

## ambiente christmasworld creativeworld

### The consumer goods world is back in Frankfurt: Ambiente, Christmasworld, Creativeworld fully booked – overwhelming demand from abroad

**Frankfurt am Main, January 24<sup>th</sup>, 2023. The leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld will be the global hub in Frankfurt from 3/4 to 7 February. The best conditions for success: 4,561 exhibitors occupy on 352,950 gross square metres the entire exhibition centre. Participants from 160 nations looking forward to the latest innovations and trends from all over the world.**

"After two years of pandemic and against the backdrop of an ongoing war in Ukraine, the economic and political environment remains extremely challenging - rising inflation and energy costs are putting pressure on consumer sentiment. However, this is contrasted by good news from the individual consumer goods fairs. With 4,561 exhibitors, the Frankfurt exhibition centre is packed to the rafters and offers trends, innovations and new product ideas for retailers from all over the world. The best conditions for three successful leading consumer-goods fairs in Frankfurt", says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

Global challenges demand new solutions and innovative approaches for the globally networked consumer goods industry. Messe Frankfurt is therefore moving aggressively into the future with new paths and creative approaches. And this in a completely new, physical trade fair experience: the three leading international trade fairs will be held in parallel for the first time at the Frankfurt exhibition centre in 2023 and together ensure the world's largest trade fair platform of its kind. They will present the entire world of consumer goods to the global trade on one date each year. Thanks to this new set-up, Frankfurt will become the intersection for all forms of trade as well as for purchasing decision-makers from HoReCa, contract business and concept decoration. The trade benefits from an incomparable crossover of product groups, themes, segments and synergies. "The consumer goods fairs are truly the global hub with a new record share of international exhibitors of 86 per cent. The gross square metres occupied are also a new record, never before has the Frankfurt exhibition centre been so heavily booked in terms of square metres on one single date", Braun continues. The fact that the new Hall 5 and Hall 12 are on the grid at the same time for the first time offers maximum hall capacities for the world's leading trade fairs for the consumer goods sector.



Ambiente and Christmasworld will start on 3 February 2023, Creativeworld on 4 February 2023 at the Frankfurt exhibition centre. Photo: Messe Frankfurt/Jean-Luc Valentin

### **Markets in transition**

The consumer goods markets have been on their way out of the crisis since 2021. Since the sales low in 2020, things have been looking up again. Thus, with a growth rate of +10.5 percent (double-digit for the first time) - the 2021 volume was added to. The total volume now stands at 31.86 billion Euros in the European core market of Germany alone. The cost of living has risen sharply. This limits the scope for consumer spending. For Germany, a reduction in private consumer spending of 1.9 percent is expected for 2023 - according to the IFH industry commentary. A recovery is not in sight until 2024. The rapid change in social values and advancing digitalisation have also led to massive changes in the structure of markets, sales channels and target groups. There has been consolidation in the market for years, which now seems to be accelerating.

### **Visitors can look forward to these exhibitors**

As the leading international consumer goods fair, Ambiente reflects the changes in the market in a future-oriented way. It presents a unique mix of ideas and products - and is the international platform for meeting customers from all over the world. In the Dining section in Halls 8 to 12 in the West Area, Ambiente is the big stage for everything that makes cooking and household chores easier and food more enjoyable. Exhibitors such as Cristel, Dibbern, Robbe & Berking, RAK, Rosenthal, Wächtersbach and Villeroy & Boch Hospitality bring glamour and variety to the table.



The consumer goods world back in Frankfurt. Photo: Messe Frankfurt/Jean-Luc Valentin

In Halls 3.0 and 3.1, Ambiente Living will once again be the international meeting place for interior design and will present the hottest furnishing trends with the most important exhibitors and products. Exhibitors such as Alessi, Blomus, Gilde, Guaxs, Kare Design, Lambert, Schlittler and Stelton will present the latest innovations.

Ambiente Giving is also starting with synergy-rich innovations: in the new Urban Gifts & Stationery section in Hall 4.2, visitors will find trend and design-oriented gifts, fast-moving products, decorative accessories, writing utensils, greetings cards, bags and personal accessories at Artebene, AvanCarte, BSB Obpacher, Braun+Company, Diplomat, Goldbuch, Kaweco or Perleberg - and modern gift suppliers such as Cedon MuseumsShops, Izipizi, Mark's Europe or Troika.

The Gift Ideas & School product area, which is also new, is located directly adjacent in Hall 6.2. Exhibitors such as Accentra, Cepewa, Sheepworld, Enesco, Modern Times, Polyflame, Nostalgic Art and Zöller & Born will be showing the trends of the season with decorative and classic gift articles, souvenirs, traditional crafts and accessories. In the newly added School section, exhibitors such as Erich Krause, Gabol, Patio, Sportandem, Statovac and Zipit present their highlights.

In Hall 3.1, the new Ambiente Working section with the special Future of Work presentation will present furnishing design and modern solutions for offices and workrooms, co-working spaces and (mobile) working from home.

The Office product area in Hall 4.2 is the new home for international suppliers of office equipment, supplies and technology. Exhibitors such as Durable, Herma, HSM and Novus Dahle are perfectly embedded in the complementary Ambiente Living and Giving sections. On the one hand, Office, with its commercial office supplies, complements the Contract Business range for furnishing large properties in the Living section and, on the other hand, the ranges for the retail trade in the Giving section - with products for desks, high-quality paper and stationery, school supplies and gift articles.

Buyers will find the Remanexpo product segment in the Congress Center with re-manufactured printer consumables and components, printer hardware and software as well as environmental and waste disposal products. Exhibitors like Static Control, Pedro Schöller Print Service, Cross Imaging and General Machines will present the latest technologies.

### **Christmasworld and Creativeworld complete the range of the one-stop shop**

The successful formats Ambiente, Christmasworld and Creativeworld will be expanded with future-oriented product groups and further developed in their concepts and thus positioned for the future.

For Christmasworld, the leading trade fair for decorations and festive decorations, top brands such as Blachere, Boltze, Duni, Edelman, Exotica Cor Mulder, Gnosjö Konstsmide, Goodwill, G. Wurm, Hoff-Interieur, Inge's Christmas Decor, Kaemingk, and Koopman are taking part. New additions include stationery manufacturers for ribbons and packaging such as Francesco Brizzolari, Saul Sadoch and Zöllner-Wiethoff. This means that, from 2023, Christmasworld will be complemented by the highly attractive product range of gift packaging.

Creativeworld, the leading international trade fair for hobby, craft and artists' requisites, will also feature all the beacons and market leaders from all product segments, including,

for example, Clairefontaine, F.I.L.A. Gruppe, Folia, Kreul, Kuretake, Marabu, Rayher, Royal Brush, Royal Talens, Schmincke and Staedtler. The exhibitors will show innovative articles for the creative hobby, materials for graphics and artists' supplies, arts and crafts and textile design as well as graffiti and street art. For the first time, products for creative writing and drawing also enrich the range. Numerous classic writing-utensil manufacturers are expanding their product portfolios in the direction of creative materials, so the joint appearance under the Creativeworld umbrella is a logical step for the market. The new exhibitors include, for example, Centropen, Schneider Schreibgeräte and the writing utensil manufacturer Stylex.

### **Global Sourcing**

Trade buyers of large volumes will also find a globally unique range of products, from industrial to handcrafted goods, in the new bundled Global Sourcing area. On a total of six hall levels in Halls 10 and 11.1, joint stands and individual exhibitors from Asia, South America, Africa and Eastern Europe will present their new products. This parallelism means that, for the first time, the focus will be on the global sourcing products of Ambiente and Christmasworld together. "The biggest sourcing platform outside China will be accessible in Frankfurt am Main at the beginning of February - there are no travel restrictions here", explains Philipp Ferger, Vice President Consumer Goods Fairs. Prominent participants such as the World Trade Fair Organisation (WFTO) or the Centre for the Promotion of Imports from Developing Countries (CBI) will present exciting, sustainable projects from all over the world.

### **Metatopics and trends provide the decisive information edge**

In addition to the Ambiente, Christmasworld and Creativeworld Trends, which are developed by the trend bureau bora.herke.palmisano on behalf of Messe Frankfurt and showcase the most important trends and innovations in impressive presentations, visitors can expect a wide range of other highlights. "The meta topics of the consumer-goods sector, above all sustainability, but also lifestyle and design, new work and the digitalisation of retailing, play a key role in the complementary programme of all three fairs. They are present everywhere on the grounds and offer a wide range of opportunities for inspiration. Our efforts here are to create new perspectives for the trade, to bring supply and demand together in new ways and thus to stimulate and promote business between manufacturers and buyers," says Julia Uherek, Vice President Consumer Goods Fairs.

In addition, the curated Special Interest Ethical Style specifically brings together supply and demand on the meta-topic of sustainability across all three fairs and, with four Ethical Style Spots, puts even more focus on the topic of sustainability than before. The special presentation 'Circular Materials in Future Dining' will showcase material developments based on organic residues or alternatives to energy-intensive materials in the field of tableware. In the immediate vicinity of Ambiente Dining, well-known and strong online brands such as Ebay, EK Service Group, Kaufland Global Marketplace, nmedia and Interxion will present their digital solutions and services for the retail trade to show how digital business can be successfully developed and operated alongside stationary trade.

The presentation Decoration Unlimited at Christmasworld shows how seasonal decoration can enhance the experience at the point of sale. The focus is on the wow effect. This time the motto is Down to Earth.

Promoting young talent continues to be an important theme at Ambiente. With the special presentations Talents, Solutions, Next and the BMWK area, which is geared to German participation, everything revolves around start-ups, young designers or interesting new products. Sustainability also plays an important role here.

### **Knowledge enables the future**

Five academies with top speakers will prepare visitors for the challenges of the future - these include the Conzoom Solutions Academy, the Future of Work Academy, the HoReCa Academy, the Creative Academy and the Remanexpo Academy on their respective hall levels. In the Future of Work area of Ambiente, trade visitors will experience what the world of work will look like in the future and which products will take centre stage. This is also where the Future of Work Academy is located, with exciting lectures on all aspects of the New Work meta-topic.

### **Smart digital extensions**

"Our goal is to turn the events into an exclusive and year-round B2B hub and thus to expand the dovetailing of real and digital through further digital services. For example, the online exhibitor search with all relevant product and manufacturer information is available 365 days a year. One of my very special highlights and our answer to the digital future of trade fairs is the Digital Extension. This is available to all participants for smart and efficient matchmaking even before our events," says Uherek. Visitors can participate physically, hybrid or purely digitally via the Digital Extension parallel to the leading trade fairs on site. This means they can be there live as well as network online before, during and after the event and experience the exhibitor highlights. Exhibitors use the matchmaking platform to present their products and network directly with visitors in video calls or live streams. The Digital Extensions are already available before the start of the fair to create one's own company or buyer profile, go on a contact search and arrange appointments. At the same time, the platform remains accessible for some time after the event. This enables optimal post-fair business and offers the chance to make important business contacts afterwards.

The new platform nmedia.hub (formerly Nextrade) for digital ordering further optimises the ordering options. Conzoom Solutions, the information platform for the trade, picks up on the trade fair topics in a targeted manner and delves into them throughout the year with interviews, videos or podcasts. The online events during the year with top speakers from the industry shorten the time until the next real exchange. In this way, exhibitors and visitors are informed and networked before, during and after the fair and throughout the year.

From February 2023, the leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld will be held simultaneously at the Frankfurt exhibition centre.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

### **Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

**Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>

**On social media:**

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**Information on Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is

unique worldwide and offers the best connections for making contacts and finding new business partners.  
[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

#### **Information on Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

#### **Information on Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.  
[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

#### **Welcome Home**

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

#### **nmedia.hub - The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.  
[www.nmedia.solutions](http://www.nmedia.solutions)

#### **Conzoom Solutions - the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.  
[www.conzoom.solutions](http://www.conzoom.solutions)

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022