



ambiente

7.–11.2.2025  
FRANKFURT/MAIN

# RHYTHMS OF LIFE- STYLE

messe frankfurt





# AMBIENTE GOES BEYOND

## THE WORLD'S MOST IMPORTANT CONSUMER GOODS FAIR: AMBIENTE 2025.

No other fair reflects the rhythm of the industry like Ambiente. Every year, this fair has a driving force that releases new energy. There are dynamic lifestyles, the latest products, developments and trends. Ambiente sets new standards: for instance its size and diverse product range. A clearly structured offer and exciting programme mobilises and inspires trade visitors from all countries. You can see, hear and feel that.

Its reach is unprecedented. It moves people. Brings together supply and demand, all in one place. This generates new synergies. You wouldn't believe the possibilities for national and global cooperation. Why not make the most of this true strength? You'll impress international buyers and large-scale customers. You can present yourself to restaurant and hotel suppliers, project planners and office furnishers. This is your chance to delight the countless trade visitors to Ambiente.





## DELICIOUS IDEAS

**DINING.** Gather the world around a single table. This trade fair has new products and ranges from around the world for both kitchen and household: it's a range that attracts buyers from all types of trading organisation to Frankfurt. This is where the latest high-volume products, OEM items for contract business and artisanal products are all presented. Table showcases trend collections and the HoReCa Academy is also the talk of the industry. Ambiente provides inspiration. Plus there's a whole dedicated hall level for hotel, restaurant and catering. Make sure all the visitors get a taste for your unique offering.

## NEW WORK-FLOWS

**WORKING.** Brings together work and life. Looking into the future. After all, the traditional office has changed: consumers work from home, book co-working spaces or use mobile workstations. Demand for innovative, individual fixtures, fittings and office items is growing rapidly. Unprecedented synergies are created between Living, Contract Business, HoReCa and Stationery at Giving. The Future of Work Academy also brings in the crowds. Respected experts speak to interior architects, facilities managers, office planners and other commercial buyers. Why not step forward yourself and exhibit at Ambiente?

## SHARED EMOTIONS

**GIVING.** Brings people together. With all the latest gifts and personal accessories. Surprising and inspiring: for gifting, for sharing, to be amazed! This is where all buyers will find the right product, thanks to a huge selection of potential presents – from on-trend to decorative, and even handmade. Equally attractive is a comprehensive array of quality paper and stationery products, school supplies and souvenirs. Be there. Come and win over trade customers with your range.

## INSPIRING STYLES

**LIVING.** Home ideas with emotions. Year after year, countless trade visitors come to Ambiente. They want to experience the latest lifestyle, furnishing and decor design trends in all shapes, colours and styles. You'll find furniture, lighting, living and design accessories plus room fragrance. The demand is growing, stimulated by suggestions for private living spaces plus varied products for commercial developments and office areas. Make the most of this unique opportunity! Inspire buyers with your products.



# MOVE THE WORLD



## ON THIS MOST GLOBAL SOURCING PLATFORM.

No consumer goods fair is bigger or more important than Ambiente. Outside China, this is the undisputed marketplace for high-volume business. The broad range of goods spans both industrial and craft items. Producers and manufacturers come from Asia, South America, Africa and Eastern Europe; this is where everything flows together. This is where sourcing combines the Dining, Living, Giving and Working areas. It gives maximum international reach, for business opportunities without borders.

# INSPIRE WITH VARIETY

## HORECA, CONTRACT BUSINESS, ETHICAL STYLE AND NMEDIA.HUB.

Trade visitors benefit here. From the easy overview and the huge range on offer. This makes it easier to target their search for specialised project partners. Let yourself be seen. And be seen, guaranteed. Ambiente ensures this with clear labelings on its stands and an online exhibitor search arranged according to special interests.

### horeca

Hotels, restaurants and catering – always changing, constantly surprising. We have the latest designs, current trends and best practice in gastronomy. An extra hall level is available in the Dining area, dedicated to hospitality. The HoReCa Academy is a unique forum: it's perfect for exchanging ideas.

### contract business

Demand in contract business is extensive and multifaceted. It spans design-based solutions as well as customisable serial production. Ambiente has it all. Especially, it has the right buyer for your range. Contract Business also creates scintillating synergy with Hospitality, Interior Design and Office Design & Solutions. Nowhere is this more true than in the Working area. There's especially great potential in equipping offices and work-spaces. Take this opportunity for your company.

### ethical style by ambiente

Sustainability is a state of mind, now well established on the market. Retail is rethinking – and adapting. Exhibitors of sustainable products can apply to be part of the Ethical Style Special Interest programme. This ranges very widely, from craft manufacture to fair trade, from recycled goods to innovations. And there's more: Ethical Style Spots showcase special examples. Take part and apply for your product to be included.

### nmedia

nmedia.hub is more than just a tool. This is the order and content platform for the Home & Living sector. Its B2B services support brands and retailers as they digitalise their value chains. The hub is the perfect way to efficiently manage order processing for goods plus product and image data. From standardised to customised solutions: you too can secure full support.







# AMIEAD OF TIME

## HIGHLIGHTS, EVENTS AND MUCH MORE.

Ambiente shows us the way to the future. Come and discover tomorrow's lifestyles – in all their wide variety. The programme of events offers many special presentations, talks and exhibitions. It provides new perspectives, presenting new developments and trends. This attracts trade visitors from all around the world. It's time to come and be inspired!

Ambiente Trends 25+ will showcase exhibitor products to highlight the three most in-demand styles for the year ahead. Stilbüro bora.herke.palmisano showcases a special presentation, energising the trade public and serving as a guide for their purchases. It will also be exciting with the Ambiente Designer 2025.

The Talents programme has established itself as a springboard for up-and-coming international designers, who present their own inventive creations. Meanwhile the Future of Work area will provide insights into contemporary forms of work, proposing the ideal design solutions and concepts.

The Ambiente Academies certainly provide a sound knowledge base. Top-rated experts supply new ideas and stimulating suggestions. Hospitality is where the focus of the HoReCa Academy lies, while the Future of Work Academy gives insights into this changing world of work. Remanexpo Academy informs visitors about technical developments relating to remanufactured printer consumables and components, and the Conzoom Solutions Academy specialises in retail-related themes.



75 %

Degree of internationality

171

Participating nations

93 %

Visitor satisfaction

269,004

sqm gross exhibition space

3,988

Exhibitors

97,319

Visitors

SPECTACULAR  
EDITION

#### THE SUCCESS STORY CONTINUES.

Ambiente 2024 has excelled itself another time. Exhibitor numbers were up – and there were more international trade visitors, too. Once again, Frankfurt proved its ability to attract business from around the world. This is the leading platform for inspiration, networking and ordering.

Status February 2024,  
Numbers before FKM test

RUNS  
ALL  
YEAR

#### AMBIENTE LIVE AND DIGITAL.

Ambiente is ever-present: 365 days a year. Our online formats let you network and present your products virtually before, during and after the trade fair. Use of these is included in your Exhibitor Media Package. The online exhibitor search and digital order platform [nmedia.hub](https://nmedia.hub) are also available 24/7. Why not join in? You can meet, greet and talk online. It's a real source of inspiration!



# SECURE YOUR SUCCESS IN 2025.

Register for a non-binding location proposal at:  
[ambiente.messefrankfurt.com/exhibitor](https://ambiente.messefrankfurt.com/exhibitor)

## LET’S TALK.

We’d be delighted to help and advise you.  
Simply call us or send us an email.

### TEAM DINING

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Contact the Messe Frankfurt Service Teams for more information  
about services relating to your stand. They’ll support you all the  
way from your initial preparations right through to planning and  
executing your trade fair presence:

[ambiente.messefrankfurt.com/services](https://ambiente.messefrankfurt.com/services)

# PRICES 2025.

## STAND RENTAL PRICES

1 side open	€ 296.00/sqm*
2 sides open	€ 355.00/sqm*
3 sides open	€ 367.00/sqm*
4 sides open	€ 371.00/sqm*

## MEDIA PACKAGE (COMPULSORY)

Entry in all trade fair information  
media. € 985.00\*\*

\*Plus environmental levy of € 4.30/sqm, AUMA (German  
Trade Fair Industry Association) charge of € 0.60/sqm and VAT.  
\*\*Plus VAT.

# EXHIBITION GROUNDS.

Scan QR code and  
discover the ground plan.



# ATTRACT YOUR AUDIENCE.

You exhibit and everyone notices, thanks to advertising materials  
that are just right for inviting your customers along. Ambiente  
has great reach, with a highly visible international campaign. We  
use direct mailing, advertisements, press and PR work in all  
relevant industry publications, newsletters and on social media  
to get our message across. Our admission vouchers for your  
guests make visiting the fair an even more attractive prospect.

PR campaign in the  
international daily,  
trade and business press.

# 1,077

accredited media representatives  
from **49** countries. \*\*

# 4,589

Followers on LinkedIn

# 29,702

Subscribers get insights around  
consumer goods, trends and design at  
[ambiente-blog.com](https://ambiente-blog.com)

# 116,524

Followers on Instagram

# 434,281

Followers on Facebook

Multi-level direct mailing campaigns in **39** regions with

# 2,311,115

contacts worldwide.\*

# DIVE INTO AMBIENTE

\* Event 2024; \*\* Ambiente, Christmasworld, Creativeworld; Status: February 2024



**ambiente-blog.com**



iOS/Android App  
Navigator

**#ambiente25   #ambientefair**

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