Press Release of September 27, 2024

M.O.W. 2024 from September 22 to 26, Summary Result

M.O.W. Sends A Positive Signal For This Sector!

After five intensive trade fair days the M.O.W. 2024 ended on September 26. The mood in the 17 exhibition halls was good despite the difficult market situation. Contrary to the expectations sampling and direct ordering took place. The product range, the quality of the exhibitors as well as the visitor frequency and professionalism were worthy of a successful anniversary event. The internationality of the trade visitors could once again be increased. Thus – in the 40th year of its existence - the M.O.W. has significantly consolidated its position as Europe's largest trade fair for furniture consumption.

During these times the M.O.W. exhibitors made selling for the trade as easy as possible. They developed their strengths, offered even more product groups from a single source, optimised processes, made bestsellers even better, and presented a variety of new innovative models and assortments that were intended to activate the end users' incentives to buy. Overall, an overwhelming offer for all product groups, service degrees and price categories from the entry level to the top middle prices.

On the occasion its 40th anniversary the M.O.W. emphasised its enduring relevance as the central industry meeting point and impressively demonstrated why it has been moving the furniture world for four decades. Despite the current challenges the trade fair organisers and exhibitors went to work with optimism: your own home is a safe place. Furniture is an indispensable part of it.

Stilistically clear lines and round shapes dominated sofas and cupboard units. The colours ranged from cashmere and white to grey and dark shades but also earthy shades and green and occasionally a strong blue could be seen in the upholstered furniture range. Oak has kept its strong position but is becoming more subtle for decorative applications without noticeable inclusions or knots. Striking accents were set by the decorated perfectly colour coordinated presentations which serve as an example for marketing (photographs and POS). AI simplifies daily work – from product development and furniture design to catalogues, online marketing and home planning. The potential has been recognised and is being used.

The M.O.W. 2024 showed extraordinary presentations, perfect productions and new cooperations. The industry powerfully got down to work, including

new modular furniture for upholstery, cabinet and kitchen ranges with a clear number of types and options, but many possible combinations for all price levels, from disassembled to assembled. According to the maxim “Keep it simple” for production, sale, logistics, and warehousing.

A total of 535 exhibitors from 40 nations presented their latest assortments, innovations and trends this year. 14 companies participated as exhibitors from the very beginning. Long-standing and new exhibitors complemented the whole offer of the M.O.W. in excellent interaction. Whether conventional living, flat-pack furniture, young living, self-service furniture, or online trade – the M.O.W. 2024 offered an especially large and attractive range of offers for all product groups and sales channels. This year around 40 percent of the exhibitors came from Germany, 60 percent from abroad. The top 10 nations were Germany, Poland, Denmark, the Netherlands, Bosnia-Herzegovina, Turkey, Italy, Lithuania, France, and Sweden. The international diversity, the high quality of the exhibitors, the reliable consistency of the regular exhibitors and the fresh input of the newcomers reflected the dynamics and the innovation spirit of this industry.

As was the case forty years ago the focus of the M.O.W. 2024 will be on three essential factors: products, human beings and business. Besides presentation and ordering this year again it was about communication, networking and the initiation of business relations that make trade fairs indispensable in the best sense of the word. The M.O.W. is the relevant trading platform for the volume market and the meeting point of this sector. A high percentage of the exhibitors exclusively exhibits at the M.O.W. – this too, emphasises the importance of the M.O.W. when compared internationally.

The high power of attraction of the M.O.W. is reflected in the **number of visitors 2024.** With 73 countries the exhibition attracted even more nations than in the years before. Following Germany – with an increased number of visitors – the Netherlands, France, Belgium, Italy, Switzerland, Austria, and Denmark were the most strongly represented. On the whole, the international visits exceeded 40 percent.

„We are optimistic about 2025 and the future. The M.O.W. will continue to be a place where innovations prosper and new ideas are created. We will continue to focus on the middle of the market and work to anticipate changes and developments to offer our exhibitors and visitors the best possible platform – for the success of every single participant to the trade fair and of the whole sector,” emphasises the M.O.W. managing director Bernd Schäfermeier. “This anniversary would not have been possible without the support and commitment of many people. Our special thanks go to our loyal exhibitors, visitors and dealers, founders and initiators, our

strong exhibition team, the hard-working service providers, the creative minds, and media representatives who accompany us on our way with their reporting."

The Next M.O.W. Will Take Place From September 21 To 25, 2025.

The trends of the M.O.W. 2024 in brief: selling made easy +++ module ranges with a low number of types, but many possible combinations +++ more product groups from a single source +++ e-commerce-capable design +++ tool-free furniture assembly +++ perfectly decorated interiors as examples for photo shooting and POS +++ harmonious colour worlds +++ cashmere, white, grey shades, earthy shades, and green, occasionally a strong blue +++ subtle oak +++ glass for high gloss +++ veneer +++ variations of corduroy and bouclé +++ vegan artificial leather +++ round shapes for sofas, armchairs and cabinets +++ comfortable hybrid chairs/armchairs for the dining area +++ box spring and upholstered beds matching the wardrobe +++ height-adjustable bed headrests for roof slopes +++ disassembled floating units as flat-pack furniture +++ furniture for the bathroom and hallway in home design +++ cabinet for domestic appliances +++ dog bed +++ multifunction +++ weatherproof sofas and armchairs for outdoor use +++

Further information: www.mow.de

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