

Salone del Mobile. Milano 2025



Salone del Mobile.Milano

Salone del Mobile.Milano: 302,548 presences. A positive sign: 68% of foreign professionals

Within a hugely uncertain global context, the 2025 edition of the Salone consolidated the results achieved in 2023, when EuroLuce was last held. Informing the agenda for 2026, the highest ever percentage of foreign professionals was testament to the key role of the trade fair, which offered new business opportunities to 151 countries.

The 2025 edition of the Salone del Mobile – which opened against a backdrop of strong market turbulence – notched up 302,548 presences, a figure in line with the EuroLuce 2023 (a Biennial exhibition), confirming the key role of the event, which this year turned the international spotlight on 2,103 exhibitors from 37 countries with an unparalleled offering. Complementing it was a Cultural Programme, which generated new visions of the future, beyond the challenges. The positive data was fuelled by foreign professionals, accounting for 68% of attendees. The initial results of the Survey conducted by Native Strategy for the fourth consecutive year (sample group of 475 exhibitors) showed that all indicators were stable. The visitor satisfaction index stood at 88%, while the exhibitors' intention to return index stood at 94%.

Top 10 foreign countries by provenance

The ranking by country of origin for the 2025 edition confirmed China in first place, evidencing a slight drop compared to 2023, which becomes net compared to the 2024 attendance figures, the sign of an economy that is facing internal and external structural challenges. This figure was balanced out by the overall stability in European professional numbers, in line with the export value of the Italian furnishing macrosystem to the world's leading single market (around 10 billion euros in 2024, 51% of the total). Germany took second place in the Top 10, seeing strong growth, followed by two of the best performing 2024 furniture macrosystem export markets, Spain (5,423 professionals; exports +4.1%) and Poland (5,325 professionals; exports +9.1%). They were followed by Brazil, Russia, France, the United States, India and Switzerland.

New Geographies: Central Asia and the Gulf States

In the aftermath of the announcement of the US tariffs, at a time of maximum international market tension, the 2025 edition of the Salone registered great expectations for new business geographies: from 8th April onwards, 350 major investors, buyers, retailers, contractors and media from 50 countries with 27 delegations from Asia and the Gulf countries attended the trade fair, thanks to the support of the ITA – Italian Trade Agency. Key markets driving the change of demand include the United Arab Emirates, which doubled its attendance at Fiera Milano, Rho in 2025 (1,801 professionals) and Saudi Arabia, with which the Salone signed an initial Memorandum in January for the realisation of new projects in the design field. Finally, Japanese attendance rose from 20th to 13th place, in line with the positive trend of exports in the furnishing macrosystem in 2024 (2,712 operators; exports +2.7%). Also in the Central Asian area, South Korea is holding firm.

Salone Under 35

The number of students visiting Salone 2025 was in line with 2024 and sharply up on 2023: **8,517** Italians, **6,543** foreigners, a 38% increase over the previous edition of EuroLuce. Added to these numbers were the 39,000 visitors to SaloneSatellite, which confirmed its status as an international lexicon of contemporary creativity, a reference point for companies in search of new talent. The 2025 edition saw 700 participants from 37 countries.

Maria Porro, President of the Salone del Mobile.Milano had this to say: *"The 63rd edition of the Salone del Mobile was a beacon in a 2025 riddled with global challenges: it demonstrated strength and shared vision. The around 302,548 presences were testament to the centrality of the event in creating connections between over 2,100 exhibitors from 37 countries and a community that has chosen Milan. The sector demonstrated yet again that quality and innovation in process and product are key ingredients in an increasingly challenging international competition. In line with expectations, Euroluce redefined the future of lighting design, creating a boost in competitiveness between cutting-edge Italian companies – with over 80% of total turnover generated from abroad – and 45% of foreign companies, leading the sector. SaloneSatellite celebrated 700 emerging talents, opening up new reflections on the possible interactions between craftsmanship and industrial design. The Cultural Programme also hit the mark, creating new cultural bridges. Over the last few days we have tried to build new lines of thought, together with some of the most visionary protagonists of the contemporary. Now we look forward to 2026 with determination: new, great challenges await us next year. Our promise is to work on an even more inclusive format, with a focus on SMEs and on emerging markets. We will do this hand-in-hand with the industry, with the aim of turning difficulties into opportunities. Together with the Italian and European institutions, from which we expect concrete answers in favour of a strategic sector not only for Sistema Italia. Together with Milan, which has seen a constant 10% increase in arrivals since January 2025, there must be a commitment to identifying and guaranteeing a new balance for best welcoming people staying in the city on holiday or on business. The Salone creates lasting value for the benefit of a multitude of stakeholders. I think the time has come for everyone, on both a territorial and a national level, to put all the necessary actions in place to enable Milan to continue to nurture the success of this unique event in the world, focusing on the quality of the offering and on limiting the distortions that jeopardise its stability, in the field of hospitality, services, and impact on citizens."*

FederlegnoArredo President Claudio Feltrin commented: *"The most important international trade fair in the furnishing and design world closed today, an authentic business and innovation driver for our industrial system, which at a time of tensions and uncertainties, has once again demonstrated that it has solid roots and an eye to the future. A centre of gravity, a certainty, in a world of uncertainties. We are gratified by the response from insiders and buyers above all, who see the Salone del Mobile.Milano as a physical place for the sector to come together, compare notes and relaunch its work for the year ahead with vision and determination. We saw a significant increase in foreign professionals at this edition, with a particularly strong European presence. This is an important signal: Europe is the prime reference market for our industry and continues to look on the Salone as an essential event for business and professional comparison. It is here that our design companies, which produce almost 100% in Italy, bring innovation, design culture and industrial vision, outlining the trends of tomorrow and confirming the leadership of Made in Italy in the world: you do not come to the Rho Fiera pavilions to follow the market, you create it. We certainly do not take these results for granted, and they assume even greater importance given that other trade fairs have cancelled their dates for 2025. The Salone has been able to renew and evolve by giving concrete answers to companies as regards the development of new markets and the consolidation of more traditional ones. As FederlegnoArredo, we are proud to represent a fundamental pillar of Italian manufacturing that actively contributes to the country's economy."*

Special Projects

The Salone 2025 Cultural Programme achieved great success in terms of numbers, extending into the city from the fairgrounds this year with two major projects, realised in collaboration with two of Milan's most prestigious institutions. From 6th to 13th April, 95,300 people visited The Library of Light, the installation by Es Devlin that, in the year of Euroluce, illuminated the Cortile d'Onore of the Pinacoteca di Brera with a tribute to the value of knowledge. Robert Wilson. Mother, at the Museo della Pietà – Castello Sforzesco, sold out within a matter of hours for the entire Salone del Mobile week, and will remain open until 18th May, in tribute to the city. Within the Fiera Milano Rho fairgrounds, La dolce attesa

by Oscar-winning director Paolo Sorrentino, an invitation to reflect on the value of time and uncertainty, also sold out. Also at the fairgrounds, Villa H ritage, the interior design project entrusted to the French architect Pierre-Yves Rochon, generated new "wonder", thanks to his highly sensitive reinterpretation of the high craftsmanship of yesterday and today and the contribution of over 40 Made in Italy brands.

The Euroluca International Lighting Forum

Between 10th and 11th April, more than 1,500 participants took part in the masterclasses and round tables at the first edition of **The Euroluca International Lighting Forum**, the new Salone del Mobile.Milano project, directed by Annalisa Rosso, Editorial Director and Cultural Events Advisor of the Salone del Mobile.Milano, in collaboration with APIL. It featured 20 international speakers, including the Solar Designer Marjan van Aabel; Lonneke Gordijn, Co-Founder of Studio Drift; Patrick Rimoux, the Lighting Designer who illuminated the new Notre Dame in Paris; Robert Wilson, the undisputed master of light, the Italian Neurobiologist Stefano Mancuso, Professor at the University of Florence, known for his research and popularisation around the intelligence of plants and their role in climate adaptation; Tim Ingold, Professor Emeritus of Anthropology at the University of Aberdeen; Kaoru Mende, the Japanese Architect and Lighting Designer, and Piero Benvenuti, Professor of Astrophysics at the University of Padua. The talks and round tables at the third edition of Drafting Futures were also well attended, with guests including the British Artist Es Devlin; Valeria Segovia, Principal and Design Director at Gensler; the Danish architect Bjarke Ingels, Founder and Creative Director of Bjarke Ingels Group; Lesley Lokko, Founder and President of the African Futures Institute, and the Oscar-winning Filmmaker Paolo Sorrentino.

Sustainability

The ISO 20121 process was intensified during the trade fair, which has been certified since 2023 for sustainable events management, and included promoting the Green Guidelines for exhibitors' stands. During Salone 2025, the Consorzio Nazionale Sistema Arredo (Italian Furnishing System Consortium), promoted by FederlegnoArredo, and the Ministry for the Environment and Energy Security, in the presence of Deputy Minister Vannia Gava, signed the programme agreement that kicks off a preparatory testing period in view of a future extended producer responsibility (EPR) scheme for the furnishing sector. The challenge is to manage the end-of-life of furniture in a sustainable way, curbing the loss of economic and environmental value that occurs when these high quality materials become waste.

Salone 2025 welcomed 115 institutional visitors, including the President of the Senate, Ignazio La Russa; the Vice-President of the Senate, Licia Ronzulli; the Vice-President of the Chamber of Deputies, Fabio Rampelli; the Vice-President of the Council of Ministers and Minister of Foreign Affairs and International Cooperation, Antonio Tajani; the Minister of Enterprise and Made in Italy, Adolfo Urso; the Minister of Education and Merit, Giuseppe Valditara; the Deputy Minister for Economic Affairs, Maurizio Leo; the Deputy Minister for the Environment and Energy Security, Vannia Gava, and other members of the Italian government; the Democratic Party Secretary, Elly Schlein; the President of the Movimento 5 Stelle, Giuseppe Conte, and numerous members of the Italian and European parliaments, along with regional and municipal representatives. There were several foreign delegations, including those led by the Moroccan Minister of Tourism and the Dutch Minister of Trade.

63rd Edition Salone del Mobile.Milano



SURFACES AND EXHIBITORS

169,400 sqm*
Single storey layout

2,103
Exhibitors

38%**
From abroad

130,000 sqm
International Furniture Exhibition
International Furnishing Accessories Exhibition
Workplace3.0, S.Project

1,097
Exhibitors

37.5%
From abroad

32,400 sqm
Euroluce

306
Exhibitors

45%
From abroad

* Including the square meters of exhibition space of SaloneSatellite

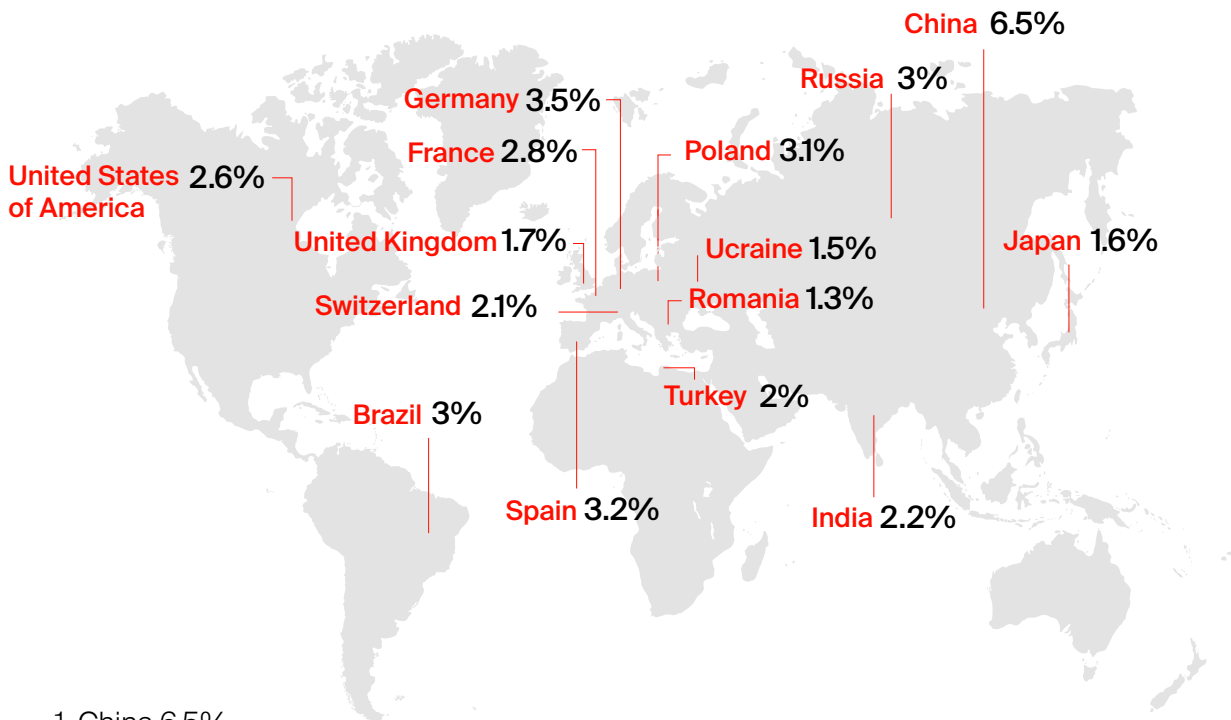
**Exhibitors from SaloneSatellite are excluded from the percentage

ATTENDEES

302,548 Attendees

68% Operators from abroad

15 Top Countries by trade operators



1. China 6.5%
2. Germany 3.5%
3. Spain 3.2%
4. Poland 3.1%
5. Brazil 3%
6. Russia 3%
7. France 2.8%
8. United States of America 2.6%
9. India 2.2%
10. Switzerland 2.1%
11. Turkey 2%
12. United Kingdom 1.7%
13. Japan 1.6%
14. Ukraine 1.5%
15. Romania 1.3%

CULTURAL PROGRAMME



95,300 attendees
06-13.04

SPECIAL PROJECT

Es Devlin. Library of Light

Pinacoteca di Brera – Cortile d’Onore
Open until 21.04

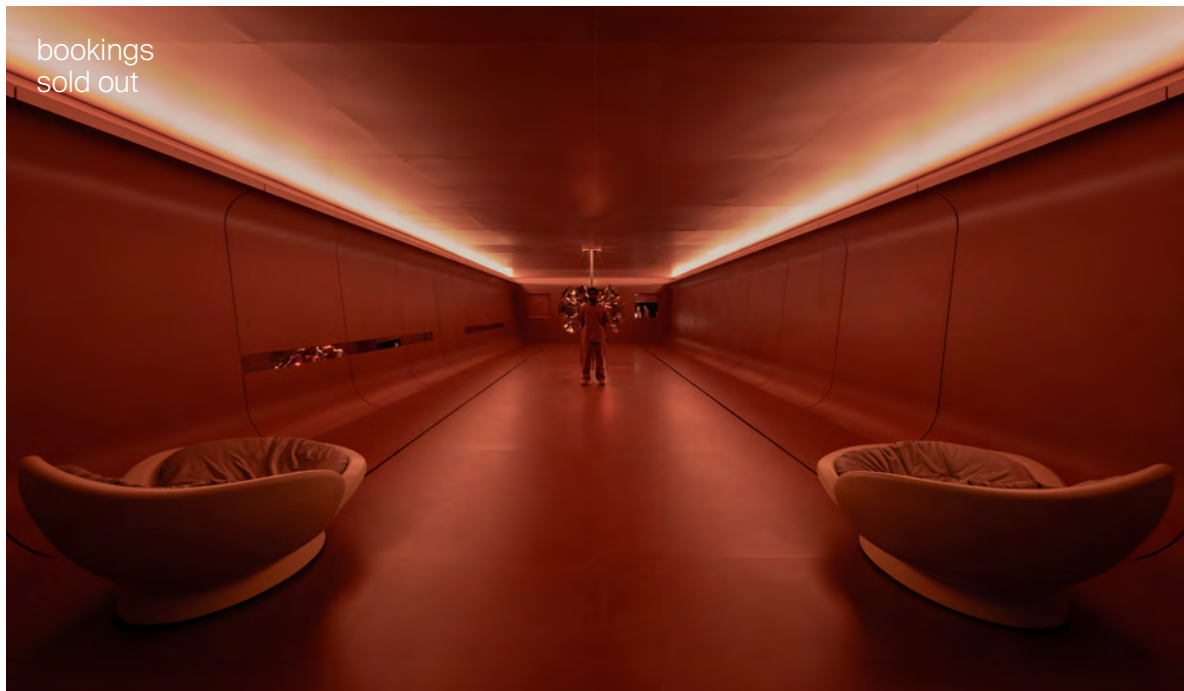


bookings
sold out
until 13.04

SPECIAL PROJECT

Robert Wilson. Mother

Museo della Pietà Rondanini – Castello Sforzesco
Open until 18.05



SPECIAL PROJECT

Paolo Sorrentino. La dolce attesa

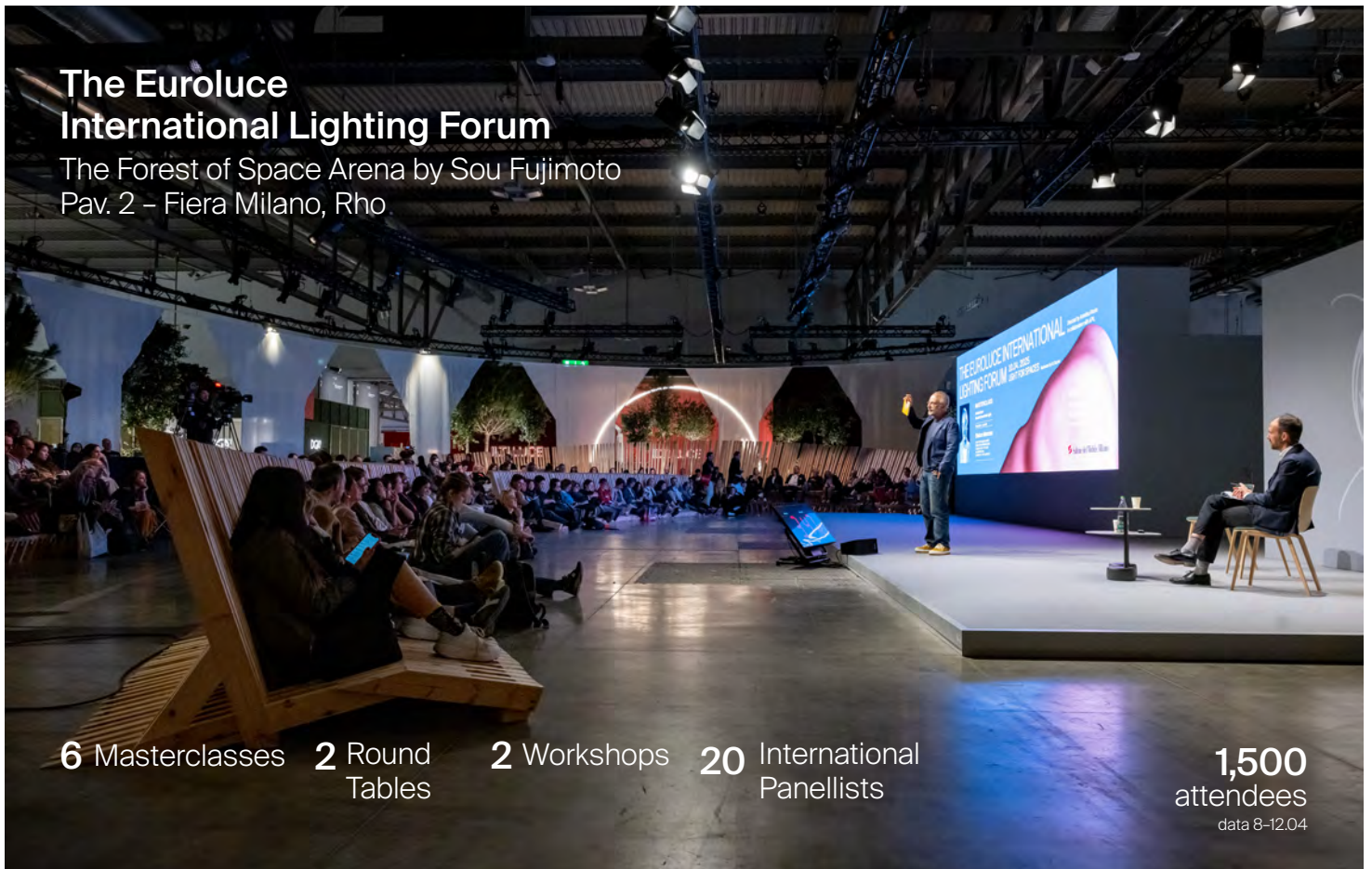
Fiera Milano, Rho – Pad. 22-24



SPECIAL PROJECT

Pierre-Yves Rochon. Villa Héritage

Fiera Milano, Rho – Pad. 13-15





SaloneSatellite.
NEW CRAFTMANSHIP:
A NEW WORLD
 7,000 sqm

700 Designers

36 Countries

20 Universities and
Design Schools

14 Countries

Salone in città



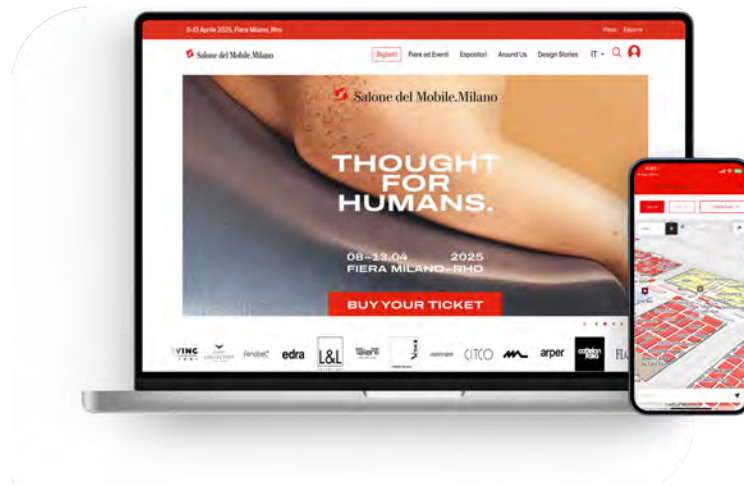
Design Kiosk

6 Talks – 9 International Speakers
 Piazza della Scala, Milan
 1-13.04.2025



Welcome Project

100 students
 9 workstations, various locations



PIATTAFORMA DIGITAL

110 millions

Impression

20 millions

Interactions

60%

Engagement Rate

APP

1,296,000/+ 29.6%

Matchmaking

(700 exhibitors vs 593 in 2024)

585 thousands

Interactive Map searches

PRESS & MEDIA

1 Press Conference

1 Pre-Event Press Conference

14 International Press Meetings (Paris, Copenhagen, Madrid, Houston, New York, Toronto, Munich, Mexico City, New Delhi, Miami, NYC, Shanghai, Hong Kong, AIUla)

187 International Journalists Incoming

1 Backstage Press Preview Salone

1 Press Tour of the Event (479 events booked)

23 Press & Media Demos in 14 Days

16 Photoshoots – Cultural Program and Pavilions

488 Product Preview Shared with the Press (Press Book Design News)

124 Interviews between 7.04 and 11.04

191 TV Coverages



OOH CAMPAIGN

13	National Airports	2	Tram (Milan)
350	Metro and train stations (Milan, Rome, Genoa and Brescia)	200	Bus Shelters (Milan)
3.379	Metro and train screens	49	Maxi Ledwall (Milan)
433	MM Screens (Milan)	1	Mezzanino MM Milan Rho Fiera
500	Milan Malpensa Bus		

Salone del Mobile. Milano 2025 Images



Salone del Mobile.Milano

Salone del Mobile.Milano 2025. Images

> [Press Release 63rd Salone del Mobile](#)



Communication Campaign "Thought for Humans."

> [Images Preview & Captions](#)

> [Images](#)



First Entries 63rd Salone del Mobile.Milano

> [Images Preview & Captions](#)

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Pavilions. International Furniture Exhibition, International Furnishing Accessories Exhibition, S.Project, Workplace3.0 and Euroluce

> [Images Preview & Captions](#)

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SaloneSatellite 2025 and SaloneSatellite Award

> [Images Preview & Captions](#)

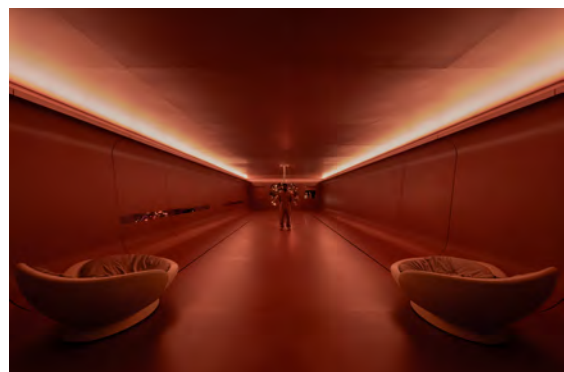
> [Images](#)



Pierre Yves Rochon. Villa Héritage

> [Images Preview & Captions](#)

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Paolo Sorrentino. La dolce attesa

> [Images Preview & Captions](#)

> [Images](#)



The Euroluce International Lighting Forum
 Masterclasses and Round Tables Images 10-11.04
 > [Press & Media](#)



Drafting Futures. Conversations about Next Perspectives
 Talks Images 08-12.04
 > [Press & Media](#)



Robert Wilson. Mother
 > [Images Preview & Captions](#)
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Es Devlin. Library of Light
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Salone in the city. Design Kiosk and Vernissage
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Press Book Design News: 488 novelties from the Salone
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