

news +++ Ambiente/Christmasworld/Creativeworld
06 to 09/10 February 2026

ambiente

christmasworld

creativeworld

Global compass for the consumer goods industry

Frankfurt am Main, 5 February 2026. Three leading trade fairs, one concentrated force for markets and transformation: the consumer goods trade fair trio of Ambiente, Christmasworld and Creativeworld will once again become a globally unique marketplace for industry, trade and contract business. From 6 to 9/10 February 2026, innovations from 4,636¹ exhibitors – 88 percent of them international – will fill the entire Frankfurt exhibition grounds across a total of 28 hall levels. More than 170 participating nations and regions are expected. An absolute novelty are the Compass Talks, a new SME meeting point taking place ahead of the trade fairs, addressing the needs of the global consumer goods industry – fact-based, supported by the new IFH industry index.



Make the market moment yours – this motto is attracting over 4,600 exhibitors to Frankfurt again this year.
Photo: Messe Frankfurt/Pietro Sutura

The focus is on modern lifestyles, seasonal decoration and creative DIY products that enrich everyday life and stimulate consumer demand. “The global consumer goods industry is transforming faster than ever. What matters now are bold small and medium-sized enterprises that drive innovation – from artificial intelligence to new business models – and strong, reliable networks. Frankfurt is the central meeting place for industry and trade,” explains Detlef Braun, Member of the Executive Board of Messe Frankfurt. All three leading consumer goods fairs continue at a high level of participation and bring together international top brands – including numerous new and returning exhibitors,

¹ Total figures for 2025, FKM-verified: 4,689 exhibitors (593 from Germany / 4,096 from abroad) and 147,684 visitors (46,876 from Germany / 100,808 from abroad)

particularly in the Interior Design segment at Ambiente. “The strong participation of leading and innovative companies sends a powerful signal in tense global markets: personal encounters provide orientation and form the basis for resilient business relationships,” Braun adds. New formats in growth areas around Ambiente Projects such as HoReCa, Hospitality Interiors and Contract Business, as well as Concept Decoration, open up new business perspectives.

Premiere: SME meeting Compass Talks and global industry index

Despite initial signs of stabilisation, the global consumer goods industry continues to face significant pressure – shaped by geopolitical tensions, new tariff regimes, rising regulatory requirements and high-cost uncertainty. Together, Ambiente, Christmasworld and Creativeworld represent a market volume of around 190 billion euros in the EU alone. Small and medium-sized enterprises form the backbone of this industry.

In this environment, formats that provide orientation are gaining importance. The Compass Talks start precisely here: as a joint kick-off for the three leading trade fairs, as a space for clear words, changing perspectives and fact-based discussion. They highlight where the global consumer goods industry currently stands, what is driving SMEs today – and which levers are decisive for growth and resilience.

A data-based foundation is provided by the results of the new industry index, developed in cooperation with the Institute for Retail Research (IFH Cologne). Dr Kai Hudetz, Managing Director of IFH Cologne, comments: “The industry is under pressure, yet many companies are cautiously optimistic about their own development. What will be decisive is how consistently business models are further developed and value chains strengthened – supported by stable political frameworks and greater entrepreneurial freedom.”

Voices from the Compass Talks: opportunities in transformation

The speakers on the Compass Talks stage focused on key drivers of transformation and new solution approaches. “Artificial intelligence is a game changer: it helps companies of all sizes automate processes, work more efficiently and make data-based decisions – securing real competitive advantages,” says Sharon Gai, expert in artificial intelligence and innovation.

The topic of sustainability also continues to offer significant growth potential – visible at the three consumer goods fairs, among other things, through the Ethical Style special interest. “Sustainability delivers measurable economic benefits – from more resilient supply chains and lower production costs to strengthened competitiveness,” explains Finn-Maximilian Hillen, Managing Director and Co-Founder of Recozy Sustainable Manufacturing.

For retail, a consistent focus on customer needs remains crucial. “What matters is accompanying customers throughout their entire decision-making process – online and offline alike. Physical presence remains a key factor of trust,” says Christina Mayr, VP Business Development at Westwing.

Clear orientation for growth potential

In addition to exhibitor innovations, the three trend areas developed by the renowned trend agency Stilbüro bora.herke.palmisano provide orientation for sales-driven assortment design. Complementing this, new curated events, areas and exchange formats across all three leading trade fairs offer targeted business impulses for a wide range of buyer groups – from retail to contract furnishing.

At Ambiente, the world’s leading consumer goods trade fair for Dining, Living and Giving lifestyles, Ambiente Projects bundles the growing range of offerings for professional

buyers in HoReCa, Hospitality Interiors and Contract Business. New highlights include, for example, the Interior Design & Architecture Hub curated by this year's Ambiente Designer, Katty Schiebeck. The Uruguayan-born designer, who runs a studio in Barcelona, is one of Europe's most exciting creative talents and stages an immersive experience of hospitality. Another highlight is the expanded curated area Interior Looks, which brings together leading European manufacturers of furniture, interior design and lighting with decision-makers from retail, hospitality and project furnishing. It grows from eleven to 16 brands, including nine new participants.

In addition, live cooking shows will take place for the first time with prominent guests such as Eloise Head aka @Fitwaffle, Haya Molcho or Mirko Trenkner – serving as an interactive stage for the interplay of smart kitchen and household utensils with culinary creativity. Westwing joins as a new partner of the Hospitality Academy, presenting a special product showcase focusing on interior design for hospitality and commercial properties. Another novelty is the special presentation Spot on Back of House, dedicated to efficient processes in gastronomy, hotels and catering.

When it comes to the business factor of emotion in retail and city centres, the leading international trade fair for seasonal and festive decoration delivers strong impulses. Under the motto Tropical Bounty, the Decoration Unlimited special presentation conveys fresh purchasing incentives at the point of sale. The Christmasworld Take Off programme specifically connects decision-makers from major decoration projects with suppliers from the Visual Merchandising & Lighting segment.

In the market for hobby, craft and artists' supplies, the leading trade fair Creativeworld celebrates community building as a central driver of transformation. New techniques and materials are best tested and demonstrated live. As a result, the Creative Academy becomes a certified training platform, providing retailers with additional competitive advantages. In addition, the new Graffiti Wall invites active participation in urban art forms.

Frankfurt in the spotlight of design

As an official partner of World Design Capital Frankfurt RheinMain 2026, Messe Frankfurt also underscores the international importance of the location as a platform for design, business and societal dialogue. In this context, the international design community gathers at Ambiente in Frankfurt. In addition, the Talents support programme celebrates its 25th anniversary with a special presentation of past and present design concepts – for example by local heroes Sebastian Herkner or design studio Speziell. Talents is a prime example of the transformative power and business factor of design for a more liveable everyday life.

Global networks for resilient markets

The trade fair trio is part of Conzoom Circle, the global network for the consumer goods market. With more than 30 events worldwide as well as digital platforms such as Conzoom Solutions, new business contacts, market insights and growth impulses are generated throughout the year. "Our consumer goods trade fairs stand for encounters and exchange, for free and stable trade – and for confidence in challenging times. Especially in periods of change, the best business is created through personal encounters," Braun concludes.

Note for journalists

Further up-to-date news, expert knowledge and ideas for retail can be found on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt connects the world's most important platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise online.

Press releases & images: ambiente.messefrankfurt.com/press | christmasworld.messefrankfurt.com/press | creativeworld.messefrankfurt.com/press

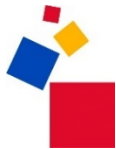
On social media:

www.facebook.com/ambientefair | www.instagram.com/ambientefair | www.linkedin.com/company/ambientefair

www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/
www.linkedin.com/company/christmasworldfrankfurt

www.facebook.com/creativeworld.frankfurt | www.instagram.com/creativeworld.frankfurt/
www.linkedin.com/company/creativeworldfrankfurt

Hashtags: #ambiente26 #ambientefair #christmasworld26 #christmasbusiness
#creativeworld26 #creativeindustry



Your contact:

Erdmann Kilian
Tel.: +49 69 75 75-5871
erdmann.kilian@messefrankfurt.com
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
www.messefrankfurt.com

Background information on Messe Frankfurt
www.messefrankfurt.com/background-information

Background information on Conzoom Circle
conzoom-circle.messefrankfurt.com/information

Sustainability at Messe Frankfurt
www.messefrankfurt.com/sustainability-information