



Mebel

interior design

23-26.11.2026

 **Crocus Expo
Moscow, Russia**



37th International
Exhibition for Furniture,
Fittings and Upholstery

12+

Under auspices of



CCI of RF

Supported by



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA



Association of furniture
and woodworking
enterprises of Russia

www.meb-expo.ru/en

Organised by



EXPOCENTRE



THE LARGEST SHOW OF FURNITURE,
FITTINGS AND UPHOLSTERY IN RUSSIA,
THE CIS COUNTRIES, AND EASTERN EUROPE

50,000 sq. m
total exhibition space

741
companies from
8 countries

39,000
visitors from 87 regions
of Russia
and 41 countries



News about
Mebel

Statistics of 2025

www.meb-expo.ru/en

 **EXPOCENTRE**





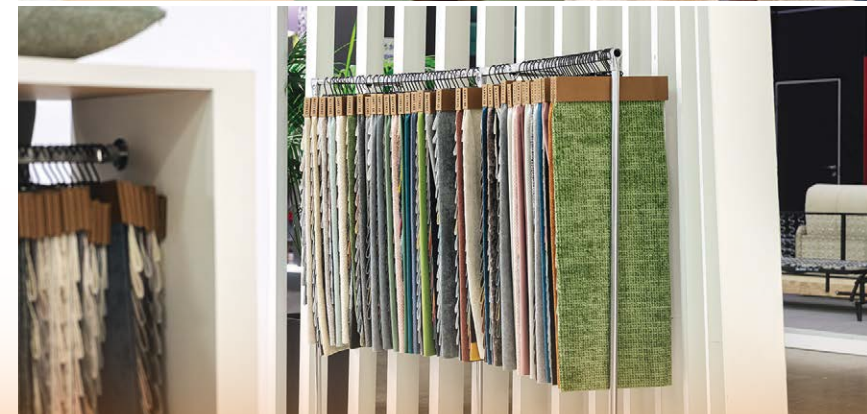
PRODUCT SECTORS

Mebel is conveniently divided into showrooms

- Home furniture. Cabinet and upholstered furniture and fabrics. Kitchens
- Furniture in interior and décor
- Mattresses and bedroom furniture
- Tables, chairs
- Office and special furniture
- LDM Salon of Equipment
- Components and fittings for furniture manufacture
- China Pavilion



Click to learn more





THE FURNITURE MARKET OF TOMORROW

Sustainable development and ecology

- Environmentally friendly materials
- Recycling and secondary use

Technological innovations

- Smart furniture
- Virtual and augmented reality

Multifunctionality

- Small space furniture
- Simplicity and minimalism

Colour trends

- Natural shades
- Vivid accents

Individualization and customization

- Customized furniture
- Personalized services

Online sales and automation

- Convenience of purchases
- Speed of delivery

Next steps in design concepts

- Inclusion and accessibility
- Variety of colours and maximalism



THE VOLUME OF RUSSIAN FURNITURE PRODUCTION IN 2025

In value terms, RUB

547.6
billion (USD 7.5 billion)

In physical terms,

98
million units of products

*Source: the Association of Furniture and Woodworking Enterprises of Russia



THE DEMAND
FOR FURNITURE
IN RUSSIA:

Furniture sales
in 2024 totaled

103
million units



GEOGRAPHY OF EXHIBITORS

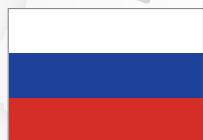


Catalogue
of exhibitors 2025

Mebel 2025 brought together

741 companies from 8 countries:

Russia
Belarus
China
India
Italy
Kazakhstan
Turkiye
Uzbekistan



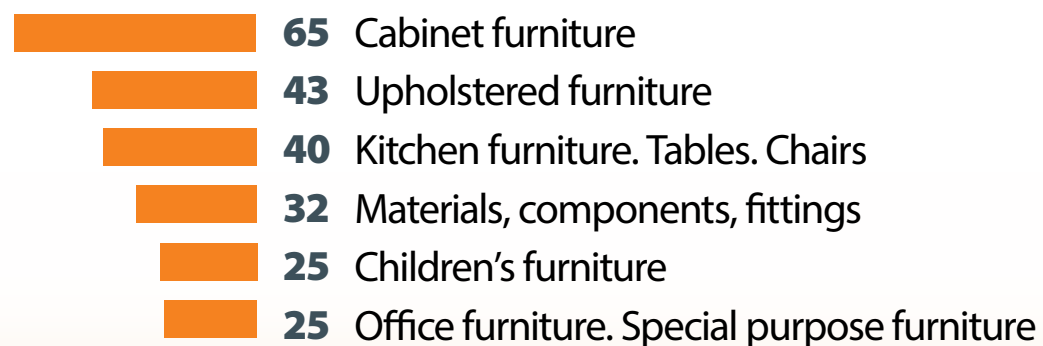


VISITORS



39,000 visitors from **87** regions of Russia and **41** countries
>5,000 designers **>67%** qualified visitors

Visitor preferences, %

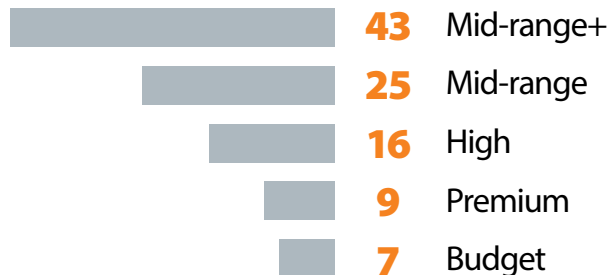


Statistics of 2025. There are several possible answers

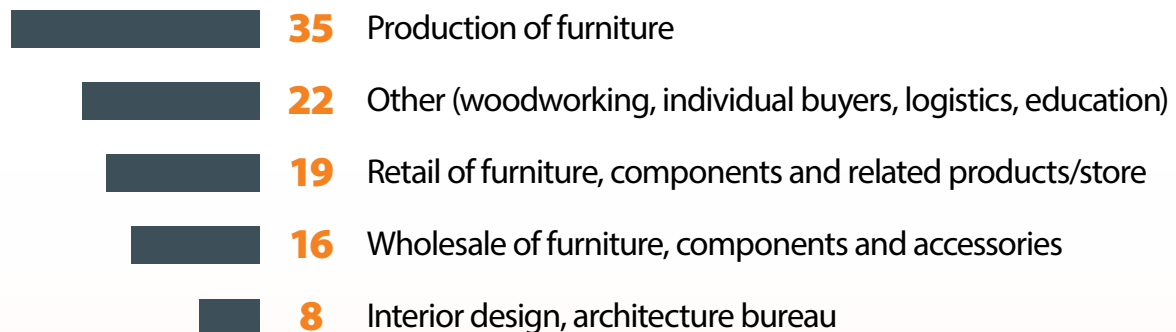


VISITORS

Preferred price segment, %



Visitor profile, %



Statistics of 2025





ADVERTISING AND PROMOTION



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

– **Internet promotion**

Context 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

– **Mebel website**

255,000+ unique visitors over 6 months



The most effective sponsorship formats

- General sponsor
- Exhibition sponsor
- Navigation sponsor
- Sponsor of the conference programme



Become our sponsor

**EXCLUSIVE PLACEMENT
OF YOUR COMPANY PROFILE
IN THE MEBEL ADVERTISING
AND INFORMATION MATERIALS
WILL SURELY IMPROVE
EFFECTIVENESS OF YOUR
COMPANY'S PROMOTION**



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Book a stand



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Crocus Expo

