

ambiente

Ambiente 2027: New Perspectives for Lifestyle and Business

Frankfurt am Main, September 2026. Challenging times call for new perspectives: As the world's leading consumer goods trade fair, Ambiente is consistently advancing its three lifestyle areas Dining, Living and Giving. Under the motto "The next move in Lifestyle", Ambiente will provide fresh impetus for retail, hospitality and the international contract business in 2027.



Whether international retailers, hospitality professionals, architects, interior designers or commercial buyers – at Ambiente 2027, an optimised hall structure will help them discover new product ranges and fresh buying inspiration. Photo: Messe Frankfurt / Petra Welzel.

Dining: Table and HoReCa move closer together

"Dining is a global market with a wide variety of distribution channels and target groups. For us, the key is to bring this diversity together in a way that creates new contacts and new business – from specialist retail and hospitality under the umbrella of Ambiente Projects to international sourcing," says Thomas Kastl, Director Ambiente Dining. At Ambiente 2027, the Dining area will feature a new structure designed to reflect the requirements of the international market. Hall 12 will become the central home for the complete Table offering: in Hall 12.1, established Table Select brands will be presented alongside the HoReCa offering. Exhibitors with a hospitality focus will continue to be clearly identified through the HoReCa Special Interest.

A number of renowned companies have already confirmed their participation. In the premium Table Select segment in Hall 12.1, these include Rosenthal, Vista Alegre and Zwiesel. The HoReCa segment will feature Bayerische Glaswerke (Nachtmann, Spiegelau), BHS tabletop, Kar Porselen (Bonna), RAK Porcelain and Villeroy & Boch, among others.

Hall 12.0 will bring together Table manufacturers, industrial companies and OEM suppliers, including Cerve, Gral, LAV, Pasabahce, Vidrios San Miguel and Villacer. These changes will create a higher concentration of relevant offerings, make it easier for visitors to navigate the hall and increase the visibility of individual companies.

The strong core offering for kitchen and household products will remain in the established Halls 8 and 9. Confirmed companies in Cook & Cut in Hall 8.0 include Cristel, De Buyer, Horl, Kai, The Cookware Company, Tramontina, Victorinox and Zwilling. Modern Kitchen & Baking will feature brands such as GEFU, Guzzini, Joseph Joseph, Koziol, Mepal, Microplane and Peugeot, while Clean Home & Storage Solutions will include JJA, Orthex, Rolser, Rotho and simplehuman.

Living: Interior Design remains strong – bucking the market trend

While the furniture and interiors industry continues to face subdued demand and challenging market conditions, the offering in Hall 3.1 continues to grow steadily. With the Interior Design segment and the curated Interior Looks brand area in particular, Ambiente is reinforcing its relevance for design-oriented retailers as well as the growth areas Hospitality Interiors and Contract Business under the umbrella of Ambiente Projects. "Interiors and living have always been part of Ambiente's DNA. With Interior Design, Interior Looks and targeted matchmaking, we are creating an international business hub for the interior design and furnishing industry in Hall 3.1, while fostering new connections for international projects," says Yvonne Engelmann, Director Ambiente Living & Giving.

A particular focus is on expanding international matchmaking. Together with partners such as World-Architects and ECIA (European Council of Interior Architects), architects, interior designers, hospitality decision-makers and manufacturers will be connected in a targeted way. The Interior Design & Architecture Hub – designed by the renowned Ambiente Designers 2027, Raw Color – will become a central meeting point for knowledge transfer, inspiration and new business contacts in the international contract business.

Blomus, Orrefors Kosta Boda, Rohleder and Serax have already announced their participation in Interior Design in Hall 3.1. The curated Interior Looks brand area will include Bretz, BW Bielefelder Werksttten, Christine Krncke Interior Design, Ethnicraft, Scholtissek, Signet, TF Fine Furniture and Wagner. Interiors & Decoration in Hall 3.0 will continue to offer a strong international mix for furnishing and decorating. Confirmed companies include Gilde, Hbsch, IB Laursen, J. Kersten, Kaheku, Light & Living, Max Benjamin and Present Time. Exciting newcomers include Dutch Interior with its brands By-Boo, Isaa, Rivira Maison and Urban Cotton, as well as Jolipa and Richmond Interiors.

Giving: An even stronger focus on design and premium stationery

The Urban Gifts, Stationery & School segment will gain additional space in Hall 4.2 for design-oriented gifts and lifestyle products as well as premium stationery and writing instruments. Ambiente is thus targeting its offering even more precisely at concept stores, museum shops, gift and hotel boutiques, design- and lifestyle-oriented specialist retailers and wholesalers, as well as international premium buyers. The approximately 300 brands expected in Hall 4.2 will include Ancor, Bigso, Caran d'Ache, chic.mic, Diplomat, Donkey Products, Kikkerland, Legami, McNeill and Secrid.

Suppliers of classic and seasonal gifts, full product ranges, souvenirs and toys will move to Hall 4.1, where they will be presented under the Christmasworld umbrella in the new

Seasonal Gifts & Toys product area. As a result, the gift offering across Ambiente and Christmasworld will grow in both breadth and depth. Together with the directly adjacent Christmasworld offerings, this will further strengthen Frankfurt's position as a leading international marketplace for gifts.

Global Sourcing: Short distances for international sourcing

In a market environment shaped by geopolitical change, new trade flows and the need for more resilient supply chains, Global Sourcing continues to gain in importance. Here, Ambiente connects manufacturers, importers and trading companies from around the world. In Halls 10 and 11, buyers will find a broad volume sourcing offering – ranging from traditional to contemporary products, from industrially manufactured to handcrafted goods, as well as sustainably and responsibly produced ranges – while opening up opportunities to connect with new suppliers.

Global Sourcing Dining will be brought together in a new configuration in 2027: Table will move to Hall 11.0, creating a central location for the Dining offering together with Kitchen & Houseware in Hall 11.1. The close proximity to Global Sourcing Living as well as Christmas & Seasonal Decoration on the levels of Hall 10 will create additional synergies and make volume sourcing more efficient.

Inspiration, knowledge and networking

Alongside the exhibitors' product offerings, Ambiente 2027 will once again provide a wealth of inspiration through its supporting programme. The Ambiente Trends will provide guidance for assortment planning for the coming seasons. The Kitchen Shows will bring innovations and products for the kitchen and household to life. With the Back of House focus, solutions for professional kitchens and efficient operations will also take centre stage. The Interior Design & Architecture Academy will provide practical expertise for hospitality and the international contract business, while the Conzoom Solutions Academy will offer valuable insights for retailers. At the same time, the Talents programme will once again demonstrate how the next generation of designers is helping to shape the future of the industry.

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:

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