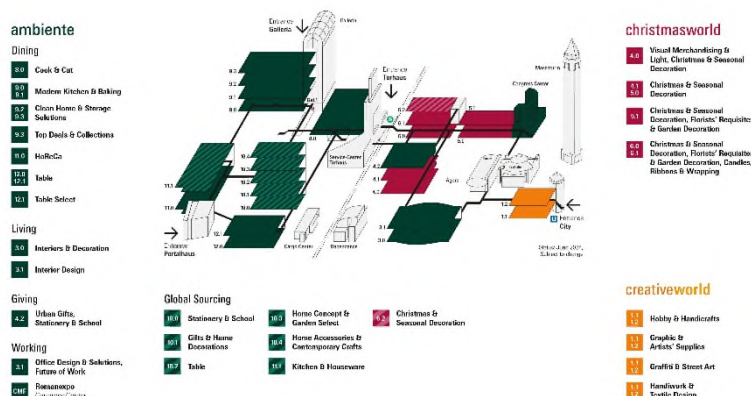


# ambiente christmasworld creativeworld

## Preview of the 2025 trade fair trio: Promising registrations and strengthened core segments

**Frankfurt am Main, 27 June 2024.** After restarting as a trade fair trio in 2023 and establishing it as the largest networking platform and hub for the global consumer goods industry this year, the three leading consumer goods fairs Ambiente, Christmasworld and Creativeworld are further expanding their position. The number of registrations for 2025 is already above the previous year's level, the exhibition grounds will once again be fully booked and preparations for new highlights in the fringe programme and initiatives for selected visitor target groups are in full swing.

"We are on track and are currently setting the course for an unmissable trade fair experience in 2025," says Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt, opening the online press conference at the end of June 2024. As the industry's most international networking and ordering platform, the one-stop shop provided orientation, inspiration and solutions to current challenges in the market at the beginning of the year. "This is exactly what we are building on for 2025. The key lever is to boost new customer business, as the economy is still under pressure due to global tensions, political regulation and ongoing changes in consumer behaviour. Face-to-face meetings to open up new export markets and sales channels remain irreplaceable. This also applies in particular to the growth areas of hospitality and contract business. We are convinced of this and are in close contact with the relevant partners, experts and associations in order to continuously open up new business opportunities," emphasises Uherek.



Three trade fairs - clearly structured diversity for varied product ranges: The new hall plan of the exhibition centre in Frankfurt for Ambiente, Christmasworld and Creativeworld 2025. Photo: Messe Frankfurt.

"After every trade fair, we analyse the feedback from our exhibitors and trade buyers in detail and optimise where the market requires it. There is always potential for optimisation," adds Philipp Ferger, Vice President Consumer Goods Fairs Messe Frankfurt. Overall, the return of registrations for 2025 is extremely good. These includes many well-known brands as well as some returning and new exhibitors. "At this point in time, we already have more registrations than at the same time last year. We are once again occupying the entire exhibition centre, continuing the hall layout with only minimal adjustments and are pleased to have an excellent rebooking rate for all three trade fairs. The Global Sourcing segment is also back with strong participation and very high-quality offerings. This means that we are starting the new season with a tailwind," adds Ferger.

### **Ambiente – Top brands return strongly**

Ambiente is further expanding its leading position in the dining, kitchen and household sector in the western area of the exhibition centre. This is confirmed by the return and participation of companies such as BHS Tabletop, Bonna (Kar Porselen), RAK Porcelain, Rösle, Steelite and Wüsthof. Across all segments, the focus is on developing the quality of the product range. Brands such as Dibbern, Robbe & Berking, Rosenthal and Vista Alegre, for example, will once again enrich Table Select. The focus on the growth area Hospitality will be presented in new strength for the 10th anniversary: In Hall 8.0, very high-quality "Back of House" brands are registered in the Cook & Cut area. In Hall 11, the focus on commercial end consumers from the hospitality sector will be strengthened with pure hospitality ranges centred around "Front of House" and "Out of House". At the same time, the range will be expanded to include even more suppliers of cutlery and buffet presentation. The Hospitality Academy and the Hotelier's Day will be continued and there will be even more guided tours for trade visitors.

In the eastern exhibition area, companies such as Affari of Sweden, Alessi, Bazar Bizar, Henry Dean, Kare Design, Lightmakers, Pappelina and Reflections Copenhagen are registered for the Living area. Here, the focus will be further sharpened on the growth area of contract business with Blomus, Pure Yellow Single Member, Scholtissek, Trademark and XL Boom, among others. The furniture range is also to be expanded in the future with the contract business. Since the start of Ambiente 2023, Working has seen growth in both the high-quality range in the Office Design & Solutions segment and the Future of Work area, which showcases modern working environments. Hey-Sign, König + Neurath and Vario Büroeinrichtungen for example, are currently registered. This means that the pioneers from the very beginning will still be there, as well as interesting new registrations.

"In Hall 3.1, the range of products for the professional sales channel, be it contract business for the hospitality sector or for the office, and selected furniture brands are thus growing together very efficiently. Lifestyle and workstyle are increasingly merging here, allowing us to bring together supply and demand in a targeted manner. Our aim is to continuously develop into a hub for interior designers, interior architects and contract furnishers," adds Ferger. As a platform for remanufactured printer components, Remanexpo will have its own cosmos and will occupy the Congress Centre, including the Remanexpo Academy. At Giving, a very inspiring mix for core and additional ranges around the Urban Gifts, Stationery & School segment is already evident - with companies such as Apli Paper, Caran d'Ache, Kikkerland and Rössler and a very diverse range of high-quality writing instruments.

## **Christmasworld and Creativeworld confirmed as leading trade fairs with strong bookings**

"The extremely fast rebooking rate is excellent proof that Christmasworld is undisputedly strong in the market and is the unrivalled No. 1. After all, its focus on the wow effect of Christmas and seasonal decorations is unique worldwide. All the big players are on board and we have succeeded in attracting new companies and winning back important companies, especially for the core segment of Visual Merchandising & Lighting," emphasises Ferger. Large-scale lighting companies such as Adamlights, Blachere Illumination and Fotodiasiasi are registered. A special programme with keynote speeches and guided tours will be developed for the trade visitor target group of commercial end consumers such as shopping centres or city marketing representatives on the Friday of the fair, for example. The leading international trade fair for seasonal and festive decorations thus emphasises the importance of emotional shopping experiences at the point of sale. In this context, the Decoration Unlimited special presentation will once again be an absolute visitor magnet for all those looking for inspiring ideas for attractive large-scale and shop window designs. In addition to Christmas decorations, seasonal decorations will increasingly be showcased in 2025. This will give retailers even more inspiration for the whole year.

For the four-day Creativeworld, which will start at the same time as Ambiente and Christmasworld for the first time in 2025, top brands such as Clairefontaine, Royal Talens and Schmincke are already registered for the four-day Creativeworld, which will start at the same time as Ambiente and Christmasworld for the first time in 2025. With its unique product portfolio, it will be a global centre for DIY inspiration and a very lively B2B industry meeting place for the professional creative community. To optimise visitor access, Creativeworld Trends will move back to Hall 1.2, while the Creative Academy with its colourful workshop programme will remain in Hall 1.1.

## **Outlook on upcoming highlights**

The extensive fringe programme highlights exciting developments around the meta-topics of sustainability, design & lifestyle, new work, digitalisation and future retail. On the stage of the five academies, experts will share valuable insider knowledge and the three trend areas will provide orientation for the selection of attractive product ranges. "At the interface between interior design, hospitality and contract business, we are having the special area "The Lounge" designed by our new Ambiente Designer 2025 as the perfect link. We will reveal who this will be at the beginning of September, when we will also present an initial preview of the upcoming Ambiente, Christmasworld and Creativeworld Trends 25+," adds Uherek. Interested young designers can apply for participation in the Talents programme until 25 October. For most of the participants, this will be their first appearance in front of a large trade audience and in the immediate vicinity of leading international brands in Hall 3.1. Closer cooperation with the Taiwan Design Research Institute and university projects in the fields of ceramics, furniture and hospitality are also planned.

"Sustainability is and will remain one of the most important topics for success in the industry, which we will be focusing on very prominently at all three trade fairs," says Uherek. The "Ethical Style" programme of the three trade fairs identifies exhibitors with ecologically and socially produced products. Companies can once again apply for the programme from the beginning of September until 22 November 2024 and be curated by an independent jury of international experts. There will also once again be two "Ethical

Style Spots" on the exhibition grounds. The curated special presentations will showcase innovative product worlds that combine design and sustainability.

### **What's happening with the digital offerings?**

Supplementary online platforms such as Conzoom Solutions, the Nmedia.hub order platform, the digital exhibitor and product search, social media channels and smart matchmaking provide retailers with fresh impetus, an overview of relevant industry topics and the opportunity to place orders and network all year round. "We are continuously expanding our role as a year-round business enabler. Conzoom Circle is the new umbrella for our global consumer goods trade fair portfolio in Germany and many other locations, as well as for our year-round digital offerings. We are thus linking all 30 of Messe Frankfurt's industry events around the globe and bundling industry knowledge and expertise," says Uherek. Conzoom Solutions is also being further developed as a digital inspiration and innovation platform for the retail sector. In addition, bi-monthly online events as part of the Digital Academy promote matchmaking within the global industry. The next online event will start on 3 July 2024 on the topic of "Why sustainability is a state of mind" with exciting scientific findings. This will be followed on 4 September by the topic of design in cooperation with the Taiwan Design Research Institute. "Be sure to tune in next week, exciting insights from psychology that will help you in your professional and personal life are guaranteed," recommends Julia Uherek at the end of the interview.

### **Next trade fair dates**

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld:	07 to 11 February 2025
NEW: Creativeworld:	07 to 10 February 2025

### **Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

### **Press releases & images:**

[ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](https://creativeworld.messefrankfurt.com/press) | [nordstil.messefrankfurt.com/press](https://nordstil.messefrankfurt.com/press)

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