

interiorlifestyle

TOKYO

Final Report

1—3 June 2022

Tokyo Big Sight, Japan

West Exhibition Hall 1 & 2 + Atrium

Outline of the Fair

Title Interior Lifestyle Tokyo

Period 1–3 (Wed. –Fri.) June 2022 10:00– 18:00 (Last Day Closed at 16:30)

Venue Tokyo Big Sight (Tokyo International Exhibition Center)
West Exhibition Hall 1 & 2 + Atrium
3-11-1 Ariake Koto-ku, Tokyo Japan

Organiser Messe Frankfurt Japan Ltd
Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku, Tokyo 102-0072 Japan

Official Supports (Tentative) Ministry of Economy, Trade and Industry
Japan External Trade Organization (JETRO)
Manufactured Imports and Investment Promotion Organization (MIPRO)
JAPAN INTERIOR INDUSTRY ASSOCIATION
Japan Interior Designers' Association
JAPAN HOUSEWARE & INTERIOR ASSOCIATION
GLASS MANUFACTURERS' ASSOCIATION OF JAPAN
Japan Jewellery Designers Association
THE TEXTILE DESIGN ASSOCIATION OF JAPAN
The Japan Textiles Importers Association (JTIA)
Embassy of the Republic of Korea in Japan
Embassy of Finland Trade Section
Taiwan External Trade Development Council (TAITRA)
aicep Portugal Global - Portuguese Trade & Investment Agency
Embassy of the Kingdom of Spain in Japan
German Chamber of Commerce and Industry in Japan (AHK Japan)

Admission Fee Free of Charge with Online Visitor Registration

Number of Visitors: 16,542 (12 Countries and Regions)		
1	Japan	16,525
2	Germany	3
3	United States	3
4	Italy	2
5	Singapore	2
6	Australia	1
7	China	1
8	Finland	1
9	France	1
10	Great Britain and Northern Ireland	1
11	Hong Kong	1
12	Mexico	1
Japan		16,525
Overseas		17
Total		16,542

Number of Exhibitors: 515 (10 Countries and Regions)		
1	Japan	495
2	Finland	6
3	Germany	6
4	Taiwan	2
5	Denmark	1
6	France	1
7	Great Britain and Northern Ireland	1
8	Italy	1
9	Singapore	1
10	Spain	1
Japan		495
Overseas		20
Total		515

Highlights

■ Atrium special program “Blooming”

Directors: Makoto Taniiri and Ai Yoshida from SUPPOSE DESIGN OFFICE Co., Ltd.



■ What is upcycling? #2

Director: Keiji Ashizawa from Keiji Ashizawa Design Co., Ltd.



■ Ambiente 2023 Exhibition Orientation



■ Chill Talk

■ LIFESTYLE SALON 2022

■ Young Designer Award

Award	Award winner	Judge
Young Designer Award	HiNGE dept. Accessory	Messe Frankfurt GmbH Ambiente Team

Visitor Information

Referring Source: Official Data Tallied by the Organiser's Office

■ Number of Visitors (Multiple Count)

Date	1 (Wed.) June	2 (Thu.) June	3 (Fri.) June	Total
Number of Visitors	5,311	5,330	5,901	16,542

■ Visitors by Business Category

Business Type	#	%
Retail Shops	4,444	26.7
– Lifestyle Shop	1,873	11.3
– Textile Shop	222	1.3
– Apparel Shop	301	1.8
– Furniture Shop	476	2.9
– General Merchandise Shop	371	2.2
– Stationary Shop	67	0.4
– Department Store	452	2.7
– Large Scale Retail Outlet	102	0.6
– Other Retail Shops	580	3.5
Mail Order / E-Commerce / TV Shopping	847	5.1
Distributor / Wholesaler	1,638	9.9
Importer / Exporter	1,022	6.2
Manufacturer	2,912	17.7
Design Studio	985	6.0
Interior Designer / Decorator	461	2.8
Architect Office	414	2.5
Construction / Housing Manufacturer	880	5.3
Hotel / Leisure Facility	165	1.0
Restaurant / Cafe / Bar	127	0.8
Governmental Agency / Association/ Embassy	228	1.4
Student	933	5.6
Others	1,324	8.0
N/A	162	1.0
Total	16,542	100.0

Visitor Information

Referring Source: Official Data Tallied by the Organiser's Office

■ Visitors by Country / Region

16,542 Visitors (12 Countries and Regions)

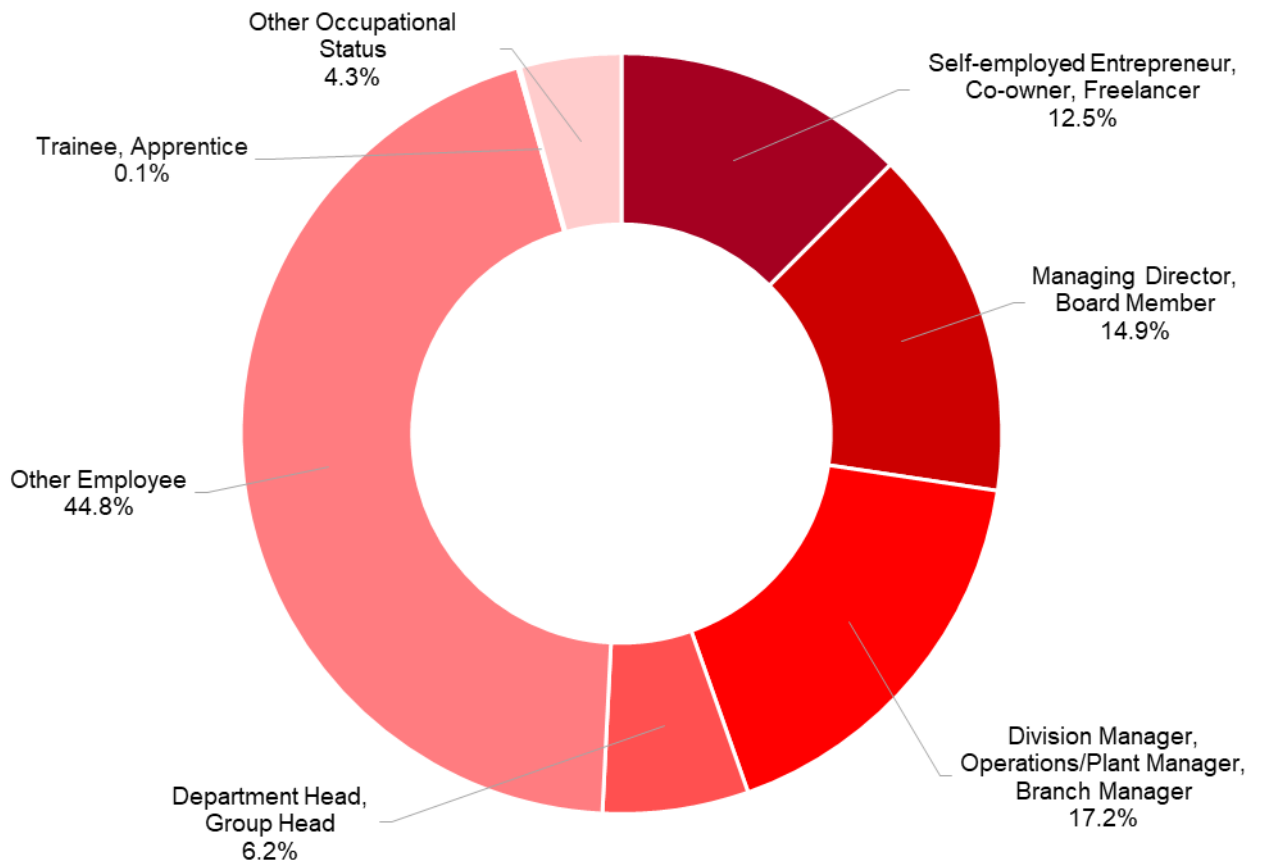
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8	Finland	1
9	France	1
10	Great Britain and Northern Ireland	1
11	Hong Kong	1
12	Mexico	1
	Japan	16,525
	Overseas	17
	TOTAL	16,542

Visitor Survey

Referring Source: Official Data Tallied by Messe Frankfurt GmbH

1) What is your occupational status?

1	Self-employed Entrepreneur, Co-owner, Freelancer	12.5%
2	Managing Director, Board Member	14.9%
3	Division Manager, Operations/Plant Manager, Branch Manager	17.2%
4	Department Head, Group Head	6.2%
5	Other Employee	44.8%
6	Trainee, Apprentice	0.1%
7	Other Occupational Status	4.3%

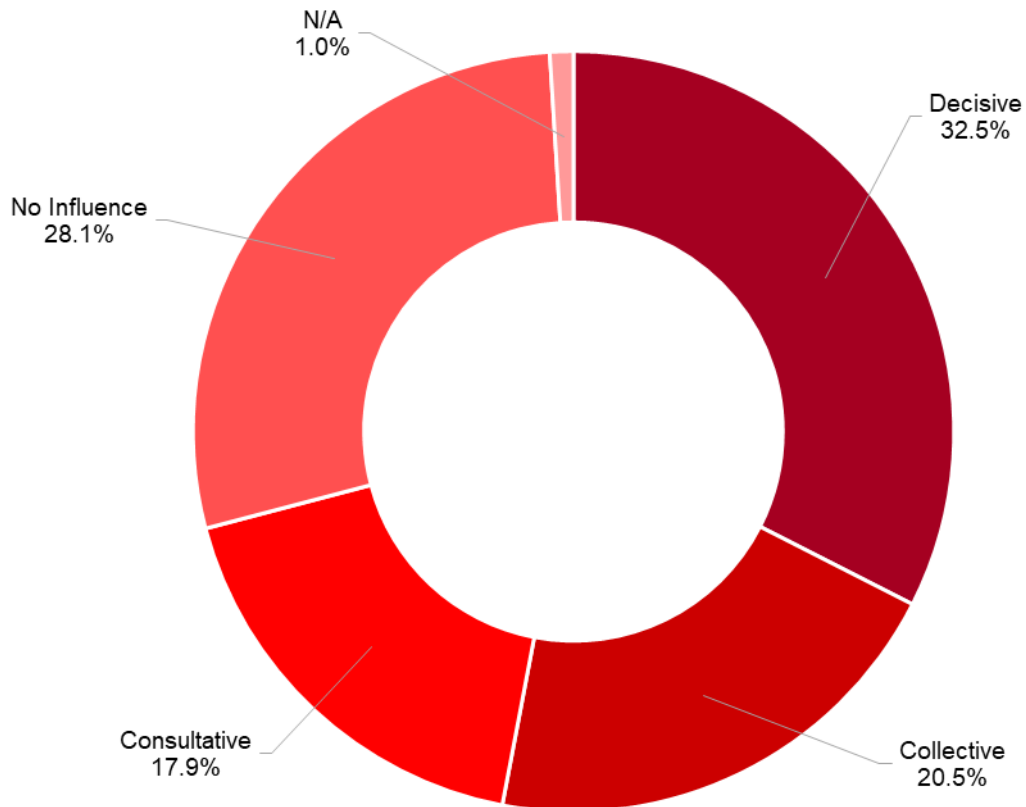


Visitor Survey

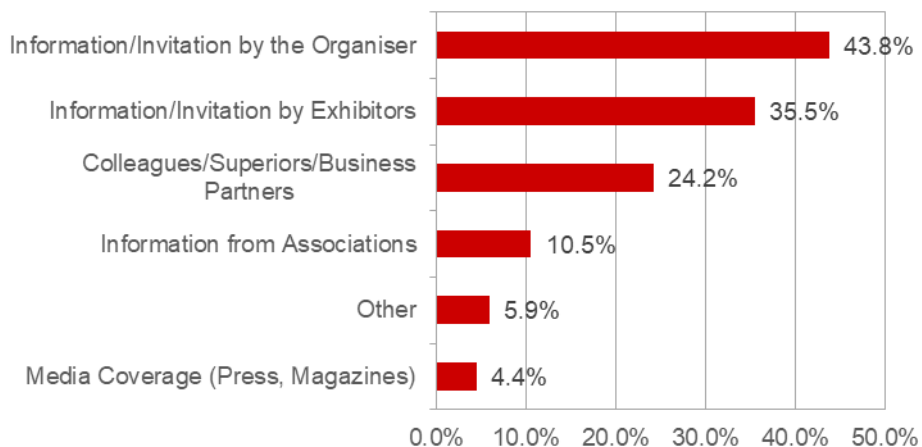
Referring Source: Official Data Tallied by Messe Frankfurt GmbH

2) How is your influence on purchasing/procurement decisions?

1	Decisive	32.5%
2	Collective	20.5%
3	Consultative	17.9%
4	No Influence	28.1%
5	N/A	1.0%



3) Through which of the following channels did you receive information about this trade fair? (Several answers possible)



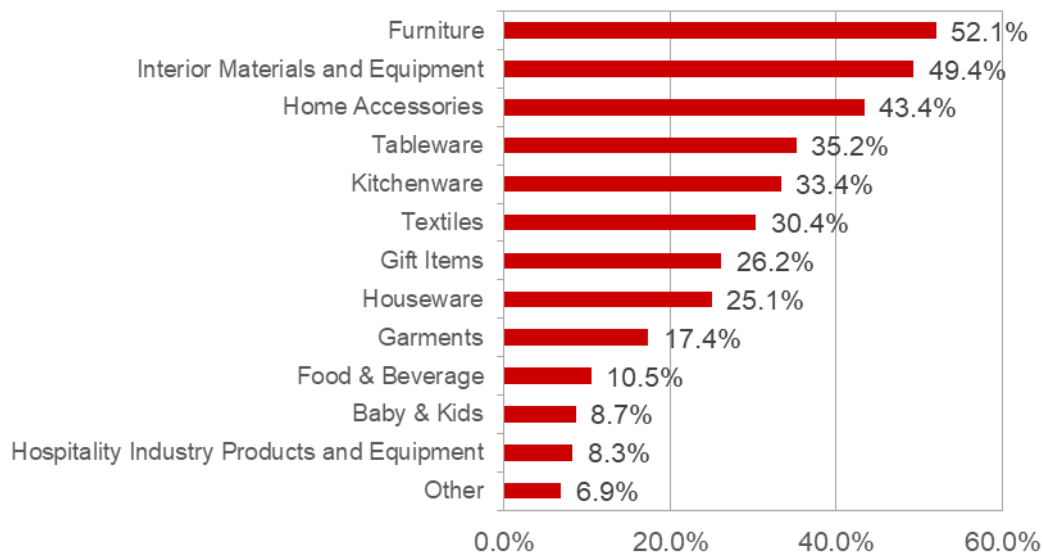
Visitor Survey

Referring Source: Official Data Tallied by Messe Frankfurt GmbH

4) Which objectives were you pursuing in visiting this trade fair? (Several answers possible)



5) Which product range were you interested in at Interior Lifestyle Tokyo 2022? (Several answers possible)

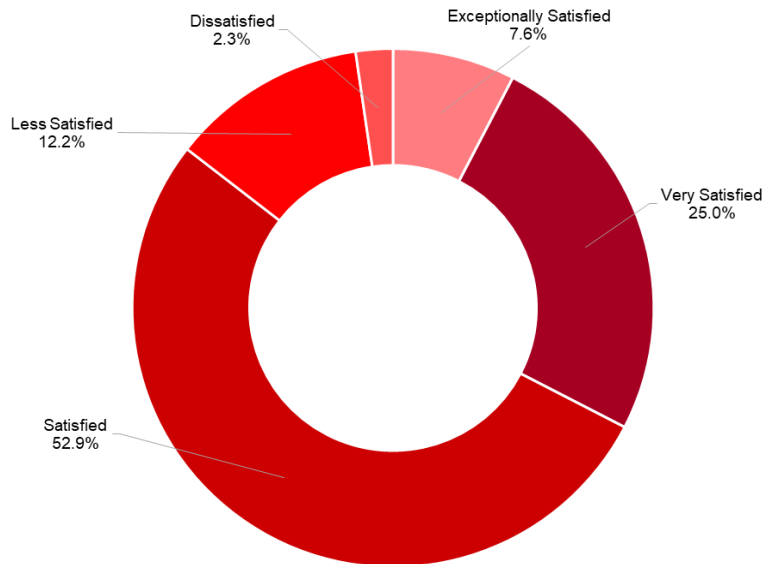


Visitor Survey

Referring Source: Official Data Talled by Messe Frankfurt GmbH

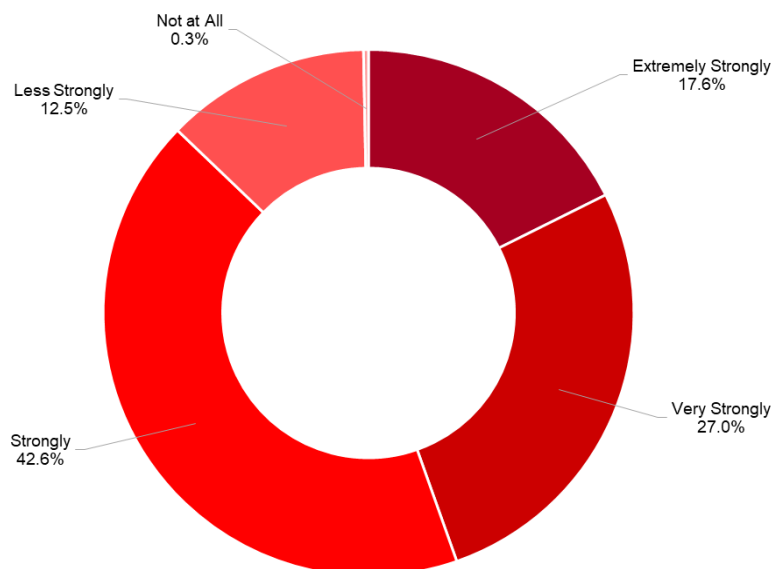
6) Overall, how satisfied were you with your visit to this trade fair?

Exceptionally Satisfied	7.6%
Very Satisfied	25.0%
Satisfied	52.9%
Less Satisfied	12.2%
Dissatisfied	2.3%



7) To what extent, at the moment, would you tend to also visit the next Interior Lifestyle Tokyo?

Extremely Strongly	17.6%
Very Strongly	27.0%
Strongly	42.6%
Less Strongly	12.5%
Not at All	0.3%



Buyer profile

Referring Source: Official Data Tallied by the Organiser's Office

Department store

Daimaru Matsuzakaya/ Hankyu Hanshin/ Isetan Mitsukoshi/ KEIO/ Matsuya/ Odakyu/ Sogo & Seibu/ Takashimaya/ Tobu/ TOKYU

Volume sellers

AEON RETAIL/ CAINZ/ Ito-Yokado/ Ryohin Keikaku/ SHIMACHU/ StylingLife Holdings/ THE LOFT/ TOKYO interior/ TOKYU HANDS/ Watashi no Heya Living

Contract business

Grand Hyatt Tokyo/ Hoshino Resorts/ JTB Trading/ MITSUBISHI ESTATE/ MITSUI Designtec/ Mori Building/ NIPPON HOTEL/ NOMURA/ Oriental Land/ Starbucks Coffee Japan/ TRUNK

Fashion houses

Adastria, Barneys Japan/ BAYCREW'S/ BEAMS/ H.P.FRANCE/ JUN/ SAZABY LEAGUE/ SHIPS/ STRIPE INTERNATIONAL/ TOMORROWLAND/ UNITED ARROWS

Interior design retailers

ACTUS/ AKOMEYA TOKYO/ ASPLUND/ AXIS/ CASSINA IXC./ Conran Shop Japan/ Culture Convenience Club/ D&DEPARTMENT/ ILLUMS JAPAN/ itoya/ SEMPRE DESIGN/ WELCOME

E-commerce

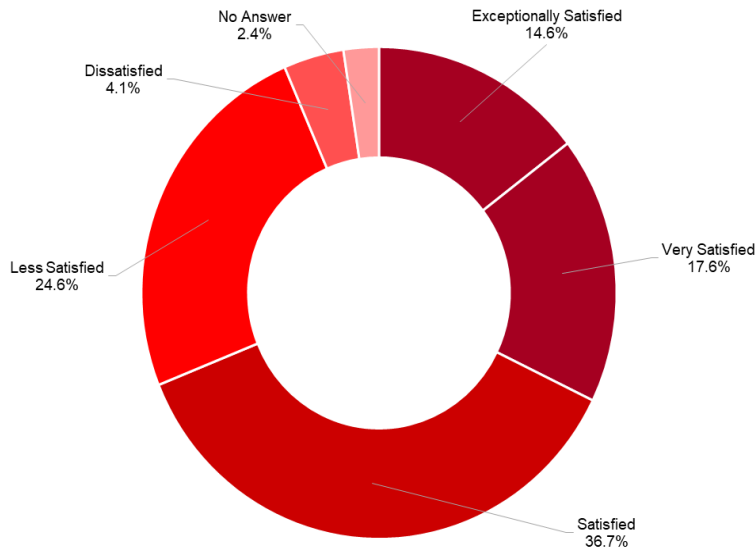
AMAZON JAPAN/ Aming/ ASKUL/ CATALOGHOUSE/ DINOS CORPORATION/ FLYMEe/ Kurashicom/ Nissen/ QVC Japan/ SENSHUKAI/ Yahoo Japan

Exhibitor Survey

Referring Source: Official Data Tallied by Messe Frankfurt GmbH

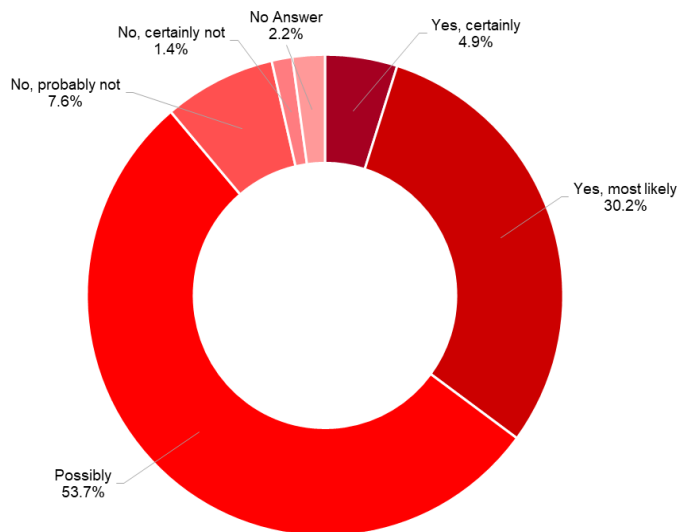
1) Overall, how satisfied are you with your participation in this trade fair?

Exceptionally Satisfied	14.6%
Very Satisfied	17.6%
Satisfied	36.7%
Less Satisfied	24.6%
Dissatisfied	4.1%
No Answer	2.4%



2) Will you participate in the next trade fair again?

Yes, certainly	4.9%
Yes, most likely	30.2%
Possibly	53.7%
No, probably not	7.6%
No, certainly not	1.4%
No Answer	2.2%



Upcoming Events

APPLY NOW!

Interior Lifestyle Tokyo 2023

14—16 (Wed.—Fri.) June 2023

Tokyo Big Sight West Exhibition Halls

Apply before 16 December 2022

www.interior-lifestyle.com

Enquiry

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Interior Lifestyle Tokyo Organiser's Office

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www.jp.messefrankfurt.com

Fairs Worldwide

Intertextile Shanghai Home Textiles – Autumn Edition 2022
15–17 (Mon. –Wed.) August 2022
National Exhibition and Convention Center (Shanghai)

Gifts & Lifestyle Middle East 2022
15–17 (Tue. –Thu.) November 2022
Dubai International Convention & Exhibition Centre

Heimtextil 2023
10–13 (Tue. –Fri.) January 2023
Messe Frankfurt Fairground

Ambiente/Christmasworld/Creativeworld 2023
3–7 (Fri. –Tue.) February 2023
*Creativeworld starts from 4 Feb. 2023
Messe Frankfurt Fairground

Interior Lifestyle India 2023
23–25 (Thu. –Sat.) February 2023
Bombay Exhibition Centre (Mumbai)

Interior Lifestyle China 2023
Autumn 2023
Shanghai Exhibition Center (Shanghai)

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