

ASSESSMENT PARIS

SEPTEMBER 2015



69 071
UNIQUE VISITORS

50%
INTERNATIONAL

3 318
BRANDS

70%
RETAIL

(distributors, retailers,
departments stores & chains)

30%
SPECIFIERS

(architects, interior designers,
hotel owners, projects managers)



MIDDLE EAST : + 9%

ASIA : +7%

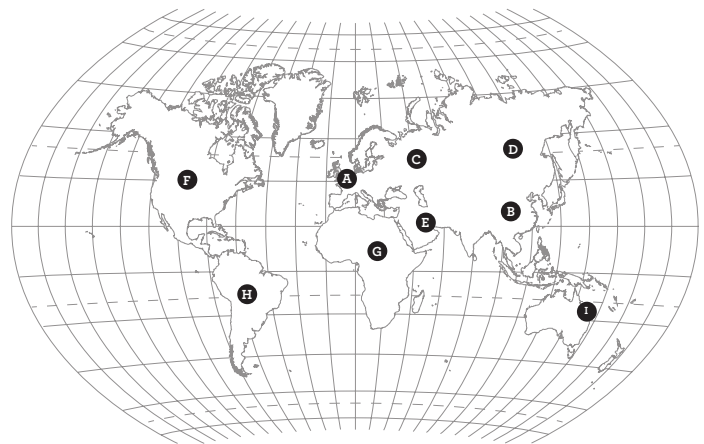
EUROPEAN UNION : +3%

WESTERN EUROPE : +2%

TOP 10 VISITORS

1. FRANCE	34 688
2. BELGIUM	4 033
3. ITALY	3 240
4. GERMANY	3 238
5. GREAT BRITAIN	2 804
6. NETHERLANDS	2 179
7. SWITZERLAND	2 040
8. USA	1 914
9. SPAIN	1 533
10. JAPAN	1 502

GEOGRAPHICAL SOURCES OF BUYERS MAISON & OBJET



A 55 390
EUROPEAN UNION

B 4 614
ASIA

C 2 645
WESTERN EUROPE
(NON-EU)

D 1 138
EASTERN EUROPE
(NON-EU)

E 1 478
MIDDLE EAST

F 2 232
NORTH AMERICAS

G 714
AFRICA

H 522
LATIN AMERICA

I 338
OCEANIA



194 200
FACEBOOK
FANS



17 300
TWITTER
FOLLOWERS



17 500
INSTAGRAM
FOLLOWERS