M.O.W. 2025 Closing Balance of 29/09/2025

The Trade Fair Is Here – And So Is Confidence !

The M.O.W. 2025 which took place at Messezentrum Bad Salzuflen form September 21 to 25 concluded with a positive outcome. In a positive mood this sector looks back to five intensive trade fair days which impressively showed: "The trade fair is here!" – Not only as a motto but as an experienced corporate feeling. It also became clear that the meetings, impulses and ideas of the trade fair have released new energies and strengthened the sense of initiative of this industry as became apparent in concrete and promising orders.

The expectations we had before the trade fair were exceeded. Many good discussions, clear tasks and concrete orders characterized the conclusions. Despite the still challenging macroeconomic situation this trade fair conveyed an atmosphere of optimism and confidence. This has also been shown by the fact that the M.O.W. 2025 was a place of networking and exchanging ideas about current challenges. The message „*We are all in the same boat across all borders", could be felt in many halls. " Because: No effort, no sales!"*

International Appeal & Quality Of Visitors

Internationality was once again a hallmark of the M.O.W.: With **558 exhibitors from 39 nations** and an international share of 60 percent this trade fair showed to be a relevant platform not only on a European but also on a global level. The strongest exhibiting nations after Germany were Poland, Bosnia & Herzegovina, Denmark, Netherlands, Italy, France, China, Lithuania, and Turkey. For comparison only: 2024 there were 535 exhibitors from 40 Nations. The international share was also 60 percent.

In particular, a very positive feedback came from visitors from abroad. The international share increased to **43 percent**, represented by **trade visitors from a total of 61 nations.** The Netherlands, Belgium, Austria, France, Italy, Switzerland, and the Scandinavian countries significantly increased in number. Besides the **important dealers and chains** remarkably many **retailers** found the way to East Westphalia, among others many specialists and independent furniture dealers. All major **associations** and leading **online retailers** were present albeit with smaller committees and groups. Thus, the M.O.W. confirmed its role as a central meeting point and navigator of this industry.

Trends & Impulses

In 17 Hallen on 85000 square metres of exhibition space the M.O.W. gave a complete overview of all relevant furniture ranges – from the DIY field to the sophisticated ranges of the upper middle class. This trade fair delivered implementable **ideas for frequency and turnover** and showcased **living as a multifaceted lifestyle event**. Visitors experienced **colour and material trends** ranging from new cashmere white and warm earthy shades (from sand to macchiato) to accents in terra cotta, blue, green, and yellow. Colour coordinated ensembles – down to the smallest detail such as sofa feet matching the cabinets – as well as customizable concepts for more individuality were focussed including **multifunctional units** with always more comfortable technology.

Furthermore, **organic forms & fluent transitions** were important themes: rounded fronts transform cabinet elements into elegant living-room furniture and create smooth transitions in open-plan rooms. Sofas with curved lines invite you to relax.

Chrome, mirrored elements and **smoked glass** as well as **corduroy** and **bouclé** evoked retro-associations.

Sustainability from production and materials up to marketing was one of the central issues: FSC- and PEFC-certified wood materials, recycled materials, pollutant-free substances, and local manufacture emphasized the responsibility of this industry. At the same time, **digitalisation of the sales aids** is progressing – from configurator and video consultations to the QR code supplying additional information.

„olé – Outdoor.Living.Event“

One of the M.O.W.’s 2025 highlights was the starting signal for the new **Outdoor Living** segment which already featured over 20 exhibitors this year. The announcement of the expansion in 2026 under the name **„olé – Outdoor.Living.Event“** met with great interest: numerous inquiries have already been received. The trade fair thus sets a strong impulse in a growing market which combines indoors and outdoors worlds to form an integral lifestyle event.

Importance of the OWL Furniture Region

The M.O.W. is the core and the nucleus of the furniture region East Westphalia Lippe which hosts many in-house exhibitions around furniture, kitchens and premium ranges during the exhibition period. This concentration underscores the significance of this region as Europe’s

strongest furniture cluster. At the same time, the M.O.W. is currently the **only major furniture trade fair in Germany** – with a clear concept, an excellent cost-benefit-ratio and strong response.

Strategic Basis For 2025/2026

The combination of reliable **regular exhibitors**, attractive **new exhibitors** and strong brands make this fair valuable not only for the trade but also for the industry. With this year's positioning the M.O.W. 2025 marks once again an **important step forward:** the M.O.W. is unique in Europe regarding its width and depth. It combines **all price categories from the entry-level to the upper-medium price segment**, it covers **all sales channels from the stationary specialist trade to the pure online player** and it offers space for major brands as well as for specialized niche suppliers – and all this under one roof. This provides a stable business basis for the forthcoming winter business and the next year which will be trendsetting for this industry. Now politicians are called upon to keep their promises and create confidence – to materialize the breakthrough not only regarding furniture purchases. The further postponement of the EUDR for another year also provides short term relief.

The M.O.W. 2025 demonstrated that this industry – despite all uncertainties – stands together, provides impulses and breaks new grounds. It has shaped and clarified a shared understanding and made clear: future living is individual, multifunctional, sustainable, and digital – and it is being created in East Westphalia.

The trade fair is here! – And this year the industry has once again impressively demonstrated that Bad Salzuflen is the right place for exchange, business and inspiration.

The next M.O.W. will take place from **September 20 to 24, 2026**.

Further information: www.mow.de

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