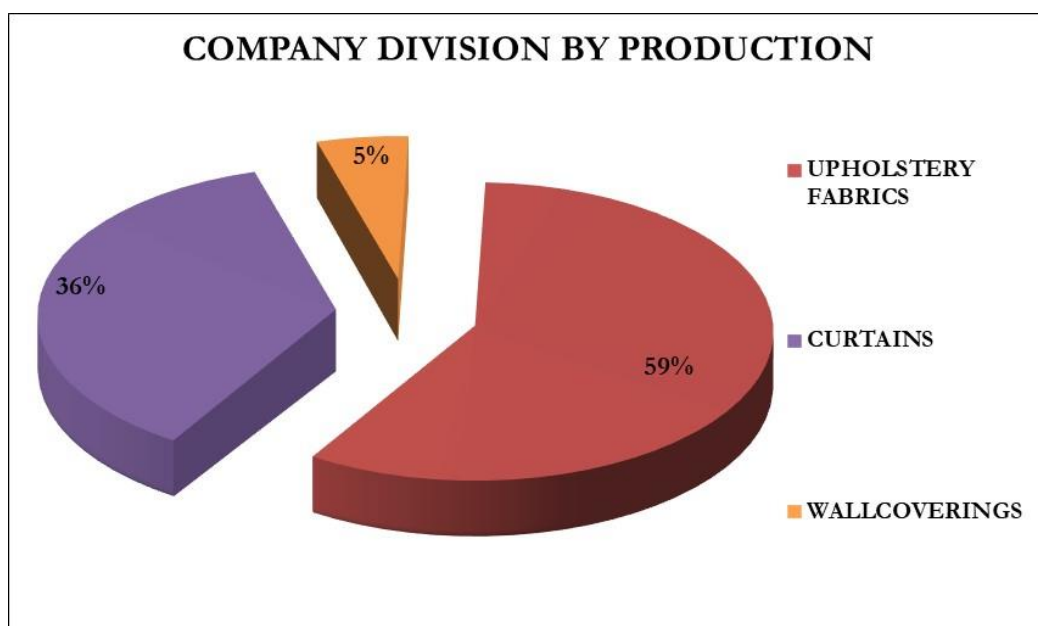


## THE ECONOMIC IMPACT OF PROPOSTE 2025

The **78** exhibitors at Proposte 2025 are broken down as follows: 30 Italian and 48 international, namely: 15 Belgian, 8 British, 6 Turkish, 6 Spanish, 4 Indian, 2 French, 2 German, 1 Austrian, 1 Swiss, 1 American, 1 Moroccan, and 1 Finnish. They are all manufacturers of high-quality upholstery fabrics, curtains, trimmings, and wallcoverings. The

78 exhibitors make for total sales of nearly **Euro 1.2 billion**.



Producers can be divided into two macro-groups: manufacturers specializing only in upholstery fabrics (21%) and exclusive producers of curtains (10%). There are also other sub-groups that manufacture both types (19%), companies producing mainly upholstery fabrics (31%), and companies manufacturing mainly curtains (14%). In addition, wallcoverings are growing, making up 5% of the total. Lastly, a small portion of trimmings comes from companies whose core business is other products.

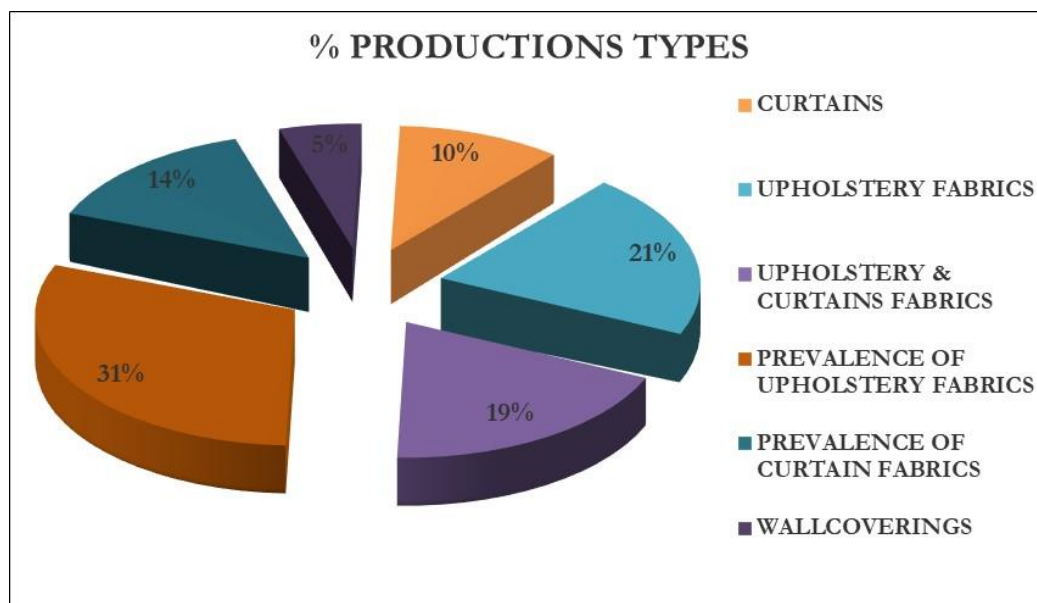


the future  
of interior textiles

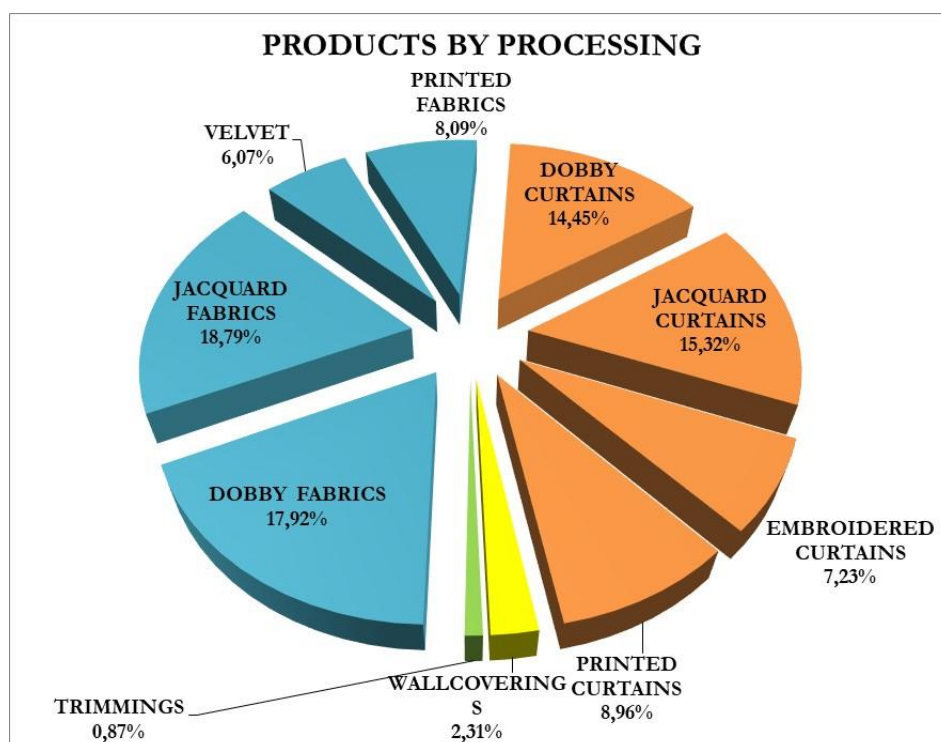
## world preview of furnishing fabrics and curtains

may 2025, 6th 7th 8th  
villa erba, cernobbio  
lake como, italy

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The **product range** includes typical textiles for furnishing and home design: jacquard and heddle-loom upholstery fabrics for furnishing, jacquard and heddle-loom fabrics for curtains, velvets, and embroidered fabrics.



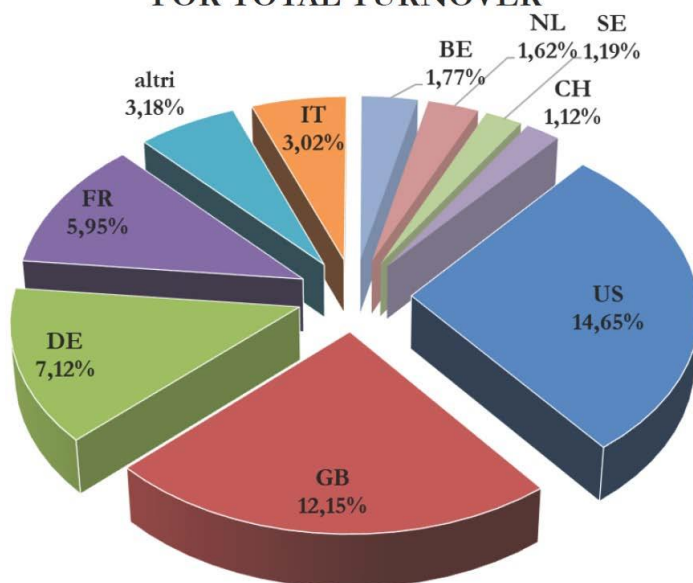
Important data: **48%** of the companies market **flame retardant** fabrics for both upholstery and curtains.

In addition, as many as **64%** produce fabrics for **outdoors**, confirming the growing trend for this segment

An analysis concentrating on the **qualitative features** of the textiles shows that high-end products are constantly gaining weight. Approximately 32% of the products are high-end, and 23% are in the "luxury" category. The average quality range makes up 20% of the total, while the extra-luxury segment (together with unique creations) is growing and currently totals nearly 14%. The remaining 11% refers to plain fabrics in an endless range of colors and types for large-scale distribution. This is still a significant share in demand by a portion of the furnishing market.

The average export percentage of Proposte producers stands at **63.61%**. The top **export market for Proposte** exhibitors is the United States (**14.65%**), followed by the UK, Germany, France, Italy, Belgium, the Netherlands, Sweden, and Switzerland.

#### MOST IMPORTANT EXPORT MARKET'S FOR TOTAL TURNOVER





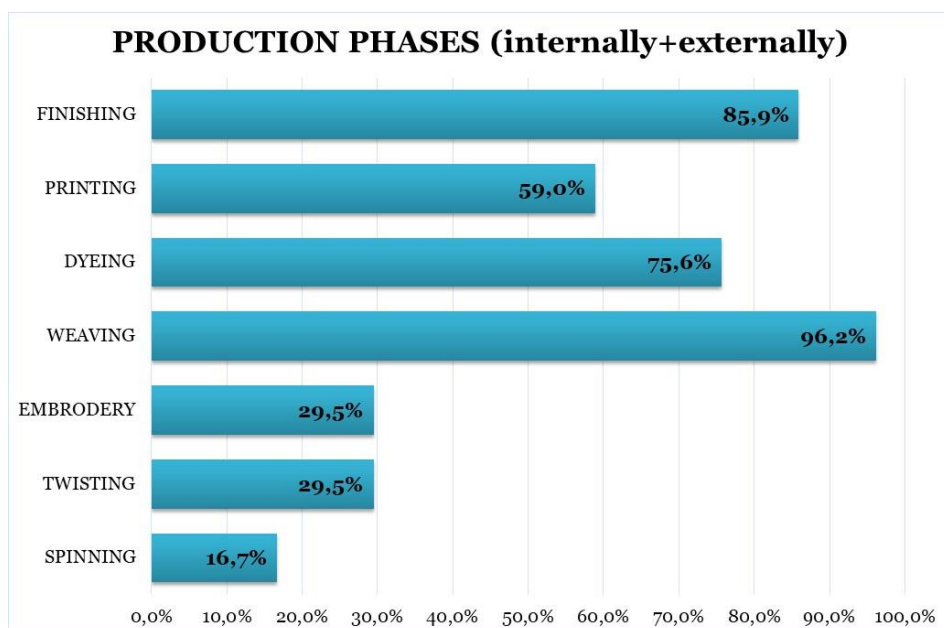
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An analysis was carried out to consider the main processing techniques used by exhibitors, including the relevant percentages of in-house vs outsourced processing with proprietary machinery. Almost all exhibitors are mainly textile mills (96.2%) and, in the majority of cases, they have proprietary looms. The same holds for finishing (85.9%) and dyeing (75.6%). These steps are largely performed in-house. Despite the trend in recent decades, some companies are verticalized and have in-house spinning and twisting.







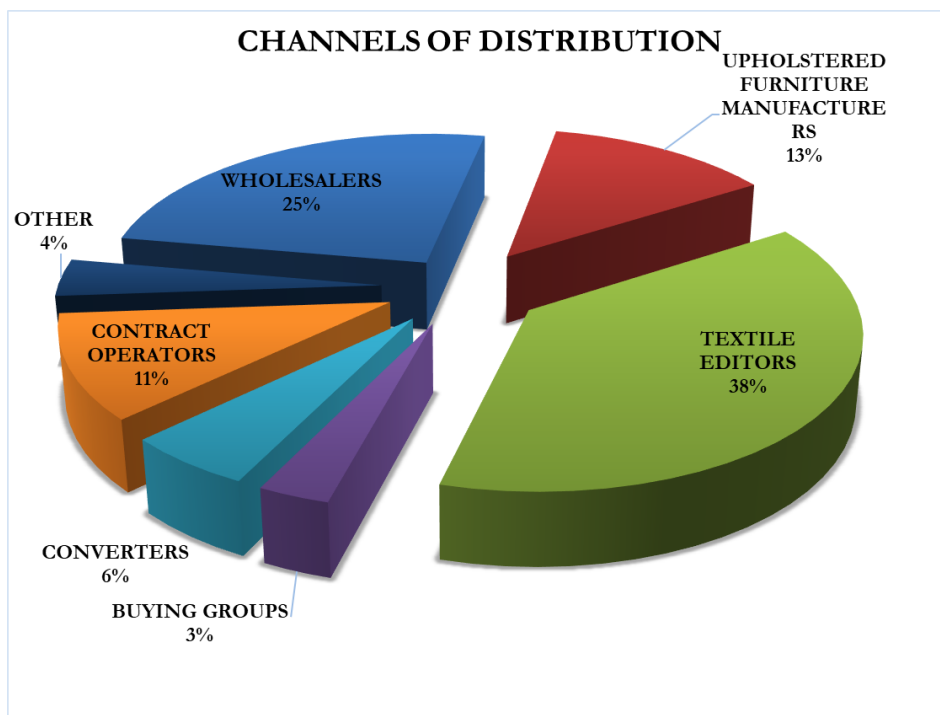
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In terms of **distribution channels**, **textile editors** play an important role (**38%**), followed by **wholesalers** (**25%**), the **contract** sector also accounts for a significant market share (**11%**), and **upholstered furniture manufacturers** (**13%**). The remaining **13%** is divided between **distribution chains**, **converters** and others.



**73.5%** of the fabrics presented at Proposte each year are used in the **home decoration** sector. The **contract sector** (**27.5%**) makes for a significant, steadily growing share. In particular, the hotellerie and yachting segments use the technological textiles and curtains showcased at Proposte, in addition to restaurants, offices, theaters/cinemas, stores and means of transportation. In this regard, it should be noted that direct relationships with design studios/architects have been growing in recent years.