



ambiente

6.–10.2.2026  
FRANKFURT / MAIN

# LIFE- STYLE COMPO- SITIONS

messe frankfurt

# WE CONNECT INDUSTRIES.

As the world's most important consumer goods fair, Ambiente aims to showcase the entire market – across all trading types and distribution channels. It displays all the novelties, trends, style directions, lifestyle worlds and product groups, and is a hotspot for major themes such as Hospitality.

Do you want to enthruse your target groups with a trade fair presence? Do you want to make new contacts and reach prospective customers? If so, Ambiente assists you by advising you on smart area layouts, stand designs and implementation. You can benefit from our global communications and the many opportunities to network – both in person at the trade fair and online 365 days a year. Trade visitors are also drawn in by the varied programme we offer, including special presentations and talks by experts. Use the many options only Ambiente can provide. Do good business at the industry's most inspirational event.

# YOU HAVE PLENTY OF POSSI- BILITIES.

# WE MAKE IT HAPPEN.

We have the figures to demonstrate the outstanding position of Ambiente.

# 262,062

sqm gross exhibition space

# 3,726

Exhibitors

# 170

Participating nations

# 71%

Degree of internationality

# 105,291

Visitors

# 95%

Visitor satisfaction

# YOU CAN COUNT ON US.

Status: February 2025, numbers before FKM test

WE  
CREATE  
THE ATMOSPHERE.

## DINING

is an international attraction for trade buyers of table, kitchen and household goods. They attend the number one fair to gain an overview of the entire offer and see the future potential.

- Ambiente is unique worldwide for traditional product ranges, manufactured goods of all styles, large volumes, OEM items for contract business and many more.
- Strong interest in all categories of order, from tableware to kitchen accessories and storage, and even small electrical appliances.
- This is the meeting point for hospitality, from out of house to front of house, with another hall level just for hotels, restaurants and catering.



## LIVING AND OFFICE DESIGN

is the best address for furnishing and equipping private, commercial and public spaces. At the intersection between interior and office design, new work and lifestyle combine. Trade visitors will be inspired by the innovative concepts and emotive displays.

- They'll find a varied mix of exhibitors, from major design brands, well-known home trend and furnishing companies to manufacturers and young labels.
- There's a broad spectrum, from traditional to the most modern interior concepts, furniture, lights, home textiles and lifestyle accessories, room fragrance and more.
- Demand is increasing for solutions to suit commercial projects, hospitality and contract business. Innovative, custom office installations, designs and home & office concepts are also up-and-coming.

YOU CAN  
GENERATE  
ENTHUSIASM.

WE  
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THE ATMOSPHERE.



## GIVING

opens up a world of gifts and personal accessories – and with it a whole host of prospects. This is where you'll meet both your target groups and of course trade buyers looking for fresh ideas.

- There's an impressive variety of lifestyle products across all sectors.
- The selection of design and trend-based gift items is striking, from decorative accessories and bags to paper, stationery and writing utensils, and even school supplies.
- Expect the unexpected: encounters and countless synergy effects from unusual combinations.

## GLOBAL SOURCING

combines high-volume offerings from Ambiente Dining, Living and Giving. At the largest global sourcing platform outside China, a broad trade customer base searches for information on the unique selection, from industrially produced to artisanal items.



YOU CAN  
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# WE PAVE THE WAY.

To find a project partner efficiently, look no further. At Ambiente, many participants are actively seeking specialist proposals. The online exhibitor search, labels on stands themselves and other features help filter and assist you.

## hospitality

Hospitality and Contract Business are important focal points in all areas: from interiors and office design to the global HoReCa hub of Dining, with another hall level just for this market segment. Customising is in demand, as mass produced items can be modified while large order volumes maintain high levels of quality. The industry encompasses furnishing and equipment for hotels, cruise ships and the public sector, as well as offices and co-working spaces. Ambiente is the largest procurement platform for Hospitality and Contract Business, where you can meet and speak to decision makers about the latest concepts in hotels and catering, as well as best practices and new designs.

## contract business

## ethical style by ambiente

Ethical Style is the answer to a growing movement towards sustainability. For many years now, this has made Ambiente a key point for trading in sustainably produced consumer goods – across all lifestyle worlds and product groups. Exhibitors of such products can apply to be part of this Special Interest programme. An independent panel of experts decides which exhibitors to include.

## nmedia

nmedia.hub is the order and content platform for the Home & Living sector by Messe Frankfurt. It supports brands and retailers as they shape their value chains effectively and face the future. Order processes can be optimised and product information managed centrally. Brands benefit from B2B services and both standardised and customised solutions.

# YOU REACH YOUR TARGETS.



# WE ATTRACT THE TRADE PROFESSIONALS.

A multifaceted programme underlines how important Ambiente is: as a global trading hub, but also as the visionary centre of the consumer goods market.

- Special presentations such as Ambiente Trends 26+ with exhibitor products, the Ethical Style Spots for sustainably produced goods, the Ambiente Designer 2026 staging, and areas such as Interior Looks showcasing premium furniture brands.
- The Ambiente Academies arrange talks by top experts plus guided tours on key topics, including hospitality, interior design, architecture, new work and retail.
- Other highlights available are tailored to interior designers, architects, project developers and hospitality experts, and many more.

# YOU WIN THE BUSINESS.

# WE COMMUNICATE WORLDWIDE.

You're sure to capture visitors' attention. Ambiente addresses all the relevant target groups using traditional advertising and direct marketing channels, press and PR work as well as social media.

PR campaigns in the international daily, trade and business press

## 17,549

LinkedIn accounts reached\*

## 534,340

Facebook accounts reached\*

## 989

accredited media representatives from 62 countries

## 2,524,117

Instagram accounts reached\*

## 2,387,579

contacts worldwide

Multi-level direct mailings in 51 regions with

Event 2025  
\*1.1. to 11.2.2025  
Status: February 2025

# YOU'RE PART OF THE CONVERSATION.

## WE LOOK FORWARD TO SEEING YOU.

We can answer your questions, and will find individual solutions to your particular requirements. We'd love to advise you.

### TEAM DINING

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### TEAM LIVING AND OFFICE DESIGN

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### TEAM GIVING

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## BE A PART OF IT!

### SIGN UP HERE!

Register for a non-binding location proposal at

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

### STAND RENTAL 2026.

1 side open	€303,00/sqm*
2 sides open	€364,00/sqm*
3 sides open	€376,00/sqm*
4 sides open	€380,00/sqm*

### MEDIA PACKAGE (COMPULSORY)

Entry in all trade fair information media. €985,00\*\*

\*€ 4,40/sqm Environmental contribution  
€ 0,60/sqm AUMA fee (Association of the German Trade Fair Industry) and VAT.  
\*\*Plus VAT.

### TO THE GROUND PLAN.



### SUPPORT ALL ROUND.

Messe Frankfurt Service Teams are available for everything relating to your stand. They provide a tailored service, from preparing to planning and implementing your trade fair presence:

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



# 365 DAYS OF AMBIENTE.

Present your new products and network using the trade fair's online formats as well as in person. You'll find this option in your Exhibitor Media Package. Why not make new contacts using the digital events platform? The online exhibitor search means prospects can find you online all year round, and you can update your profile details any time. Also access nmedia.hub for a standardised digital order and content management platform focused on home and living. For direct connections and good business!

## HOW YOU BENEFIT FROM THE DIGITAL EVENTS PLATFORM



#ambiente26 #ambientefair

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