

MILANO
HOME
your way of living

22·25 January 2026
fieramilano

Spotlight your story



The numbers of the latest edition

+600
EXHIBITORS

34% international from **32** countries
(top countries: France, Germany, Spain, Denmark,
Netherlands, Belgium)

•**30%** new companies present

7 MAIN SECTORS + **1**

Gift items, Decoration, Furnishing Objects,
Fragrances, Tableware, Kitchen, Textiles

1 area dedicated to the Loyalty, Promotion and
Gift world for large-scale distribution: **Brand Power**

19
SPECIAL PROJECTS

15 product and storytelling pop-ups to inspire
new ideas

1 special area The Green Circle dedicated to
innovative and sustainable products

3 special projects dedicated to high craftsmanship
and major international manufactures

32,082
VISITORS

Over **9,118** companies visited Milano Home. **8%** of
which were international, from over **50** countries
(top countries Switzerland, France, Spain,
Germany, Portugal, United States)

750 qualified companies invited by the Milano
Home Brand Ambassador network, from **25**
countries

**single ticket Milano Home, Quick&More and PTE*

TAKE A LOOK AT
THE PHOTOGALLERY!



3 SPEEDY MEETING

3 one-and-a-half-hour meetings
between exhibitors and hosted operators for over
2,600 appointments in three days.

145
TRAINING AND INSPIRATIONAL
MEETINGS

Including:

•**60** seminars for stores

15 workshops dedicated to the stationery world

1 full day - Digital Day - dedicated to the digital
training of stores

10 hours of meetings dedicated to the loyalty,
promotion and concept gift world

16 hours of talks for interior designers and
architects

8 Safaris, guided tours for international buyers and
journalists