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29 January to 2 February 2027

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Consumer Goods Market Monitor Q3: Baking accessories and chain retailers on the rise

Frankfurt am Main, November 2026. Early signs of recovery in the consumer goods market: Despite a 5.6 per cent decline in order revenues compared to the same period last year, the kitchen and household goods market gained momentum in the third quarter of 2026. These are the findings of the latest Consumer Goods Market Monitor published by Conzoom Solutions. Published quarterly, the industry report is based on up-to-date B2B order and transaction data from Germany, Austria and Switzerland, providing manufacturers and retailers with valuable insights to support their market, sales and assortment planning.



While cooking accessories (-5.5 per cent) and small electrical appliances (-12.6 per cent) recorded declines, baking accessories bucked the overall market trend with growth of 19.1 per cent. Chain retailers are also regaining ground following several years of decline, with their market share rising from 8.3 to 10.9 per cent. Forecasts through to 2027 point to a stabilisation of key product categories such as baking and cooking accessories, alongside a modest recovery in selected sales channels.

Market trends meet international brand diversity
Trade buyers will find the relevant product ranges at Ambiente in Frankfurt from 29 January to 2 February 2027. In Modern Kitchen & Baking in Halls 9.0 and 9.1, brands including GEFU, Guzzini, Joseph Joseph, Koziol, Mepal, Microplane and Peugeot will present their latest innovations for cooking and baking. Cook & Cut in Hall 8.0 complements the offering with renowned brands such as Cristel, De Buyer, Horl, Kai, Tramontina, Victorinox and Zwilling. Ambiente thus combines current market insights with relevant product offerings and new business opportunities.

The Consumer Goods Market Monitor has been developed since Q3/2025. The latest edition, Consumer Goods Market Monitor Q3/2026, is available via Conzoom Solutions.

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:
Conzoom Solutions provides the latest industry news, market data and expert insights under the claim “Business Insights for Lifestyle Goods”. As part of the global Conzoom Circle network, which brings together more than 30 international Messe Frankfurt events, the content platform connects consumer goods industry professionals worldwide.

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