

81 232

VISITORS

151

COUNTRIES
REPRESENTED

EXHIBITORS

2 891

BRANDS

of which
636
new ones

1 823

INTERNATIONAL
BRANDS

1 068

FRENCH
BRAND

71

COUNTRIES
REPRESENTED

1 600

JOURNALISTS / BLOGGERS /
INFLUENCERS

44 823
FRENCH
VISITORS



36 409
INTERNATIONAL
VISITORS

73%
Europe
excluding
France

27%
from Major
export
makers

TOP 15 COUNTRIES

France		44 823
Italy		4 623
Belgium		3 949
United Kingdom		3 238
Netherlands		2 571
Germany		2 392
Spain		2 162
United States		1 559
Switzerland		1 319
China		1 305
Portugal		1 262
Russia		1 170
Japan		1 049
South Korea		828
Turkey		558

BREAKDOWN BY FIELD
OF BUSINESS

RETAILER 49%

SPECIFIER 36%

MANUFACTURER, MAKER 9%

SCHOOL 3%

PRESS 2%

OTHER 2%

VISITOR
BACKGROUNDS

CEO 35%

OWNER 32%

PURCHASING / SOURCING 15%

SALES / MARKETING 13%

MEDIA 2%

**FACILITIES MANAGEMENT
OR SPACE PLANNERS** 1,5%

OTHER 1,5%

MAIN PURPOSE
OF VISIT

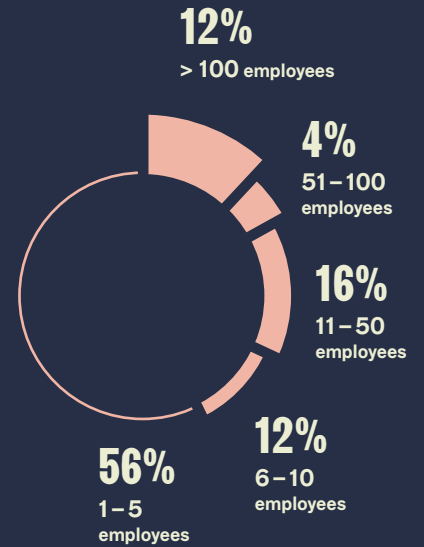
PLACE ORDERS
23%

**IDENTIFY POTENTIAL
SUPPLIERS, PRODUCTS,
OR SERVICES**
22%

**DISCOVER MARKET
TRENDS**
21%

**MEET NEW CONTACTS
AND POTENTIAL SUPPLIERS**
21%

COMPANY
SIZE



LE CLUB
THE VIP LOUNGE BY MAISON&OBJET

THE MEETING PLACE FOR THE MOST INFLUENTIAL BUYERS, SPECIFIERS AND TRENDSETTERS
IN THE ART OF LIVING SECTOR FROM FRANCE AND ABROAD

3 212

CLUB MEMBERS
CAME TO THE FAIR

+17%
Increase over
January 2019

of which

502

MASTER BUYERS

Key buyers from Retail Chains, Department
Stores, Concept Stores, Design Distributors
and E-commerce.

78

COUNTRIES
REPRESENTED

58% International | **42%** French

SOCIAL
NETWORKS



Instagram

774K +25%*



Facebook

561K +10%*



Twitter

29,5K +5%*



LinkedIn

15K +74%*

*increase over January 2019

MAISON&OBJET, A FACILITATOR OF CONTACTS



BUSINESS MEETINGS
A program of targeted and qualified meetings.
Theme Janv. 2020 : "HOSPITALITY"



MAISON&OBJET, A SOURCE OF INSPIRATION

3 WHAT'S NEW? SPACES

CARE / SHARE / LIVING

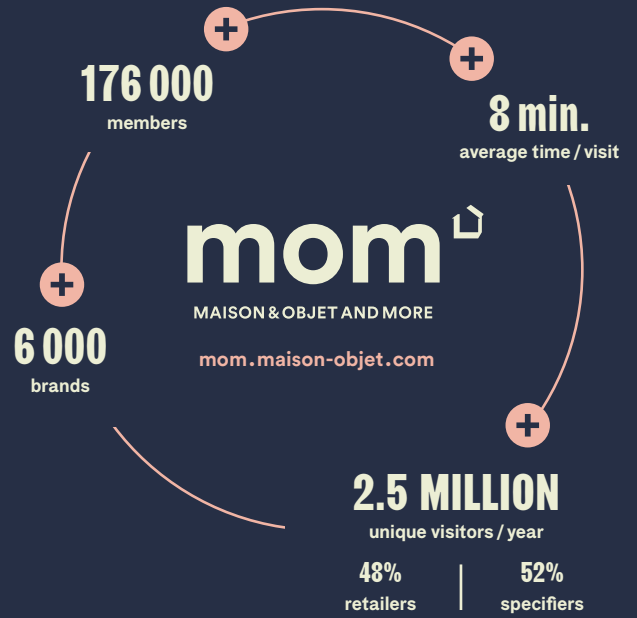
5 THEMATIC ITINERARIES

ARCHI DESIGNER / FRENCH MADE / HOTEL & RESTAURANT / SUSTAINABLE / WORK!

48 TALKS

that can be viewed online in a video format : maison-objet.com

THE DIGITAL PLATFORM MAISON&OBJET AND MORE



NEXT RENDEZ-VOUS



SEPTEMBER
4 - 8, 2020

JANUARY
22 - 26, 2021