

Facts & figures

Stockholm Furniture Fair 2025

VISITORS

- The three largest groups of visitors were architects, interior designers, and buyers.
- 62% of all visitors stated that they have a big, very big or crucial impact on purchasing decisions in their business. Only 18% stated that they lack influence, confirming that the fair attracts a highly purchase-decisive target audience.
- 87 countries attended SFF in 2025.

TOP 10 VISITING COUNTRIES

1. Finland
2. Norway
3. Germany
4. UK
5. Denmark
6. Italy
7. Poland
8. Lithuania
9. US
10. Estonia

64% Attended the fair to explore new products and innovations, and engage in knowledge exchange.

PURCHASING AUTHORITY

62% Of the visitors have purchasing authority

5 PRIMARY REASONS TO VISIT SFF

1. Discover new products and innovations
2. Stay up to date with market trends
3. Engage in knowledge exchange
4. Expand and strengthen networks
5. Find inspiration

TOP 3 JOB FUNCTIONS

1. Architect
2. Designer
3. Buyer

10 EXHIBITIONS & DESIGN BARS

55 TALKS, PANELS & WALKS & TALKS

344 TAKING PART IN THE DESIGN WEEK

Visitors
February 2025
15 502

EXHIBITORS

Exhibitors
February 2025
251



PRESS

453 accredited journalists

For 2025, Stockholm Furniture Fair expanded its tailored trips for international architects and buyers, hosting 100 key professionals from countries including Switzerland, the US and Japan. This year, the fair also hosted international journalists from leading publications such as Domus, Interni, Ideat, AD Magazine, Architectural Digest, Architectural Record, OnOffice, Wallpaper, Yatzer, Hypebeast, Pin-Up Magazine, Elle Decoration, and Bo Bedre, among others.

SOCIAL MEDIA / MARKETING



84.5K
Instagram



+700
Press clippings



400K
Page views*



50K
Subscribers

See you in February 2026.

