



HIVE FURNITURE SHOW
MIDDLE EAST & AFRICA'S LARGEST
INTERNATIONAL FURNITURE EXHIBITION

POST SHOW **REPORT-2024**

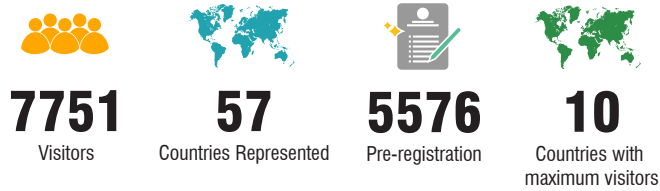
MAY 21-23, 2024
EXPO CENTRE SHARJAH

Hive Furniture Show has once again catered to the high demand for quality furniture, doubling its global exhibitors to over 200 this year. The event made a significant impact on its targeted audience of big-box retailers and wholesalers. Let's take a look back at the impressive figures from this eagerly awaited event, which captivated all industry stakeholders in the home furniture sector.

Organized by



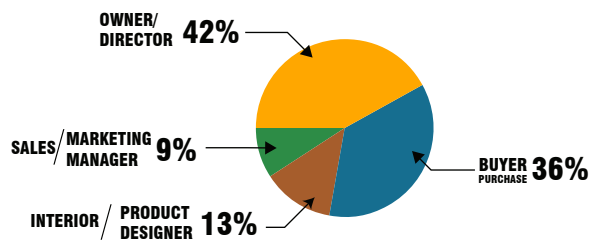
VISITORS



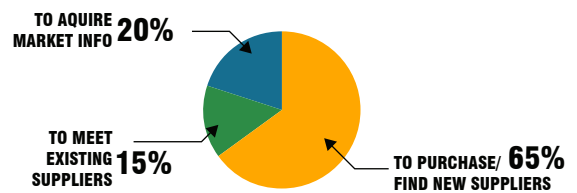
EXHIBITORS



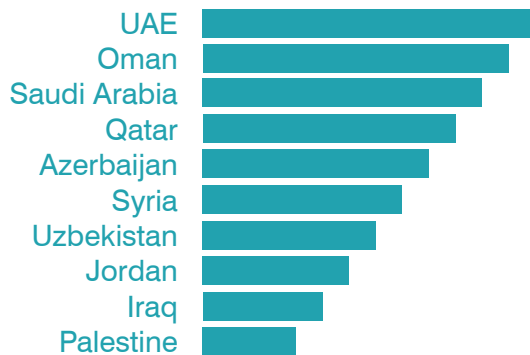
VISITOR BACKGROUND



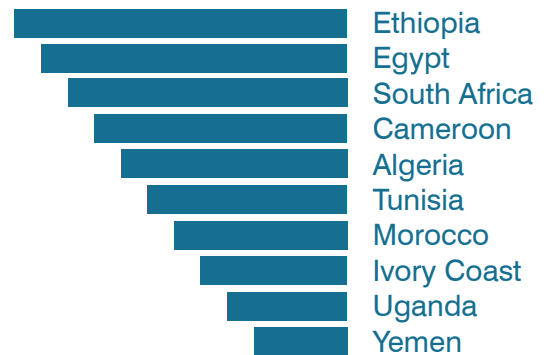
MAIN PURPOSE OF VISIT



TOP 10 COUNTRIES FROM MIDDLE-EAST



TOP 10 COUNTRIES FROM AFRICA



EXHIBITOR COUNTRIES



CHINA



HONG KONG



PAKISTAN



TURKEY



INDIA



MALAYSIA



UAE



VIETNAM

WEBSITE ANALYTICS

TOTAL WEBSITE VISITS

148K

TOTAL IMPRESSIONS

4.79M

WEB CONVERSIONS

5,576

CONVERSION RATE

5.25% +1.95% (Increase of rate of conversion)

SOCIAL NETWORK



INSTAGRAM
FOLLOWERS

2,438 +19%



FACEBOOK
FOLLOWERS

1,300 +8.5%

INSTAGRAM AND FACEBOOK IMPRESSIONS **1.3M**

- Reached over 40,200 accounts - 98.4% being non-followers.



LINKEDIN
FOLLOWERS

4,498 +37%

LINKEDIN IMPRESSIONS **3.61M**

- Engagement surged from 20k to 120k in 2024.
- Social media post engagement rose by 53.4%.
- Followers increased by 27% monthly.

GROSS AREA

14,000 SQM

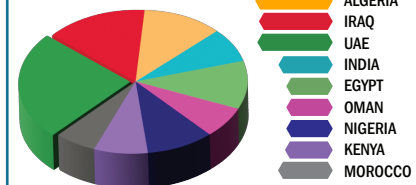
AVERAGE STAND SIZE

37 SQM

LARGEST STAND SIZE

210 SQM

TOP GLOBAL AD RESPONSE



GLOBAL BUZZ

COUNTRIES

50

LANGUAGES

5

MEDIA OUTLETS

60

TOP MEDIA TYPES



CATEGORIES

FURNITURE

- BANQUET ACCESSORIES
- BATHROOM FURNITURE
- BED ROOMS
- DINING CHAIRS
- DINING ROOMS
- ECOMMERCE/RTA (READY TO ASSEMBLE)
- FURNISHINGS / UPHOLSTERY
- FURNITURE BASED APPLICATION
- FURNITURE HARDWARE/ACCS
- FURNITURE TRADING
- GARDEN/OUTDOOR FURNITURE
- HOME DECOR
- HOTEL FURNITURE
- KITCHEN FURNITURE
- LIVING ROOMS (COFFEE TABLE, TV UNITS ETC)
- MATTRESSES
- NEOCLASSICAL FURNITURE
- OFFICE FURNITURE
- POLYESTER FIBER ACOUSTIC WALL AND CEILING PANELS
- PROJECTS - HORECA
- PROJECTS - RESIDENTIAL
- RECLINERS
- RETAIL/STORE FIT OUTS
- SCHOOL FURNITURE
- SOFAS
- STORAGE/CABINETS
- TABLE WARE
- YOUNG/KIDS ROOMS

ACCESSORIES

- CARPETS & RUGS
- FLOORING - CARPET TILES
- GARDEN DECOR
- HOME LINEN - BED & BATH
- HOME LINEN - CUSHIONS
- HOME LINEN - KITCHEN & ACCS
- LIGHTING
- TABLE DECOR
- WALL DECOR

MARKETING CAMPAIGN

MARKETING EFFORTS OVERVIEW

At Hive Furniture Show, our marketing efforts are geared towards facilitating connections between premier manufacturers and esteemed retailers and buyers worldwide.

DIGITAL MARKETING

Involved engaging posts on Instagram, Facebook, and LinkedIn, alongside targeted ads across all social platforms.

VIP HOSTED BUYER PROGRAM

We hosted leading importers Middle East and Africa & provided unparalleled access to the latest trends and industry insights.

VISITOR ACTIVATION PROGRAM

We engaged top buyers across GCC cities through an iftar roadshow. We expanded this initiative to major cities in Africa.

OTHER MARKETING ACTIVITIES

We've forged partnerships with Asian fairs, garnering publicity through their social media, onsite promotion, and website. We launched radio marketing via ARN across diverse language channels and focused on print ads in Gulf News.

EMAIL MARKETING PERFORMANCE



SIZE OF NEWSLETTER DATABASE ► **32,000**

CTA CLICK-THROUGH RATE/
NEWSLETTER CONVERSION RATE ► **1.5% TO 3.5%**

VISITOR ACTIVATION PROGRAM

Throughout our **Iftar Roadshows**, we embarked on a journey of connection and celebration across various vibrant cities in the GCC. From Doha to Riyadh, and Muscat to Bahrain, we brought together esteemed buyers from diverse backgrounds. Each event was a platform for fostering meaningful relationships and exploring potential opportunities in the furniture industry during the holy month of Ramadan. We were thrilled to witness the enthusiasm of our buyers as they expressed their excitement to visit the Hive Furniture Show. Their positive feedback and eagerness to engage affirmed the success of our roadshows, setting the stage for a remarkable showcase in May 2024.



MIDDLE EAST

ATTENDEES


QATAR	40
BAHRAIN	37
OMAN	35
SAUDI ARABIA	38
KUWAIT	30

AFRICA

ATTENDEES

ABUJA	32
LAGOS	41

MEDIA COVERAGE



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HIVE FURNITURE SHOW ANNOUNCES FOURTH EDITION, HOSTS 215 GLOBAL EXHIBITORS


Date
5/17/2024 9:00:59 AM

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The furniture market in the UAE is on the rise, projected to generate a revenue of AED 14 billion in 2024

DUBAI, UAE, May 17, 2024 / -- Hive Furniture Show, the GCC's only dedicated event focusing on big-box retailers and wholesale traders, announces its fourth edition with 215 global exhibitors who will showcase their collections, spanning furniture pieces for offices, living rooms, dining rooms, bedrooms, and outdoor furniture. The 2024 edition will return to Expo Centre Sharjah from 21 – 24 May.

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Fri, May 17, 2024, 3:43 PM GMT+3 - 2 min read

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Monday May 20, 2024

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Search Engine Optimization
Social Media Marketing
Mobile App Development
Digital Campaigns

Artificial Intelligence
Experiential Marketing
Conversational AI
Data AI Solutions
Cybersecurity

Metaverse Strategy
Digital Twins
Tokenization
Hybrid Events
Community Building

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The show also introduces Hive Conclave for the first time, which hosts leading players in the furniture industry to shed light on the latest trends and highlight the furniture industry's insights in the region.


Gautam Mahani, co-founder of Hive Furniture Show, said: "We look forward to host the new edition of Hive Furniture Show, and to be able to grow the exhibition each year to cater to the ever-growing needs of consumers across the region. The furniture market in the UAE is dynamic and experiencing growth as a result of higher income, population growth, and the UAE being a preferred destination by expats to work and live in."

Marish Bhalla, co-founder of Hive Furniture Show, said: "The furniture market size in the UAE has been growing in the past years, and is expected to generate a AED 14 billion revenue in 2024 at an annual growth rate of 0.6% (CAGR 2024-2029). At Hive, we are geared up to accommodate consumers' needs by providing them with the most premium products and designs by top manufacturers from across the globe. We are confident that Hive Furniture Show will grow further over the coming years to cater to the growing regional demand for quality furniture."

The furniture business in the UAE is one of the major businesses uplifted by the real estate sector. With the increased demand for residential properties, consumers are increasing their spending on home renovations, such as living rooms and kitchens, and are investing in higher-quality furniture products.

With its impressive lineup of exhibitors and innovative additions like the Hive Conclave, this event promises to be an invaluable platform for industry players and furniture enthusiasts alike.

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From Home Furnishing Business

Global Trade Show in UAE Sheds Light on Industry Growth in Region


© May 19, 2024 by HFBusiness Staff in Business Strategy, Industry

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THANK YOU SEE YOU IN 2025!