

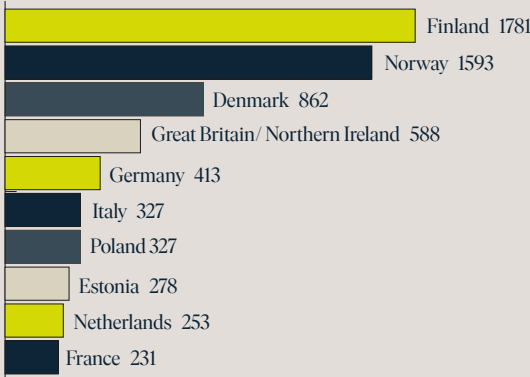
Facts & Statistics

Stockholm Furniture Fair 2023

VISITORS

- 32% were international visits from 84 countries
- Returning visitors were 72%
- The five biggest groups of international visitors came from Norway, Finland, Denmark, UK and Germany.
- The three largest groups of visitors were buyers, architects and designers.
- A majority of all visitors, 67%, states that they have a big, very big or crucial impact on purchasing decisions in their business.

TOP 10 VISITING COUNTRIES



44% Of the visitors are owners / CEOs / management

PURCHASING AUTHORITY

67% Of the visitors have crucial, very or fairly big purchasing authority

3 PRIMARY REASONS TO VISIT SFF

1. To see new products / innovations
2. To keep up to date with market trends
3. To seek inspiration

TOP 3 JOB FUNCTIONS

1. Buyers
2. Architects
3. Designers



EXHIBITORS



9/10 exhibitors believe that exhibiting at SFF is important to their business

PRESS

525 accredited journalists

Stockholm Furniture Fair 2023 organised three media tours with journalists from a wide range of papers and magazines including Architectural Digest, Wallpaper, Dezeen, Design Milk, Ideat, Disegno, Intramuros, Elle decoration US and Frame to name a few. The different tours had tailor made schedules to optimise the exposure for the brands and studios visited. The agents program were made in collaboration with our partner organisation the Swedish Federation of Wood and Furniture Industry (TMF) and invited selected international architects and buyers for a meet and greet at the fair on Thursday the 9th. For the 2024 edition this program is being extended.

SOCIAL MEDIA / MARKETING



76.9K
Instagram



28.1K
Facebook



90K
Sessions
website*



143K
Subscribers
newsletter

See you again in February 2024.