news +++ Ambiente
29 January to 2 February 2027

ambiente

Writing instruments, stationery and bags: Euromonitor highlights global market opportunities at Ambiente Giving

Frankfurt am Main, November 2026. Where are the growth markets for writing instruments, stationery and bags? Which target groups, design trends and sales channels will gain importance by 2030? Global market intelligence company Euromonitor International will provide answers with exclusive market insights at Ambiente 2027. The focus will be on international market data, future forecasts and direct exchange with industry experts.



International market data meets personal networking: Euromonitor Market Insights offers manufacturers and buyers fresh perspectives on the global markets for writing instruments, stationery and bags. Photo: Messe Frankfurt/Pietro Sutera

Conzoom Circle invites Ambiente exhibitors and visitors to a keynote provided by Euromonitor, followed by a networking session. Ana Tique, Research Consultant at Euromonitor International, will present selected findings from a new global industry report, covering international growth markets, changing consumer behaviour, premiumisation and e-commerce.
The event is aimed at manufacturers and buyers from the stationery, school supplies, gifts, lifestyle and bags sectors. Participants will gain insights into market opportunities through to 2030, have the opportunity to ask the Euromonitor expert questions and establish new industry contacts.

Date: Saturday, 30 January 2027, 4:30 - 5:30 pm
Venue: Conzoom Solutions Academy (Hall 4.0, Room Europa)
Registration: Please register by email no later than 22 January 2027:
Conzoom.Solutions@messefrankfurt.com

Ambiente Giving: International Brand Diversity in Hall 4.2
International buyers will find the relevant product ranges covered by the Euromonitor Market Insights directly at Ambiente: In Hall 4.2, Urban Gifts, Stationery & School will showcase a diverse international range of high-quality writing instruments, stationery, school supplies, bags and design-oriented gifts.
Renowned brands include Caran d'Ache, Diplomat, Legami and Secrid. Faber-Castell, one of the world's best-known brands for writing and drawing instruments, has also recently confirmed its participation in Ambiente 2027. Exciting newcomers such as Gmund, Kamoi Kakoshi and The Pepin Press will bring further highlights to the premium stationery segment.

In addition, Global Sourcing Stationery & School in Hall 10.0 will offer an extensive international range of volume products covering writing instruments, stationery and school supplies. Ambiente thus combines up-to-date market insights with a wide range of products and business opportunities for manufacturers and retailers.

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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