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29 January to 1/2 February 2027

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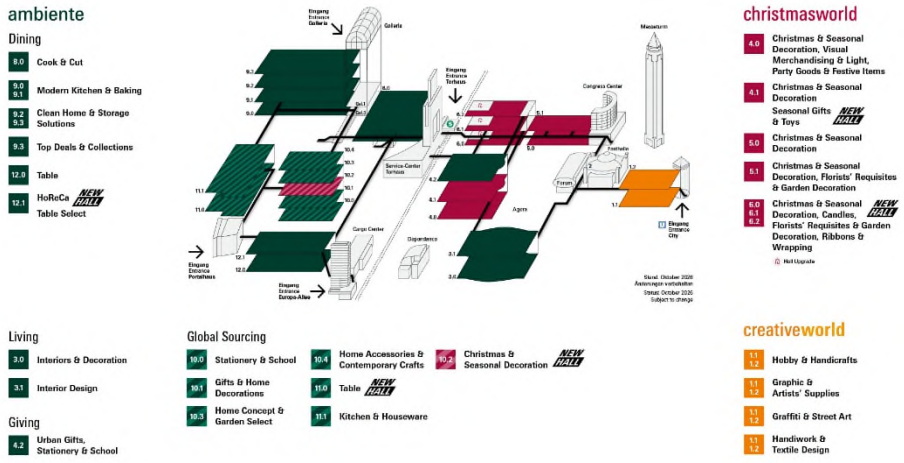
Frankfurt 2027: Shaping Markets Together

Frankfurt am Main, September 2026. Geopolitical uncertainty, trade conflicts and mounting cost pressures are challenging the global consumer goods industry more than ever – as confirmed by the latest Industry Index from IFH KÖLN and Messe Frankfurt. Against this backdrop, Ambiente, Christmasworld and Creativeworld remain the international one-stop shop for industry, trade and commercial buyers.



In challenging times, Ambiente, Christmasworld and Creativeworld open up new business opportunities and provide valuable guidance for a wide variety of target groups. Image: Messe Frankfurt

Despite the challenging economic and geopolitical environment, current registrations for 2027 are almost on a par with the previous year. This underlines the continued relevance of the three international trade fairs as a key business platform for the global consumer goods industry. “The second wave of our global Industry Index clearly shows the immense pressure our industries are currently facing. Against this backdrop, we see the registration levels for 2027 and the strong commitment to Frankfurt from many international market players as very positive signals. Together, Ambiente, Christmasworld and Creativeworld will provide decisive impetus for new business opportunities next January,” says Philipp Ferger, Vice President Consumer Goods Fairs at Messe Frankfurt.

Under the motto “Moving the market together”, Ambiente, Christmasworld and Creativeworld will once again bring the global consumer goods industry together in Frankfurt from 29 January to 1/2 February 2027. Their unique combination makes the three concurrently held leading trade fairs the largest international platform for modern living, seasonal decoration and creative hobbies.

Modified hall structure for greater efficiency and inspiration
An optimised hall structure will enable even more targeted visitor guidance at Ambiente, Christmasworld and Creativeworld in 2027. Product areas will be grouped more closely together, bringing assortments that appeal to similar visitor target groups into greater proximity. The hall planning also takes into account necessary adjustments resulting from the partial refurbishment of Hall 6.

Ambiente continues to focus on the growth areas of hospitality, international project business and interior design under the umbrella of Ambiente Projects, as well as design-oriented gift and lifestyle assortments. New for 2027: the entire Table offering will be concentrated in Hall 12, with Table Select and HoReCa moving closer together in Hall 12.1. Global Sourcing Dining will be located on both levels of Hall 11. At **Christmasworld**, the new Seasonal Gifts & Toys product area will be introduced, while Global Sourcing Christmas & Seasonal Decoration will move to Hall 10.2. The move provides additional exhibition space while further concentrating the Global Sourcing offering on the western section of the exhibition grounds. **Creativeworld** will place an even stronger emphasis on community building and knowledge transfer for the international creative sector through its new Executive Forum.

“Trade fairs reflect their markets – but at the same time, we are a driving force for new business. Especially in uncertain times, it is essential to provide guidance, build trust and bring the right people together in a targeted way. That is why we do not leave encounters to chance: with adapted visitor routes, our extensive experience programme and targeted networking formats, we foster new partnerships and strengthen existing networks. We see this active approach to networking as an essential part of our role as a business enabler,” emphasises Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt.

Save the Date: Compass Talks
The Compass Talks will once again kick off the three trade fairs on 28 January 2027. Successfully launched in 2026, the SME-focused format brings together industry representatives, policymakers, business leaders, media representatives and experts to provide a fact-based assessment of the current market situation and explore perspectives on the key issues shaping the future of the global consumer goods industry.

Next trade fair dates
Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of 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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