



FIERA MILANO

**MILANO
HOME**
your way of living

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Press Release

MILANO HOME 2025: RISING NUMBERS AND MANY PROPOSALS FOR A NEW SPECIALISED RETAIL SHOPPING EXPERIENCE CULTURE

The second edition of Milano Home ended on a decidedly positive note, showcasing home innovations, artisanal productions, training sessions, and themed exhibits designed to celebrate stories of excellence and the industry culture.

Milan, 6 February 2025. An edition that marks a turning point and encourages a confident outlook for the future of the industry: Milano Home 2025 saw an **increase in numbers**, confirming itself as an essential event for the home and decoration world. **Over 9,000** individual companies participated, over 750 of which were selected and personally invited by the network of Milano Home Brand Ambassadors.

The total number of professionals present in the fairgrounds (which simultaneously hosted 3 events, Milano Home, Quick&More and Pte) exceeded 32,000 visitors, of which 8% were international, hailing from over 50 countries. With 7 key sectors represented (Gift Items, Decoration, Fragrances, Tableware, Kitchen, Textiles and Brand Power, the loyalty-focused offering), the narrative of the home was shaped around **19 curatorial projects**, including product pop-ups and special areas. **Over 600 exhibitors** took part, with **34% coming from 32 countries**, resulting in a **30% increase in the number of new companies present**.

Thanks to the **speedy meetings** organised to connect exhibitors and buyers from North America, Asia, the Middle East, North Africa and Italy, **over 2,600 business appointments** took place in the first 3 days, setting the stage for more in-depth meetings between suppliers and customers at the stands. Finally, the number of events dedicated to training and inspirational meetings was truly impressive: **over 60 seminars for stores**, **1 Digital Day** focused on training in the topics of technology and the digital sphere, **8 Safari Tours**, guided visits for those wishing to quickly explore the new products on show at the exhibition, and many hours of meetings between architects and interior designers on specific topics. **In total, over 145 events** offered an updated overview of trends, sales techniques, product knowledge, and customer relations.

Save the date!

Fiera Milano - from 22 to 25 January 2026
milanohome.com