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**FINAL OVERVIEW FURNITURE FAIR 2022**

**Back on track!**

*Anyone walking through the corridors of the Furniture Fair, in amongst all those beautiful pieces, was greeted by almost exclusively smiling faces. The atmosphere was good… very good, in fact. The Furniture Fair pulled people into its bubble, a bubble brimming with positivity, where even today’s challenges were temporarily a thing of the past. Doing good business usually means a bright future, so let that be the feeling with which the majority of exhibitors and visitors left the fair.*

The Brussels Furniture Fair is adept at transforming the rather faded palaces of Brussels Expo into a veritable furniture temple. After scanning their ticket, visitors find themselves in a bubble, completely shut off from the outside world. And at this edition of the Furniture Fair, that could be taken very literally, as at the entrance many visitors were immediately astonished by an impressive reception and bar in the bubble theme. This set the tone straight away: coronavirus bubbles had made way for festive bubbles. And so it was time to celebrate again in furniture land!

Attractive stands, clever decorations and many new collections came next in what many described as an inspiring visit, characterised by originality, beauty and elegance. But above all, exhibitors reaped the rewards of their hard work and investment by doing good business. Because of course, that’s still the fair’s core purpose. Although the majority of exhibitors reported fewer orders being placed than during the post-coronavirus edition, the results still far exceeded expectations.

There was a similar story in Hall 6, where the majority of exhibitors from the sleep sector gather. This is encouraging for the exhibitors. And the organisers, whose belief and conviction that in the near future, Brussels will also play an important and meaningful role for the sleep segment once again has been reinforced by the strong results.

Because as we have often said, the Brussels Furniture Fair would like to become a meeting point for all the players that have a place in the furniture market. On the floorplan, we noted an uptick in exhibitors with a contract marking, and there was a also a (slight) rise in the number of visitors for that market. Contract is clearly a segment with a future, which certainly has its place in Brussels. This will be continued! As will ‘Bubble Up Your Store’, the new platform for the exhibitors of the furniture store of tomorrow. A little further on in Hall 3, the spotlights were again trained on ‘pure design’. In terms of creativity and inspiration, the realisations by the mix of young and established designers certainly stood out. Their story will be appearing in the Furniture Fair blog (blog.furniturefairbrussels.be) from December 2022.

On Tuesday evening at the Balthazar Awards ceremony, the literal spotlights first fell on Boukje Adriaensen. She received a special mention for ‘Best of Design Street – Design Academy’.

Mobitec (Best of Belgium), Kler (Best international), The Beds (Love at first sight) and Sofar (Best innovation) were selected as winners of the Balthazars 2022 from an unprecedented number of product entries (110). The Balthazar Awards 2022 thus symbolised the drive that characterises our sector. You can find out all about this on our blog (blog.furniturefairbrussels.be/2022/11/09/meubelbeurs-brussel).

Without this infectious drive and positivity, the Brussels Furniture Fair would never feel so warm, festive and commercially attractive. So we round off with a heartfelt sense of gratitude and a huge appetite for more to come.

Glenn De Maeseneer

Thomas Hibert

Brussels Furniture Fair

**We look forward to seeing you again next year!**

**Furniture Fair 2023: 5-8 November**

<https://www.furniturefairbrussels.be/>

Facebook: [www.facebook.com/Meubelbeurs/](http://www.facebook.com/Meubelbeurs/)

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Visitor numbers:

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|  | **2021** | **2022** | **+/-** | **% increase** | **% of total** |  |
| **BE/LUX** | 6323 | 6474 | 151 | +2.4 | 40.03% |  |
| **NL** | 3768 | 4063 | 295 | +7.8 | 25.13% |  |
| **FR** | 1768 | 1863 | 95 | +5.4 | 11.52% |  |
| **DE/AT/CH** | 775 | 884 | 109 | +14.1 | 5.47% |  |
| **PL** | 239 | 554 | 315 | +131.8 | 3.43% |  |
| **UK/IE** | 146 | 503 | 357 | +244.5 | 3.11% |  |
| **Other** | 3152 | 3120 | -32 | -0.01 | 19.29% |  |
|  | **16171** | **17461** | **1290** | **+8.0** | **100** |  |