

84 236

UNIQUE VISITORS

160

COUNTRIES REPRESENTED

EXHIBITORS

2 910

of which
603
new ones

BRANDS

1 817

INTERNATIONAL
BRANDS

1 093

FRENCH
BRANDS

65

COUNTRIES
REPRESENTED

1 826

JOURNALISTS / BLOGGERS /
INFLUENCERS IN ATTENDANCE

46 356
FRENCH
VISITORS



37 880
INTERNATIONAL
VISITORS

68%
Europe
excluding
France

32%
from Major
export
markets

TOP 15 COUNTRIES

France		46 356
Italy		4 698
Belgium		3 679
United Kingdom		3 528
Spain		2 584
Germany		2 464
Netherlands		2 347
China		1 924
United States		1 637
Switzerland		1 377
Portugal		1 345
Japan		1 187
Russia		1 115
South Korea		746
Greece		508

BREAKDOWN BY FIELD OF BUSINESS

RETAILER 50%

SPECIFIER 33%

MANUFACTURER, MAKER 6%

MEDIA 2%

DESIGN STUDENT 3%

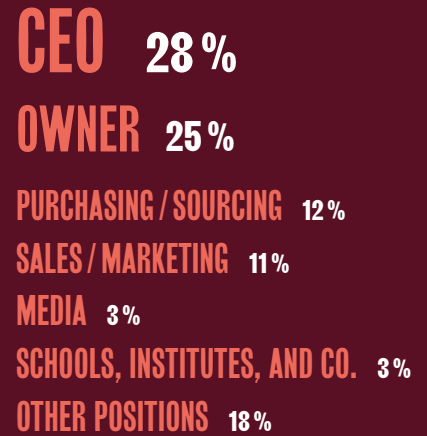
OTHER 6%

VISITOR SATISFACTION LEVEL

PURPOSE OF VISIT



VISITOR BACKGROUNDS



ARE SATISFIED WITH THEIR VISIT*



ARE SATISFIED WITH THE LAYOUT OF THE SHOW*

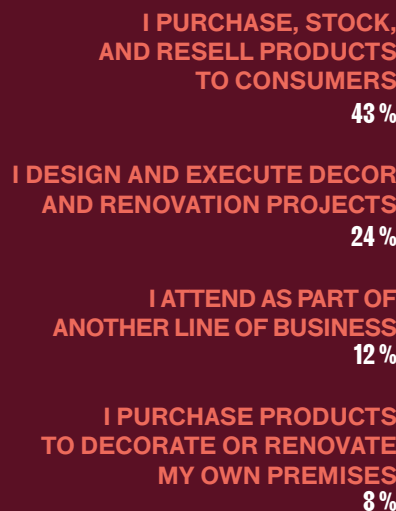
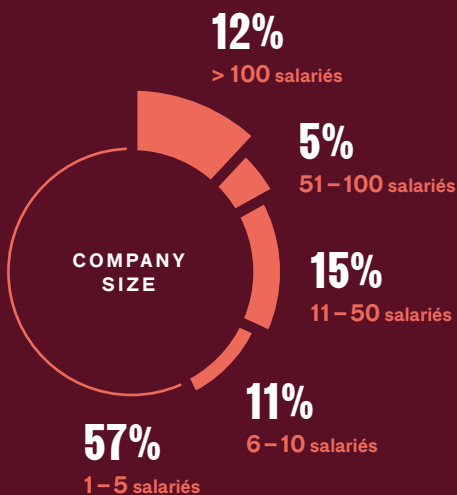
including 55% of which are completely or highly satisfied



PLAN TO PLACE ORDERS AFTER THE SHOW

including 60% of them who plan to do so within 6 months

* Counting those who declared themselves Completely + Highly + Somewhat satisfied

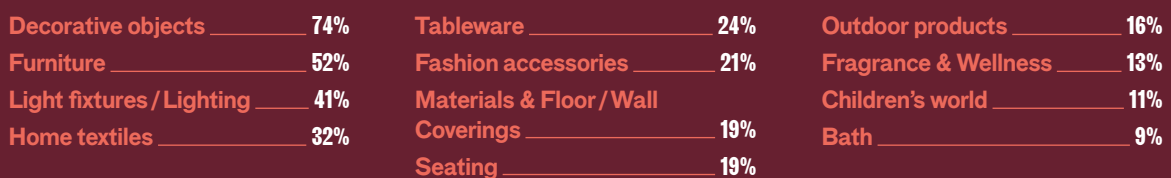


I'M VISITING BECAUSE I PLAN TO EXHIBIT AT THE SHOW 4%

I'M NOT VISITING AS PART OF MY BUSINESS ACTIVITIES 4%

I PURCHASE FOR RESALE TO ANOTHER RETAIL CHANNEL 3%

CATEGORIES OF INTEREST*



*Several answers possible

M&O, A FACILITATOR OF CONTACTS

117 657

BADGES SCANNED

over **5** days

by **1 157** exhibitors

25

NETWORKING EVENTS

throughout the world between sept. 2018 and jan. 2019 (round-tables, workshops, awards ceremonies, cocktail events, etc.)

11

COUNTRIES DELEGATIONS WELCOMED IN M&O

from Jan 17 to Jan 22, 2019
(Welcome breakfasts, meetings, cocktails, etc.)

INSTAGRAM



621K **+77%***

FACEBOOK



510K **+26%***

TWITTER



28K **+4%***

LINKEDIN



8804 **+80%***

*increase over January 2018

M&O, A SOURCE OF INSPIRATION

TREND FORUM

— Excuse my French! —

the.trend.forum.on.maisonobjet.com

WHATS NEW?

500 BRANDS **1 500** NEW PRODUCTS

presented to help improve visitors understand the scope of products available within the show

and Over **50**
TALKS

[that can be viewed online and in a video format](#)

120 000
professionals

5 000
brands

mom

MAISON & OBJET AND MORE

38%
more leads
in just 1 year

97%
usage (from those
who are "visitors")

Click & connect to the latest
in design and decor

2.5 MILLION
visits in 2018

NEXT RENDEZ-VOUS



SEPTEMBER
6 – 10,
2019

JANUARY
17 – 21,
2020

SAFI Organisation, a subsidiary of Ateliers d'Art de France and Reed Expositions France.