



Mebel

interior design

18-22.11.2024
EXPOCENTRE Fairgrounds, Moscow, Russia

35th Anniversary
International Exhibition
for Furniture, Fittings
and Upholstery

www.meb-expo.ru/en

12+

Advertising



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The largest show of furniture, fittings and upholstery in Russia, and the CIS countries and Eastern Europe

80,000+ sq m
total exhibition space

1,074 exhibiting
companies
from **13** countries

including leading foreign
and Russian manufacturers

44,289 visitors
from **58** countries
and **88** regions of Russia



Product sectors

Mebel is conveniently divided into showrooms



Home

- Cabinet furniture
- Upholstered furniture and fabrics
- Furniture for children
- Small space furniture
- Walk-in wardrobes
- Transformer furniture
- Bathroom furniture
- Garden furniture
- Home office furniture



Kitchen Space

- Kitchens
- Tables, chairs
- Benchtops, kitchen sinks
- Household appliances
- Accessories, tableware
- Furniture for bars and restaurants



Dream

- Bedroom furniture
- Mattresses
- Pillows
- Mattress fillings



Office

- Office furniture
- Metal furniture
- School furniture
- Special furniture



Decor

- Interior items
- Lamps, chandeliers
- Mirrors
- Interior textiles



Components & Equipment

- Furniture fittings
- Components
- Wood boards
- Paints and coatings
- Decorative materials, films
- Equipment and tools for furniture making

High potential of the Russian market for your companies



The market volume for 2023 grew by 25% and amounted to 496.8bn RUB.

In monetary terms, the highest growth rates were shown by metal office furniture (+20%), wooden furniture for dining rooms and living rooms (+20%) and wooden office furniture (+26%).

Office furniture

The high demand for office furniture will continue during 2024-2025 due to the construction of new office spaces and business centres.

In 2023, 279.6 thous. square metres of quality office space was commissioned.

Residential furniture

In 2023, Russians bought furniture 9% more often than in 2022.

The furniture market will continue to grow, thanks in part to record housing commissioning. Actual volume of housing commissioning for 2023 is 110,439 thous. square metres +8% to 2022.

1.4 million new flats built in 2023

THE NEW BUILDINGS WILL NEED

1.4m kitchen sets

>1.6m bedroom sets

>1,7m living room sets

1,4m hallway furniture sets

International participation

Among foreign companies there are manufacturers from Austria, Belarus, China, Egypt, Germany, Iran, Italy, Japan, Kazakhstan, South Korea, Russia, Turkiye and Uzbekistan.

13 countries



Austria



Belarus



China



Egypt



Germany



Iran



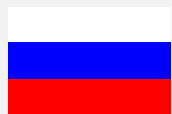
Italy



Japan



Kazakhstan



Russia



South Korea



Turkiye



Uzbekistan

40% foreign exhibitors

Statistics of 2023



Visitors

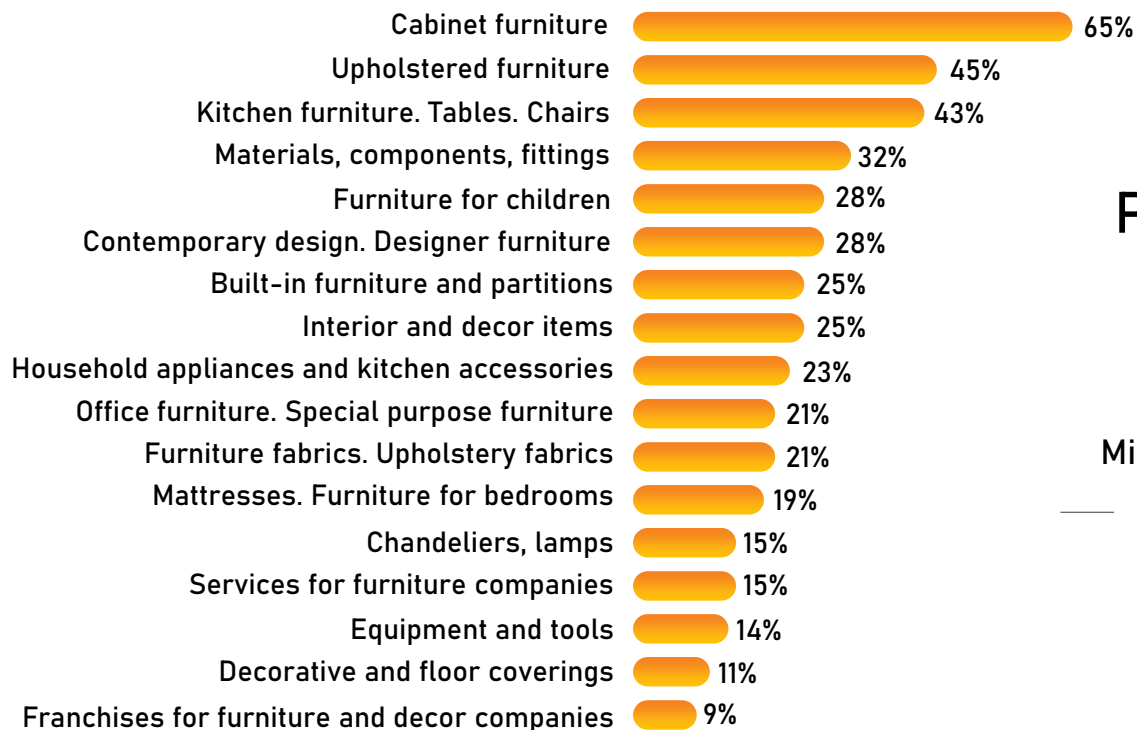
44,289 visitors

from 58 countries and 88 regions of Russia

21,046 Russian regional visitors

2,795 foreign visitors

Visitor interests, %

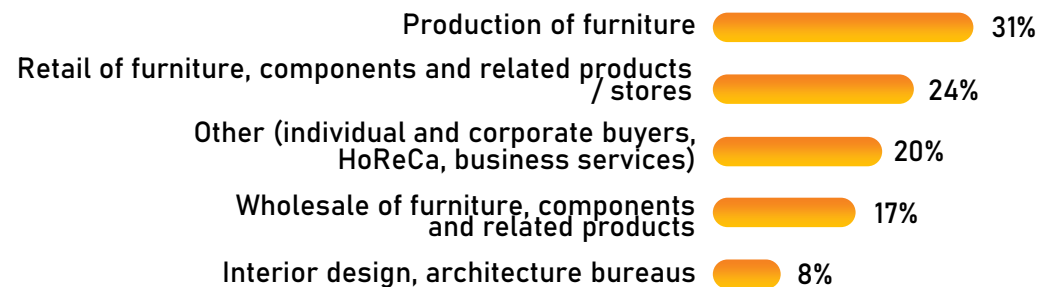


87%

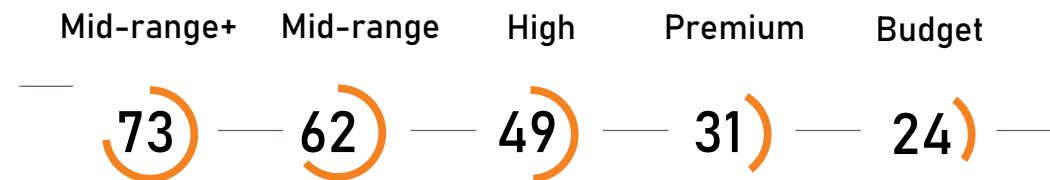
influence purchasing decisions



Visitor profile, %



Preferred price segment, %



Advertising & Promotion

Our advertising opportunities ensure the effective promotion of your company long before the exhibition begins



Internet promotion

Contextual ads, SEO, media ads



Outdoor advertising



Social media

20,000+ subscribers



Industry media

30+ media partners



TV

Advertising of Mebel on federal TV channels



Direct emails

150,000+ contacts



Exhibition website

255,000+ unique visitors to the website over six months

Exclusive placement of your company profile in the Mebel advertising and information materials will surely improve effectiveness of your company's promotion



The most effective sponsorship formats

- General sponsor
- Sponsor of exhibition
- Sponsor of navigation
- Sponsor of conference programme



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Join us at Mebel 2024!



Book a stand



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Venue

EXPOCENTRE Fairgrounds 14,
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Moscow, Russia



www.meb-expo.ru/en