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#immcologne

The home furnishings market is becoming more international as German consumers make pragmatic decisions

imm cologne survey: quality and value for money are top criteria in consumer purchase decisions

Consumers in Germany are increasingly making pragmatic, practical purchase decisions: A representative survey* carried out on behalf of imm cologne shows that quality, durability and good value for money are important criteria when buying furniture today. Taking place in Cologne from 19 to 22 January 2027, imm cologne will showcase market-driven solutions designed to meet these new expectations for home living and interior design.

96.5 per cent of respondents think that the quality of a piece of furniture is important or very important. Germans rate price-performance ratio (96.3 per cent) and durability (95.5 per cent) almost as highly. Furniture is therefore clearly regarded as a long-term investment. At the same time, 48 per cent of consumers believe that Asian furniture offers good value for money - an indication that international production has long been part of everyday consumer reality.

"The study's findings clearly demonstrate that consumers are now weighing up options more consciously and making rational choices. Products that are durable, high-quality and attractively priced are in demand. imm cologne addresses this need by bringing together international suppliers and showcasing the wide range of products and solutions the industry is developing worldwide to respond to these changed consumer realities," said Bernd Sanden, Director of imm cologne.

Customisability, availability and sustainability are gaining importance

Alongside traditional purchase criteria, other factors play a central role: Three quarters of respondents (75.1 per cent) value customisation options, and 71.3 per cent expect fast delivery. Sustainability considerations influence the purchase decisions of 65.3 per cent of Germans, while stylistic variety (64.2 per cent) and contemporary design (55.4 per cent) round out the list of consumers' top priorities.

Origin matters less - transparency matters more

The place of manufacture is comparatively less important: Just 53.4 per cent of those surveyed consider the origin of their furniture important. 32.3 per cent say their furniture mainly comes from Europe, 22.9 per cent say it is mainly from Germany, and 34.6 per cent do not know where it was made. Only 7.2 per cent believe that most of their furniture was produced in Asia.

Nevertheless, official trade statistics reveal the highly international nature of the



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www.imm-cologne.com

Your contact:
Celina Fuhrmann
Tel.
+49 176 125 63 266
e-mail
C.Fuhrmann@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Torsten Burmester

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

German furniture market: Imports account for 59.8 per cent, with China alone representing about 30 per cent of those imports - roughly 18 per cent of the total market.

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Overall openness to international production is high: Just over half of respondents (50.5 per cent) are receptive to furniture items manufactured outside Europe, and 44.6 per cent believe that they already have such products at home. Meanwhile, the majority think that furniture would be significantly more expensive if it were produced exclusively in Europe (59.3 per cent), and 58 per cent primarily associate particularly affordable prices with Asian manufacturing. Although the precise origin of furniture is becoming less important to many of those surveyed, the desire for transparency is growing: 65.3 per cent say that clear information about the production region is important.

imm cologne offers orientation in the global furniture market

The survey's findings illustrate how significantly the furniture industry is changing: "The furniture market is becoming more international, while buyers' expectations are rising. imm cologne helps the industry navigate this complex environment, combining a global range of products and solutions with concrete answers to how people want to live today - affordably, and with longevity and individual style," Sanden said.

As an international business platform, imm cologne brings together manufacturers, retailers and decision-makers from around the world at the beginning of the year, showcasing how the industry is responding to current developments - from durable products and flexible designs to sustainable materials and attractively priced solutions.

Tickets available from 22 September

The imm cologne 2027 Ticket Shop will open on 22 September 2026, enabling trade visitors to secure their tickets for the international interior business event in Cologne, which will take place from 19 to 22 January 2027. More information is available at www.imm-cologne.com. Companies wishing to exhibit at imm cologne 2027 can still sign up to do so at www.imm-cologne.com/for-exhibitors/become-an-exhibitor/

***Survey details**

The data provided are based on an online survey conducted by YouGov GmbH on behalf of imm cologne (Koelnmesse GmbH). A total of 2,101 people were interviewed for this survey in December 2025. The findings are representative of Germany's resident population aged 18 and over.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in

Cologne. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

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Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo. Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia

Further information: www.imm-cologne.com/trade-fair/portfolio-worldwide/

The next events:

imm india - The Business Platform for Furniture and Interiors in India, New Delhi
01.09. - 03.09.2026

La Feria De Diseño Medellín powered by idd cologne - The Meeting Point for the Interior Design, Architecture and Lifestyle Scene in Latin America and the Caribbean, Medellín 10.09. - 12.09.2026

IFMAC WOODMAC, Jakarta 23.09. - 26.09.2026

interzum jakarta - The Premier Gateway to Indonesia's Furniture Innovation and Supply Industry, Jakarta 24.09. - 27.09.2026

Note for editorial offices:

imm cologne press information as well as photos are available on the Internet at www.imm-cologne.com in the section "Press".

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Your contact:

Celina Fuhrmann
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Deutschland
c.fuhrmann@koelnmesse.de
www.koelnmesse.de