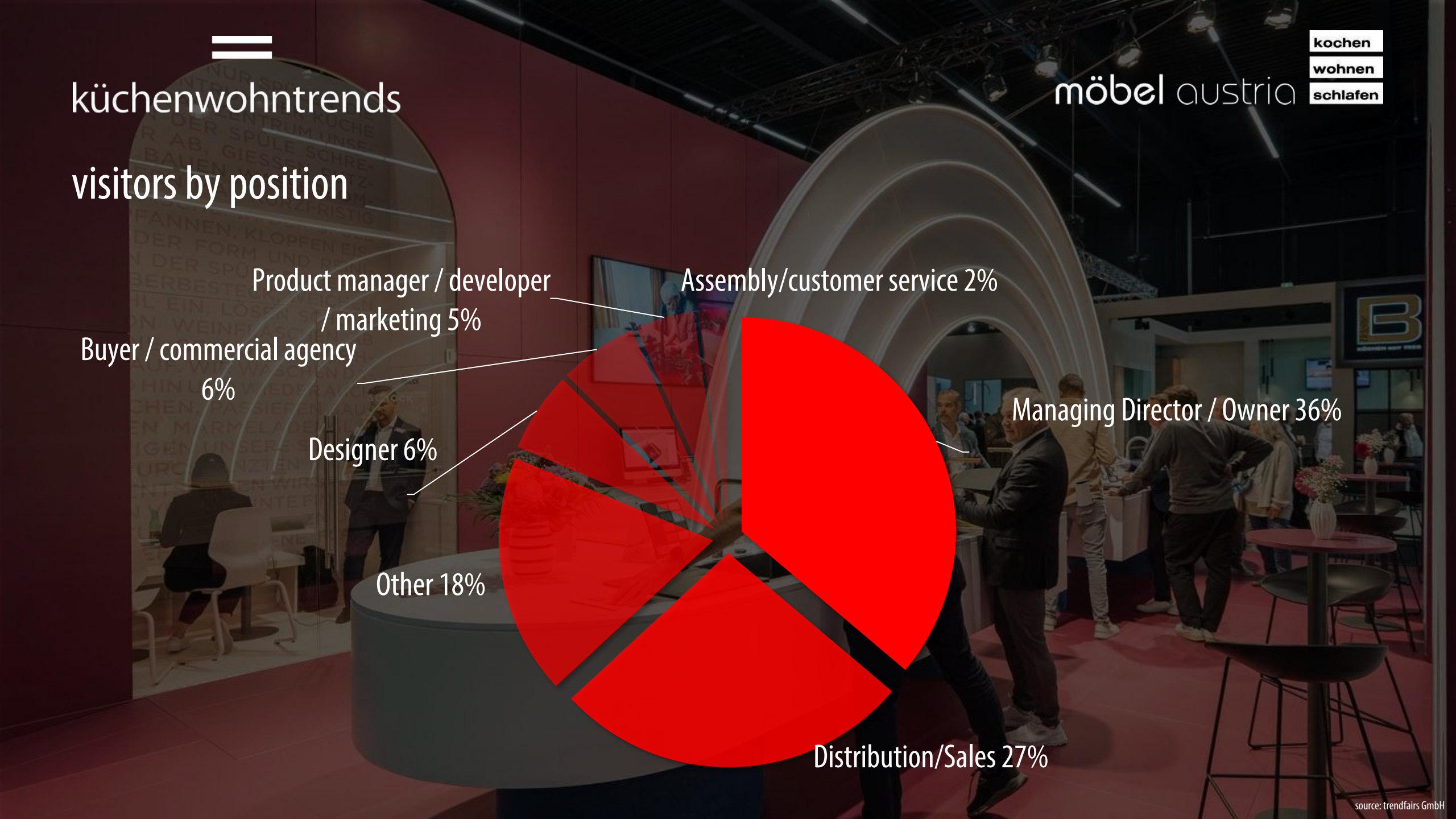


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visitors by position

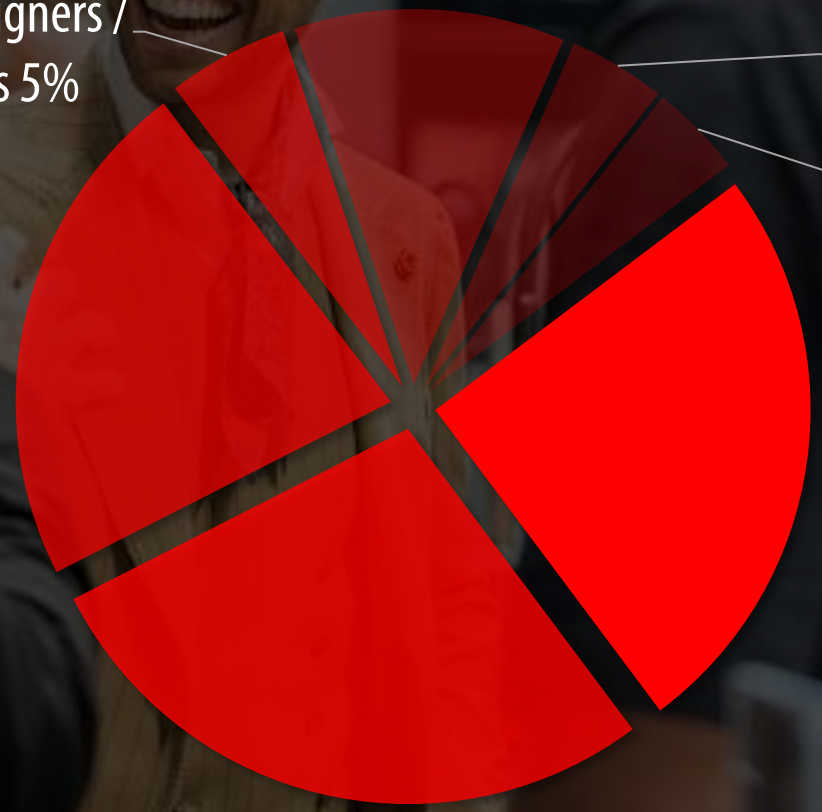


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visitors – relevant segments



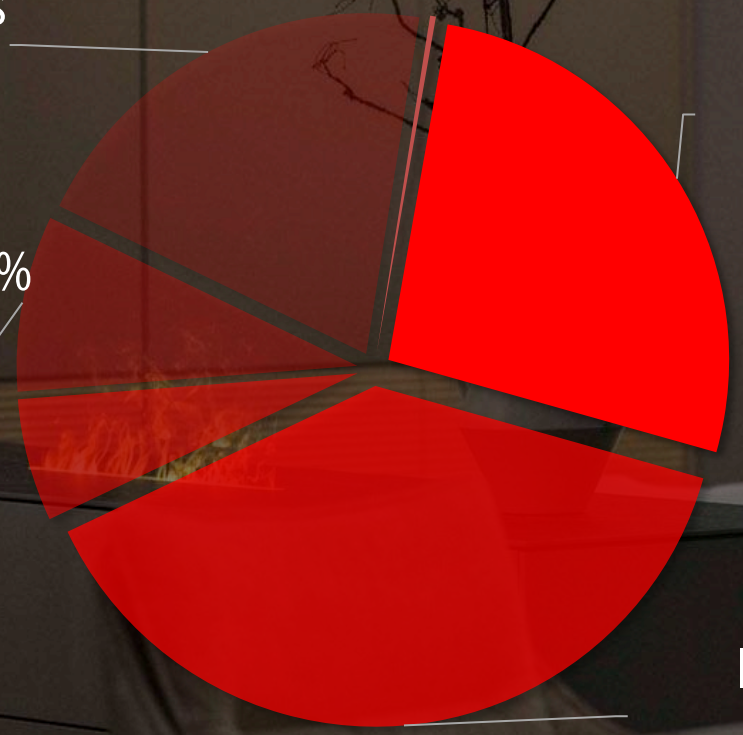
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trade visitors by reason for visit

(multiple answers possible)



source: trendfairs GmbH





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next step

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28 to 30 april 2027

Salzburg

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the movie




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