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29 January to 1/2 February 2027

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Global Industry Index enters its second round: Between AI potential and geopolitical pressure

Frankfurt am Main/Köln, May 2026. Is AI really the game changer for the consumer goods industry? How are companies worldwide responding to geopolitical uncertainty, new tariff regimes and increasing regulatory requirements? The second Global Industry Index by IFH COLOGNE and Messe Frankfurt takes a closer look at current developments in international consumer goods markets – highlighting both challenges and opportunities.



In her keynote at the Compass Talks in February, Sharon Gai, a leading expert on artificial intelligence and innovation, made one thing clear: the consumer goods industry must not miss the potential of AI. Photo: Messe Frankfurt/Thomas Fedra

At the Compass Talks 2026, keynote speaker Sharon Gai highlighted just how rapidly artificial intelligence is evolving: “The current version of AI that we have today is the worst version of AI we will ever have.” As a result, the pressure to act is growing across the industry. “AI is an absolute game changer,” said Leopold Grupp, Managing Director of Stölzle Lausitz. “For many companies, AI is becoming an important tool to cope with increasing cost and margin pressure.” At the same time, one key question emerged during discussions with industry representatives: Is the consumer goods industry making consistent use of AI’s potential – or are uncertainty, regulation and limited resources slowing down transformation?

The first wave of the Industry Index already showed that many companies are still primarily driven by other challenges: only 4 percent of exhibitors and 11 percent of visitors currently consider the use of AI to be among the central challenges for their business.

This is exactly where the second wave of the Industry Index for the consumer goods markets of Ambiente, Christmasworld and Creativeworld comes in.

Following its successful premiere at the beginning of 2026, exhibitors and visitors worldwide will once again be surveyed on the economic situation, business expectations and current market developments. The new survey will focus in particular on: Use and application of artificial intelligence, tariff policies and regulation and sourcing and supply chains.

[Participate in the current survey now!](#)

The Industry Index provides an international sentiment and trend barometer for the consumer goods industry and reveals how companies worldwide are responding to current transformation processes. The first survey, with participants from more than 60 countries, already showed that while the industry sees major opportunities in technological innovation, markets continue to be shaped by uncertainty and high pressure to adapt.

The global survey starts on 27 May 2026 and will run for four weeks. Click [here](#) to participate. The results will be published in September 2026 as part of the kick-off communication for Ambiente, Christmasworld and Creativeworld 2027.

About the Industry Index

For the first wave of the Industry Index conducted by IFH COLOGNE and Messe Frankfurt, a total of 945 exhibitors and visitors from more than 60 countries were surveyed between December 2025 and January 2026. The aim is to identify relevant developments, sentiments and trends in the consumer goods segments of Ambiente, Christmasworld and Creativeworld at an early stage and provide companies with a data-based foundation for strategic decision-making.

The consumer goods segments covered include, among others: tableware and household products, small electrical appliances, home lighting, small furniture, garden decoration and equipment, stationery and office supplies, leather goods and accessories, arts and crafts, painting and drawing, graffiti and street art, textile and needlework crafts, Christmas decorations, candles, floral decorations, wreaths, artificial and dried flowers, and festive decorations.

The first Industry Index can be downloaded [here](#). More information about IFH COLOGNE is available at: www.ifhkoeln.de

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of January 2027. Once again, the Compass Talks will kick things off on the preceding day, 28 January 2027.

Ambiente/Christmasworld:	29 January to 2 February 2027
Creativeworld:	29 January to 1 February 2027

Note for journalists:

For daily news updates, expert insights and retail inspiration, please visit [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt connects the most important international platforms for the global consumer goods and retail sector, bundling industry knowledge and expertise online.

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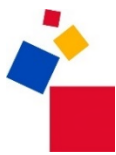
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Your contact:

Katrin Westermeyr
Tel.: +49 69 75 75-6893
katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

www.messefrankfurt.com

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