

Press Release

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## Ambiente 2020: hospitality growth market attracting more exhibitors to Frankfurt

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**After a year of economic slowdown, global trade conflicts and the impact of the recent coronavirus outbreak, no major changes are expected in Germany's economy in 2020. Nevertheless, private consumption is at such a high level that there are almost no signs of a deteriorating consumer mood right now. These are good conditions for a successful Ambiente in Frankfurt, whether it's ethical purchases, contract furnishing or trendy shopping.**

From 7 to 11 February 2020, Ambiente will be the central hub of the consumer goods industry. In total, 4,635 exhibitors<sup>1</sup> from 93 countries<sup>2</sup> will be presenting the latest trends on 310,240 square metres (gross) of floor space.<sup>3</sup> 85 per cent of Ambiente exhibitors are from outside Germany. "The area that has grown especially at Ambiente is Dining, as hospitality, in particular, is a worldwide growth sector – and indeed one that has been developing at an incredible speed in recent years," says Detlef Braun, Member of the Executive Board of Messe Frankfurt.



HoReCa with front of house – the growth market at Ambiente

"Studies mention growth rates of up to 50 per cent in private and business trips in these markets between 2010 and 2017, and this trend is continuing to increase. We've recognised this potential for growth, and so we've steadily expanded our hospitality expertise and our offering," Braun continues. Covering the areas of Dining, Living and Giving, the world's leading trade fair maps the entire spectrum of consumer goods in

Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
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<sup>1</sup> FKM-certified, 2019: 4,460 exhibitors

<sup>2</sup> FKM-certified, 2019: 92 countries

<sup>3</sup> FKM-certified, 2019: 305,600 square metres (gross)

the sectors of tableware, kitchenware, interior design and gifts. In early 2019 this networking opportunity was used by 136,081 visitors from 168 countries. Ambiente is a place where brands launch innovative products, designers set trends, decision-makers meet and retailers place orders for the entire season. Commenting on the coronavirus outbreak, Braun says: "The authorities currently estimate that there is no danger for events on the premises of Messe Frankfurt. Right now, however, company representatives are not permitted to travel to Frankfurt if they come from areas placed under quarantine by the Chinese authorities, such as Wuhan or Hubei. We are therefore expecting a lower number of Chinese exhibitors compared with Chinese registrations."

### **Economic development in figures**

The overall economic outlook for Germany was viewed increasingly pessimistically last year. In all, however, there is no need to fear a general economic recession. After last year's GDP growth of 0.5 per cent the increase in 2020 is expected to be 1.1 per cent (according to the ifo economic report). On the other hand, private consumption is at such a high level that there are almost no signs of a deteriorating consumer mood right now. Consumption is robust and just as strong as before. Private and state consumption are the main economic drivers, and the Association of German Retailers (HDE) reckons that the trend of increasing retail sales will continue. After the expansion in 2019, the characteristic Ambiente segments are in a good place and likely to continue their upward trend. Taken together, their overall volume has reached EUR 28.58 billion, with a sizeable average growth rate of 2.0 per cent. This resulted in a fairly respectable additional sales revenue of about half a billion euros filling the coffers of the retail trade. However, the situation continues to be challenging throughout all sectors of the industry. Like the last few years, there is no standard pattern in the impact on the retail trade. Online sellers and financially powerful retailers are well placed, whereas small businesses keep declining. High street shops are continuing to die, and some studies have forecast another 50,000 closures in the next two years. Consumer goods markets are currently growing almost exclusively online or in well-designed combinations of online and off-line business. Pure high street shops, on the other hand, are dwindling. Nevertheless, the retail sector as a whole is in a good position.

### **HoReCa – a growth market**

Ambiente has created a clear USP for itself in the HoReCa segment and is set to gain even more momentum through the opening of the new HoReCa Hall 6.0. It is the leading international platform for front-of-house business and the perfect port of call for national and international decision-makers in the hospitality segment, whether they are hotel chains, cruise lines, airlines or caterers. Throughout the world, the hospitality market keeps growing, making it all the more important to look closely at front-of-house business, not just first-hand, but from as many global perspectives as possible. This global view of trends and developments in front-of-house business is precisely the focus of the HoReCa Academy. It also explains why Ambiente's line-up of speakers is so international and why it includes top speakers from Germany, France, the UK, Hong Kong and China, the Netherlands and the United

States. International speakers such as Maham Anjum, Joe Cheng, Ido Garini, Adam D. Tihany, Jozef Youssef and Dr. Francesca Zampollo will be focusing particularly on the significance of front-of-house business, providing participants with first-hand trends and industry insights. The front-of-house role of Ambiente is in fact far more than a mere interface between hospitality and tableware. Ambiente is the only place that gives buyers from the hospitality industry such a unique opportunity to order front-of-house products simultaneously from HoReCa and from the lifestyle collections of Living and Giving exhibitors. Both areas will have guidebooks helping visitors to find their way through the halls, and listing all exhibitors with products in hotels, restaurants and catering as well as in contract business.

### **Focus on Design will showcase design highlights from Brazil**

With this special presentation, Focus on Design, Ambiente is for the first time highlighting a range of outstanding products from Brazil. This is a designer nation that stands for striking, modernist design, but has so far not had much impact outside professional circles. Five different Brazilian design studios will be presenting their creative output with its own identity at Galleria 1. They will be using Ambiente as a global platform to draw attention to Brazilian design on an international scale and in all its facets.



The trend presentation at Ambiente

### **Knowledge creates the future**

Moreover, the exclusive complementary programme will pick up on the latest topics, such as a trend presentation by bora.herke.palmisano at Galleria 1. Forward-looking trends will be analysed, summarised and showcased in such a way that orders can be placed immediately. The Ambiente Academy will be affording a glimpse of the future in the consumer goods industry. On all five days of the trade fair, renowned specialists will be discussing current trends, exciting ideas and useful practical insights at the Ambiente Academy in Hall 9.1 and, for the first time, also in Hall 11.1. Sustainability is a mega-trend that is gaining more and more momentum, and this is also reflected in the Ambiente Ethical Style Guide. The curated directory for 2020 features 314 exhibitors from 49 countries, all of them manufacturers who follow eco-friendly and socially responsible production standards. This is an increase of 27 per cent since last year. The Ethical Style Guide is an important part of the complementary programme, drawing attention to manufacturers of

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sustainable and ethically manufactured consumer goods. Buyers looking for original product ideas will enjoy the Talents and Next areas, which will feature contemporary designs and creations by young and currently unknown designers. Hall 4.0 will showcase Dining, while Interior Design will be located in Hall 8.0.

→ [Ambiente Events](#) GE

→ [Ambiente Events](#) EN

### **Awarding excellence**

Once again, Ambiente 2020 will host numerous prestigious award ceremonies. The German Design Award will be presented on the first day of the trade fair, and visitors will be able to view the award-winning products at an impressive exhibition. Year on year, Sebastian Bergne runs his Solutions special presentation at Ambiente, drawing attention to the unbroken innovative spirit of the kitchen and household industry. This year's selection of well-designed and useful products will be displayed together with explanatory videos in the foyer of Hall 4.0. Moreover, Ambiente will feature the Kitchen Innovation Award and the Plagiarus anti-award for product piracy. As before, excellent tableware products will be at the focus of the Tableware International Awards of Excellence, where the decisive criteria are functionality, beauty, originality and narrative quality. The winners will be announced at Ambiente. After the highly successful première of the Dineus award, this prize will again be awarded on the first day of the trade fair, honouring outstanding products and projects from the entire spectrum of dining culture.

The next Ambiente will take place from 7 to 11 February 2020.

### **Note for journalists:**

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

### **Press information and photographic material:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

### **On social media:**

[www.facebook.com/ambientefair](https://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](https://www.twitter.com/ambiente)

[www.instagram.com/ambientefair](https://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://www.ambiente-blog.com)

**Hashtag:** #ambiente20

### **Ambiente – a leading international trade fair**

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

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### **Conzoom Solutions – The platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

### **Background information about Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,600\* at 30 sites and generates an annual revenue of around EUR 733\* million. We have close ties with our industry sectors, and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global revenues network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional figures for 2019