area 30

trade fair for the kichen

19 to 24 September 2026

review

encounters turn into business

area30 brings the kitchen industry together – in a focused, personal and business-oriented way.

At area30, manufacturers, brands and decision-makers from kitchen retailers, kitchen showrooms, trade associations, large-scale retailers and the project business come together. The focus is on face-to-face discussions, forging new contacts, strengthening existing partnerships and initiating concrete business opportunities.

Around 10,500 trade visitors and 180 exhibiting brands once again made area30 2026 a key meeting place for the autumn kitchen trade. It is not just the number of visitors that counts, but above all the quality of the encounters.

Order-taking, networking and new ideas – all in one place.

facts

area 30

Trade fair date	19 to 24 September 2026
Venue	Löhne, Germany
Frequency	Annual
Duration	6 days
Specials	stage, long tuesday, folding rule day, Guided tour
Special areas	innovation area, outdoor area, cube30
Target audience	B2B

innovationarea

area30

brand diversity, new ideas and contacts

The innovation area is a compact exhibition space for brands seeking new opportunities at area30.

It offers newcomers an easy way to get started at the Küchenherbst trade fair and gives established companies the chance to familiarise themselves with area30 through a focused presence. At the same time, it can be used as an additional touchpoint to raise the profile of brands, products or new releases at area30.

Small presentation spaces make it easy to showcase products, new releases and brands – and to engage directly with the trade audience.

Present your offering in a compact way. Make contacts. Get to know area30.

outdoor area –
products in real-life settings

The outdoor area brings outdoor kitchens and outdoor furniture out into the open – and creates space for a special product showcase.

On the terrace of area30, selected exhibitors present their products in an authentic setting.

Materials, functions and design can be experienced right where outdoor kitchens and outdoor furniture belong.The outdoor area complements the offering at area30 with an eye-catching presentation space and allows visitors to experience the diversity of the sector in a physical setting.

Showcasing what is possible outdoors.

stage - inspiration & dialogue

area 30

The stage at area30 focuses on the topics that are shaping the kitchen retail sector today and tomorrow.

Experts from retail, industry, design and other sectors will offer insights, share experiences and discuss current developments – from the kitchen of the future and sustainability, through to AI and digitalisation, right up to trends and changing customer needs.

Keynotes, panel discussions and talks offer practical insights, provide new perspectives and create opportunities for personal exchange.

The stage is open to kitchen retailers, joiners, designers and all trade visitors to area30. Attendance is free of charge.

exhibitors and brands 2026

area30

exhibitors and brands 2026

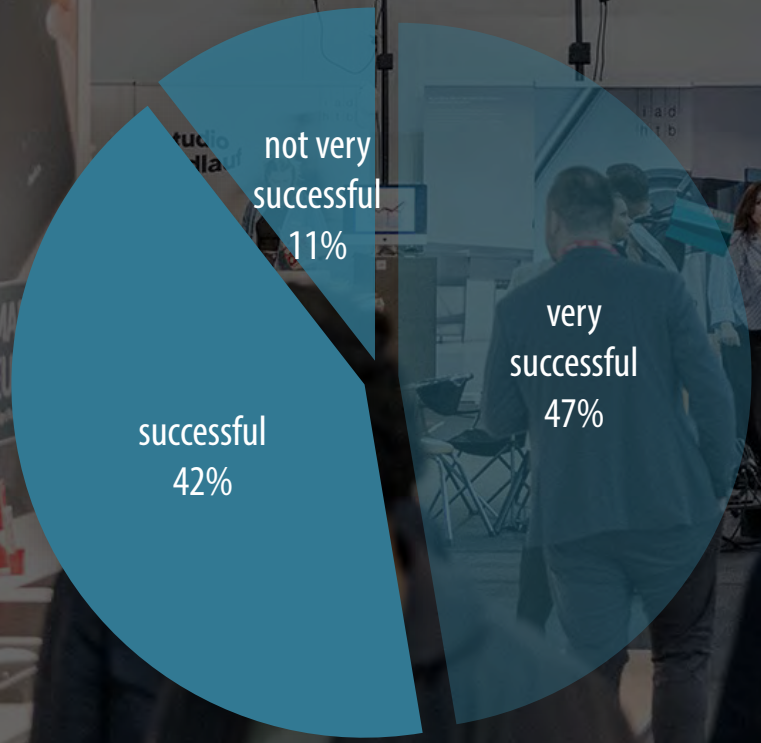
area30

List of exhibitors area30 2026

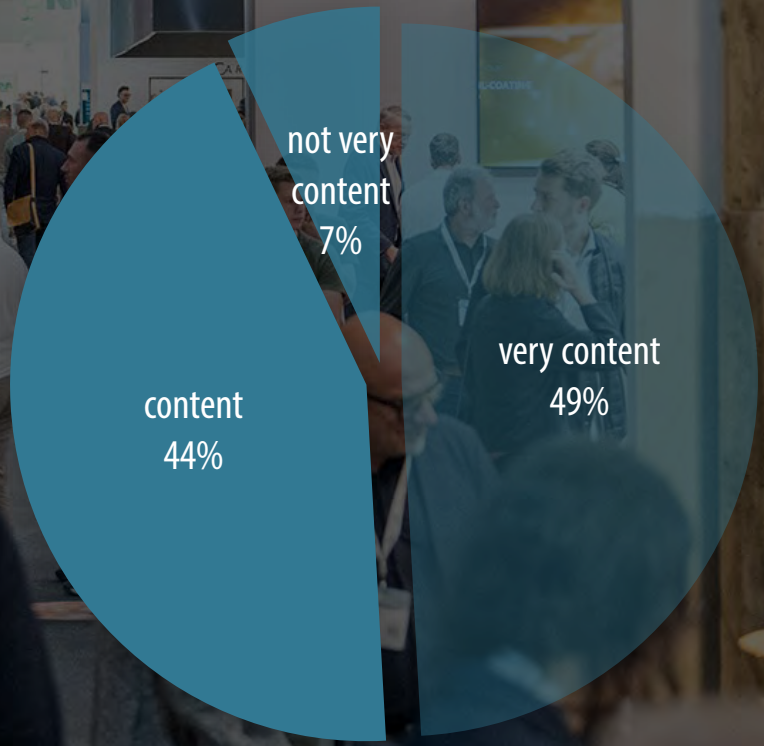
feedback exhibitor 2026

area 30

Success of the trade fair appearance



Quality of contacts



Source: trendfairs Exhibitor survey

trade visitors

area 30

- Architects
- Furniture retailers
- Large-scale retail
- Industry
- Interior designers
- Specialist kitchen retailers / studios
- Media representatives
- Networkers
- Online retailers
- Property / project developers
- Carpenters / joiners
- Retail groups / associations

visitor numbers

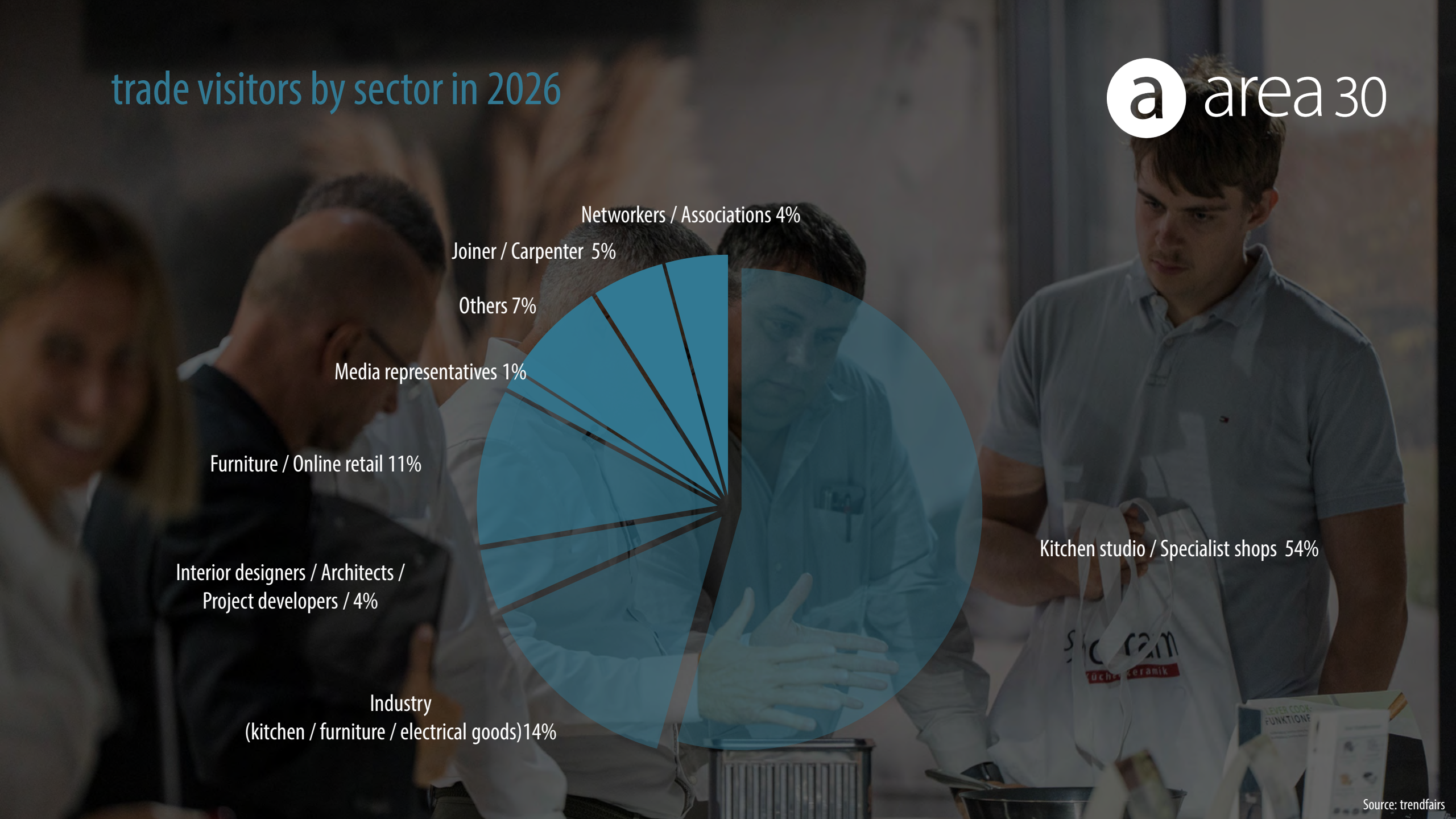
area 30

2026: 10.500 trade visitors

Source: trendfairs

trade visitors by sector in 2026

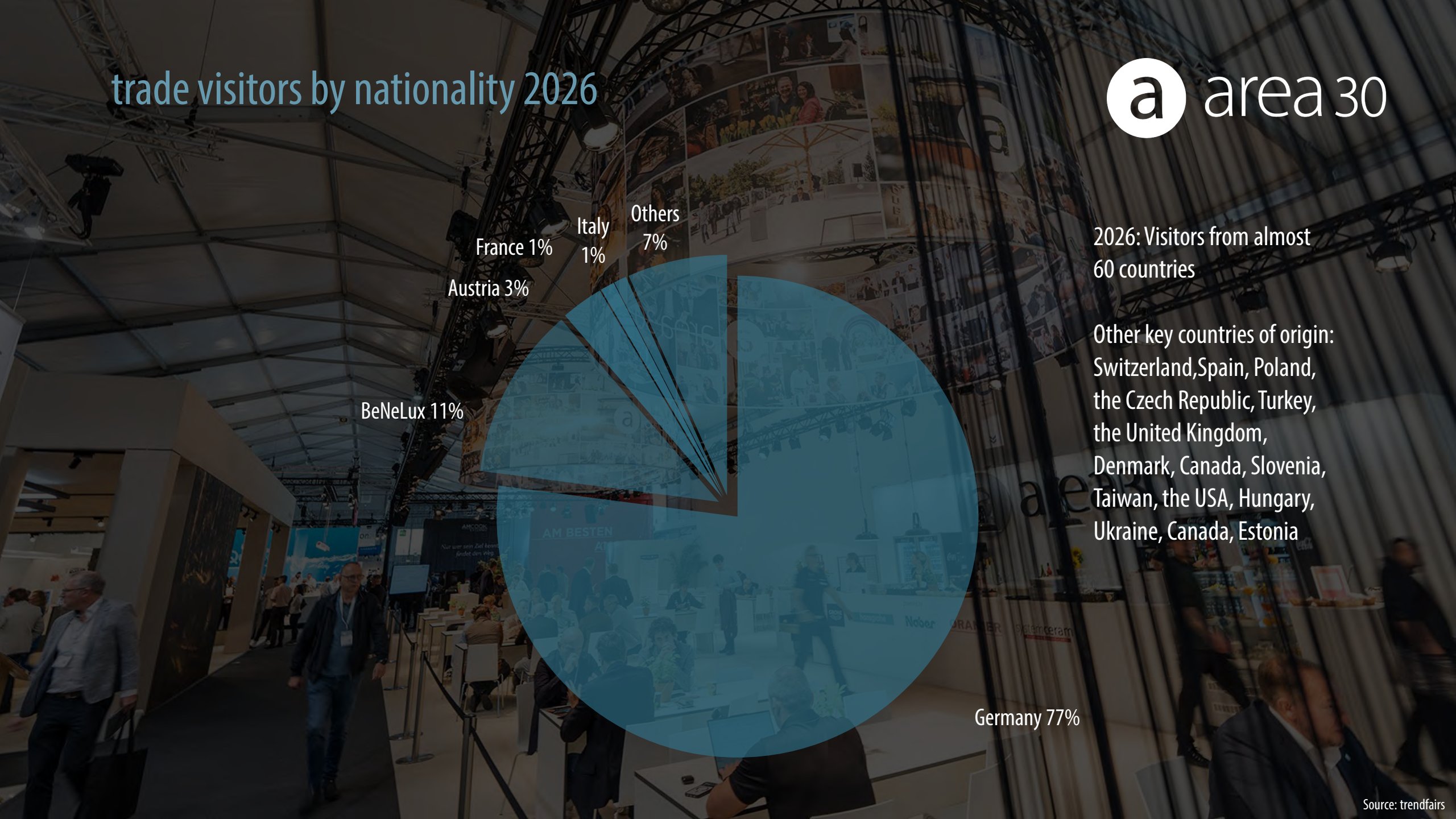
area 30



Source: trendfairs

trade visitors by nationality 2026

area 30



2026: Visitors from almost 60 countries

Other key countries of origin: Switzerland,Spain, Poland, the Czech Republic, Turkey, the United Kingdom, Denmark, Canada, Slovenia, Taiwan, the USA, Hungary, Ukraine, Canada, Estonia

Source: trendfairs

visitors: retail groups and large home furnishings retailers

area30

area30 – the film

area 30

area 30
wir sehen uns.