



**13 - 16 MAY 2024**  
CROCUS EXPO, MOSCOW

# POST SHOW REPORT

**MosHome**

**MosGarden MosFit**

**2ND INTERNATIONAL EXHIBITION OF  
CONSUMER GOODS FOR HOME, GARDEN,  
SPORTS AND LEISURE**



ОРГАНИЗАТОР  
ORGANISER



**MosHome**

MosGarden MosFit

## ABOUT THE EXHIBITION

MosHome is an exhibition of consumer goods for home, garden, sports and leisure.

**MosHome offers a high commercial potential** due to the unique format of organised purchasing sessions and the attendance of category buyers from the most prominent retail stores and marketplaces in Russia.



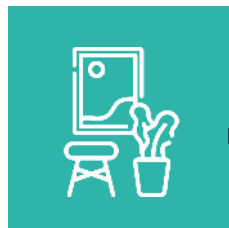


MosGarden MosFit

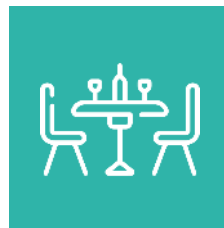
## WELCOME TO MOSHOME THE PREMIER EXHIBITION FOR CONSUMER GOODS

MosHome is a B2B exhibition designed for manufacturers of a diverse range of consumer products to enter new markets and expand their sales.

Product sectors on display:



HOME &  
DECORATIVE



DAILY DINING &  
KITCHEN



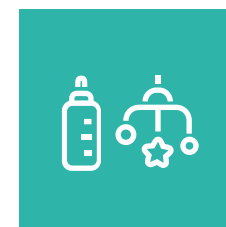
HOUSEHOLD  
APPLIANCES



OUTDOOR  
& GARDEN



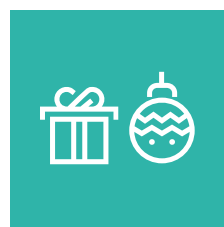
SPORTS  
& FITNESS



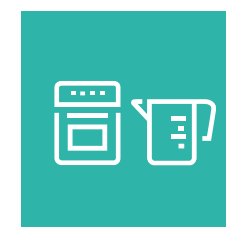
CHILDREN  
GOODS



PET GOODS



FESTIVAL  
& CHRISTMAS  
DECORATION



CONSUMER  
ELECTRONICS



■ MosHome

■ MosGarden ■ MosFit

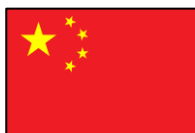
## PARTICIPANTS

In 2024, more than **700** manufacturers took part in the MosHome exhibition.

### Profile of exhibitors

Russian and international manufacturers and suppliers of goods for home and decor, kitchen and dining room, household appliances, goods and accessories for cottage and garden, sports and fitness, children goods and pet goods.

### Geography of participants



China



Russia



Kazakhstan



India



**MosHome**

MosGarden MosFit

**CHAINS` WHOLESale CENTER: MOSHOME****160 000 000 USD** 

contract value

**1 077** negotiation  
sessions**796** preliminary  
agreements**ABOUT THE EVENT**

**Chains` Wholesale Center** is a unique format for organised procurement negotiations between suppliers and category managers interested in certain product categories.

**More than 100 buyers** participated in this year's negotiations.





MosHome

MosGarden MosFit

MAJOR BUYERS

WILDBERRIES

Ашан

familia

ТВОЙ ДОМ

Максидом

азбука  
ВКУСА

Домовой  
ТОВАРЫ ДЛЯ ДОМА

Комус

КОМАНДОР

Я Market

OZON

21vek.by  
онлайн-гипермаркет

светофор

веселая  
загадка  
магазины  
праздника

ПЕРВЫЙ  
ГИПЕРМАРКЕТ  
МЕБЕЛИ



**MosHome**

MosGarden MosFit

## VISITORS

**12 281**



Visitors

**17**



Countries

**74**



Regions

### VISITOR PROFILE

- Retailers
- DIY specialists
- Wholesalers & distributors
- Marketplace representatives
- Designers & decorators



VISITORS

## VISITOR STATISTICS

### GEOGRAPHY

**79%**  
Moscow and MO



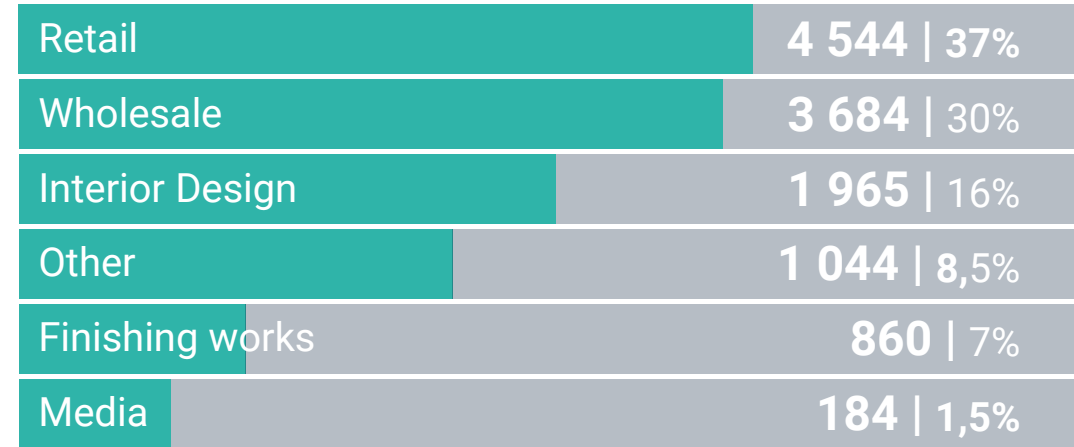
**17,5%**  
Regions of Russia



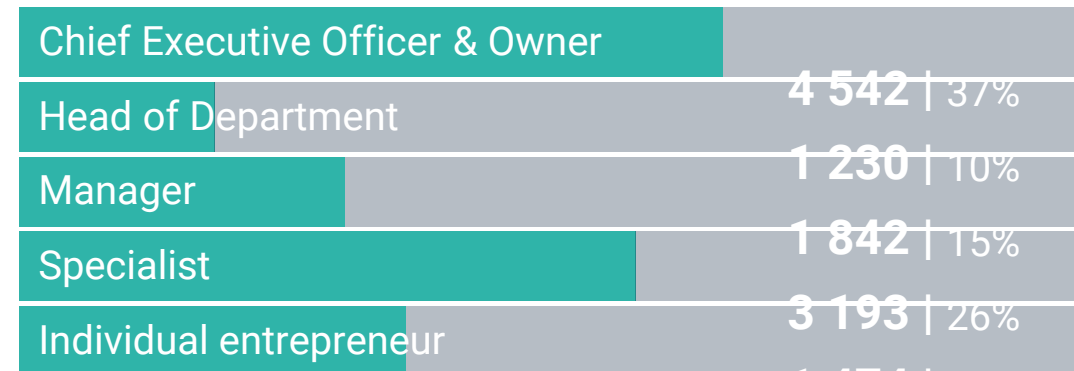
**3,5%**  
International Visitors



## ACTIVITY TYPE



## SENIORITY



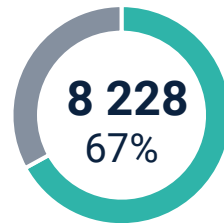


## VISITOR STATISTICS

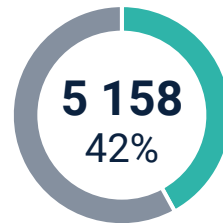
### SURVEY RESULTS



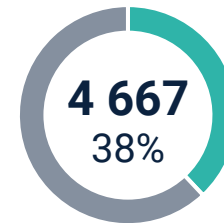
### PRODUCT INTEREST



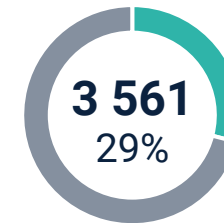
Décor



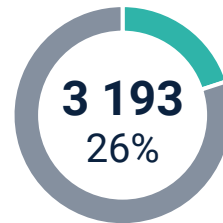
Kitchen & dining room



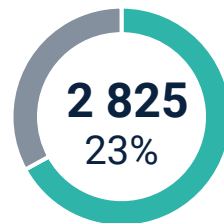
Outdoor & garden



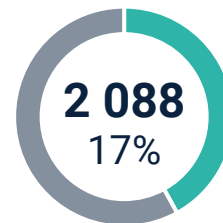
Household Appliances



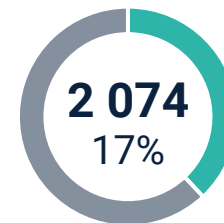
Sport & Fitness



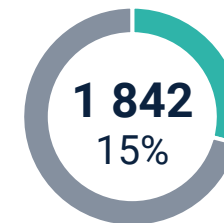
Consumer Electronics



Children Goods



Christmas & Festive Decorations



Pet Goods

STATISTICS

 MosHome

 MosGarden  MosFit

AMONG VISITORS



**Hoff!**



**lamoda**

**OBI**



COZY HOME



familia



**OZON**

STATISTICS



■ MosHome

■ MosGarden ■ MosFit

## CONFERENCE PROGRAMME

In 2024, the conference programme accompanied the exhibition for three days.

A conference, masterclasses and lectures were held on the stage of the MosHome Arena conference hall.

12



Events

20+



Speakers

223



Delegates



■ MosHome

■ MosGarden ■ MosFit

**CONFERENCE:  
"HOME COSYNES:  
TRENDS IN THE NON-FOOD AND  
HOUSEHOLD GOODS MARKET"**

Managers and sales specialists and assortment in the non-food and home goods category.

The conference included an live interview with Hoff's marketing director, Yulia Meshcheriakova.

Co-Organiser:





■ MosHome

■ MosGarden ■ MosFit

## LECTURE «HOMESTAGING: HOW TO CREATE A HARMONIOUS SPACE AND TRANSFORM THE INTERIOR OF AN APARTMENT FOR PROFITABLE RENT OR SALE WITH OPTIMAL INVESTMENTS»

The lecture lifted the curtain on a new direction in real estate marketing. During the lecture, visitors of business programme learned what types of services are currently relevant in the homestaging market, who is the main players and what are their advantages, and also looked at examples of profitable homestaging on specific projects.

PROGRAMME

ОН ПОМОГАЕТ  
клиенту  
психологически  
принять решение  
в пользу объекта

ВЫЗЫВАЯ ОЩУЩЕНИЕ

- «доверия, уютно, красиво и чисто»
- «другого»
- «продуманность, функциональность»

home



home



ITE



ITE



ITE



ITE



ITE



ITE

Mo



Mo



▣ MosHome

▣ MosGarden ▣ MosFit

## MASTER CLASS «ARTIFICIAL INTELLIGENCE (AI) - AS A DESIGNER'S TOOL: TO BE AFRAID OR TO BE FRIENDS?»

Master class was one of the most popular sessions of all days. During the event, designers weighed the pros and cons of using artificial intelligence in the work of an interior designer, gave examples from their own practice cases, and answered questions from the discussion audience.

PROGRAMME





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## EXHIBITORS` MASTER CLASSES

For the first time at the MosHome Arena conference-hall were held master classes from exhibitors.

6 companies (Firststop, Yongkang K-Star, Guangdong Axa Home, EISHO, Huanchuang Xinyu, EKEA) presented their products and talked about the production and distribution of their goods.



**MosHome**

MosGarden MosFit

A highlight of the 2024 exhibition was the **MosFit** area, which showcased the most innovative and useful sporting goods.

### **MOSFIT DEMO AREA**

A unique area where visitors could browse a wide range of sporting goods, equipment and fitness accessories.

All the days of the exhibition in the demo-zone worked professional trainer and nutritionist Petr Logachev, who conducted functional training, talked about the effective use of sporting goods and introduced visitors to the companies represented at the MosFit site.



SPECIAL AREAS



**MosHome**

MosGarden MosFit

The MosGarden area was a highlight of the 2024 exhibition. It showcased the most innovative outdoor and garden gadgets, tools, furniture and decorations for outdoor living.

### MOSGARDEN PHOTO ZONE

A colourful photo zone, where the exhibitors' products related to outdoor living, gardening and design garden were presented. Visitors could explore with the range of garden tools, furniture, garden decoration, picnic and camping goods.

On the picture: the exhibition team and **Zhu Xiaojie**, one of the most famous designers of modern China, executive director of Design Salon at one of the world's largest furniture and decor exhibitions CIFI, curator of the Chinese exhibition Slow sitting tea drinking in Milan and founder of the Opal Furniture studio.





 MosHome

 MosGarden  MosFit



**ИМПЕРИЯ  
ФОРУМ**

Organizer of Chains`  
Wholesale Center: MosHome

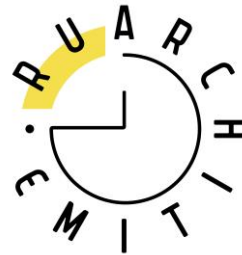


 posudka.ru



**retail.ru**

Co-organizer of the business  
programme



**DOM**  
® И Н Т Е Р Ъ Е Р

СЧАСТЛИВЫЕ РОДИТЕЛИ  
**PARENTS.RU**

Partner of the special children  
goods exposition

**INTERNATIONAL** СОЮЗ  
ДИЗАЙНЕРОВ  
ASSOCIATION  
OF DESIGNERS 1987

**DOM &**  
PODIUM

**[NR]**  
NEW RETAIL

**EVIS**

Partner of the special sports and  
fitness goods exposition

SUPPORT



SEE YOU NEXT YEAR!

**1 - 4 APRIL 2025**

**MOSCOW, CROCUS EXPO**

FOR QUESTIONS REGARDING  
PARTICIPATION IN THE EXHIBITION,  
PLEASE CONTACT:

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**moshome@ite.group**

**MosHome**

**MosGarden MosFit**

**3RD INTERNATIONAL EXHIBITION  
CONSUMER GOODS FOR HOME, GARDEN,  
SPORT AND LEISURE**



[www.moshome-expo.com](http://www.moshome-expo.com)

