

# Facts & figures

# Stockholm Furniture Fair 2024

## VISITORS

- The three largest groups of visitors were architects/interior architects, designers, and buyers.
- A majority of all visitors, 62%, stated that they have a big, very big or crucial impact on purchasing decisions in their business.
- 57% of all visitors attended the fair to discover new products.
- 18,5% were international visitors from 81 countries.

## TOP 10 VISITING COUNTRIES

1. Finland
2. Norway
3. Denmark
4. UK
5. Germany
6. Estonia
7. Netherlands
8. Poland
9. France
10. Spain

**65%** Visited the fair with the intention of meeting new suppliers and business partners



## PURCHASING AUTHORITY

**62%** Of the visitors have 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. Architect / Interior architect
2. Designer
3. Buyer

**11** EXHIBITIONS & DESIGN BARS

**45** TALKS, TOURS, BOOK READINGS & DJ SESSIONS

**58** SPEAKERS



## EXHIBITORS



## PRESS

**450** accredited journalists

Stockholm Furniture Fair 2024 organised media tours with 40 journalists from a wide range of magazines including Architectural Digest, Wallpaper, Dezeen, Ideat, Disegno, PIN-UP Magazine, and Frame, to name a few. With a focus on the fair exhibitors, the different tours had tailor-made schedules to optimise exposure for the brands visited, and the journalists spent two days at the fair. We also organised programmes with a total of 60 invited international architects and buyers for meet and greets at the fairground. For the 2025 edition, these programmes are being extended.

## SOCIAL MEDIA / MARKETING



81.5K  
Instagram



28.1K  
Facebook



70K  
Sessions website\*



47K  
Subscribers newsletter



See you in February 2025.