

news +++ Ambiente/Christmasworld/Creativeworld
06 to 09/10 February 2026

ambiente **christmasworld** **creativeworld**

International Momentum Frankfurt: Kick-off for more courage, resilience and trust

Frankfurt am Main, 10 February 2026. The high level of visitor satisfaction and internationality send a strong message: with 4,636 exhibitors and participants from 170 countries, Ambiente, Christmasworld and Creativeworld confirmed their leading role in an industry undergoing rapid change. The momentum in Frankfurt opened up new business prospects and, from 6 to 10 February, once again served as the global marketplace for inspiration and orientation, orders and personal encounters.



A one-stop shop with real impact: Ambiente, Christmasworld and Creativeworld are driving forces for the global consumer goods industry.
Photo: Messe Frankfurt/Jens Liebchen

The consumer goods trade fair trio kicked off in 2026 on the day before the fair with the Compass Talks and the presentation of the new IFH industry index. As the first international sentiment barometer, it reveals where the global consumer goods industry currently stands and the key issues at stake. The tenor of the subsequent afternoon panels was clear: waiting is not an option – what is needed are further developments in business models, more resilient value chains and better preparation for uncertainties, such as customs duties and import regulations. Against this backdrop, international participation in consumer goods fairs is growing – especially in this dynamic trading environment, personal encounters, market transparency and resilient networks are becoming increasingly important. Detlef Braun, Managing Director of Messe Frankfurt, remarks: „Geopolitics, cost pressures and the need for transformation are no longer exceptional circumstances, but rather a new reality. This is precisely why it is important to seize the right moment in the market with confidence and drive. And that moment is here and now in Frankfurt.” Around 140,000 visitors¹ from all over the world took advantage of this opportunity. Futurist Ben Hammersley, speaking on behalf of many participants, made

¹ Total figures for 2025, FKM-verified: 4,689 exhibitors (593 domestic / 4,096 international) and 147,684 visitors (46,876 domestic / 100,808 international)

this clear on Thursday: "The decisive factor for the future is not certainty in planning, but the ability to deal with uncertainty – with the right mindset, curiosity and adaptability." Robert Edler, Senior Sales Manager at Wagner from the Interior Looks brand area, adds: "One of our most important goals is to gain new partners in the international market for project business. Ambiente provides the momentum to meet these people in person."

Support from trade and industry

Christian Haeser, Managing Director of the German Trade Association for Home and Office Furnishings, confirms the relevance for specialist retailers: "Ambiente has once more proven itself to be an indispensable platform. The diversity and quality of the innovations on display showcase how vibrant and creative our industry is. For specialist retailers, this trade fair is the perfect place to identify trends at an early stage and sharpen their product ranges in a targeted manner – especially in conjunction with Christmasworld and Creativeworld." The synergies between the three leading trade fairs reached a record level in 2026: visitors to one fair attended the other two events at a rate of between just under 60 and over 80 per cent. This underlines the added value of the trade fair trio as an international one-stop shop.

Brands such as Zwilling used Ambiente as a stage for strategic development and global positioning. Senay Tansu, Chief Commercial Officer, Zwilling, explains: "Returning to Ambiente 2026 was a complete success for us. Our stand became a statement for our new brand world – modern, strong in design, high-quality and self-confident. Frankfurt was the ideal starting point for us to communicate this further development and our commitment to premium quality and design globally."

Internationality as a lever



Credit: Messe Frankfurt.

The results of the visitor survey underscore the strong response to the trio of trade fairs as a whole: Once again, very high visitor satisfaction ratings of 96 per cent, a level of internationality of 71 per cent and the presence of all relevant trade and buyer groups confirm Frankfurt's role as the central platform for the global consumer goods industry. The strongest visitor nations included Italy, China, the Netherlands, the USA and France. The trio of trade fairs yet again attracted numerous top buyers – from international retail groups to leading retail chains, in particular large-volume international retailers such as ALDI, Carrefour International, Coop, Crate & Barrel, dm Drogeriemarkt, Dirk Rossmann, EDEKA, El Corte Inglès, Fenwick, Fleurop, Globus, IKEA, Jaeyoung Trading, Lidl, OBI, OTTO, REWE, Sainsbury's, Tesco, Zalando, and Zara.

In addition, the hospitality and contract business continued to gain in importance. International decision-makers from the hotel, catering, real estate and project development sectors, such as Marriott Hotel Holding and hotel-specific providers such as Caddie Hotel, came to Frankfurt. Minor Hotels Europe & Americas, an international hotel group covering several segments from business to luxury hospitality with brands such as NH Hotels, Anantara, Avani and Tivoli, was also represented.

Clémentine Murgier, Chief Growth Officer of the JJA Group, also confirms the high internationality and quality of the buyers: "JJA's growth is consistently internationally oriented. The open and international atmosphere of Ambiente makes it a fixed highlight in our trade fair calendar and a central lever of our sales strategy."

A similarly positive mood was evident at Christmasworld and Creativeworld. Elina Holm Knudsen, International Key Account Manager at Creative Company, sums it up: "The response to Creativeworld exceeded our expectations – with an overwhelming number of international leads from a total of 50 countries. Our stand was very busy on all four days of the fair."

Ambiente: Continuous development as a constant factor for success

At Ambiente, the offerings related to Ambiente Projects attracted particular interest. The HoReCa, Hospitality Interiors and Contract Business areas became highly frequented destinations for international buyers and professionals from the retail, hospitality and contract furnishing sectors. New formats such as the Interior Design & Architecture Hub and the expanded curated brand area Interior Looks strengthen the fair's position as a platform for interior design, hospitality and international project business.

Thomas Hinrichsen, Managing Director, Conde House Europe, notes: 'Our expectations have been exceeded: we were able to reactivate contacts we thought were lost and make new ones. Our primary focus is on greater visibility for architects and business partners in the contract and hospitality business – and that is exactly what we have achieved.'

The programme was complemented by special themed formats such as Spot on Back of House and the Hospitality Academy, which provided specific impetus for efficient processes and new business prospects in the hospitality industry. From the perspective of the planning industry, Mandy Heinrichson, Managing Director of the association of German Interior Architects (bdia), emphasises: "Formats such as the Interior Design & Architecture Hub and the Compass Talks open up an important professional discourse on new business models, hospitality interiors and the role of AI in planning and decision-making processes."

Hamid Yazdchi, Managing Director of the Gilde Group, emphasises the importance of Ambiente from a retail perspective: "For us, the Frankfurt trade fair is much more than just a date in the calendar – it is the heart of our global business activities. No other platform brings together decision-makers, buyers and brands from the global consumer goods industry with this level of quality, reach and relevance." Felix Bechtold, CEO of Waldmann, values the personal contacts: "We are very satisfied. The international trade audience is fantastic – buyers come from Asia, America and even Mauritius. There is a great appreciation for quality and craftsmanship, which we are very pleased about. For us, Ambiente is both a wonderful class reunion with old acquaintances and an ideal platform for meeting new people and making new contacts."

Christmasworld: Leading international trade fair for seasonal decoration

Christmasworld confirmed its role as the leading international trade fair for seasonal and festive decorations, once more proving itself to be an effective source of inspiration for retailers, cities, large-scale decoration projects and the green industry. It offered guidance and inspiration along the entire value chain – from products and staging to the point of sale. Martina Mensing-Meckelburg, President of the Association of German Garden Centres, emphasises: “For me, Christmasworld is much more than a product show – it sets the agenda. For owner-managed garden centres, it offers guidance, inspiration and a clear perspective on upcoming trends. Together with Ambiente and Creativeworld, it is a leading platform for our industry.”

Frederic Günther, Managing Director of the Association of Erzgebirge Craftsmen and Toy Manufacturers, also highlights the international impact: “Christmasworld once again offered our member companies a strong international stage to generate new market momentum in line with the trade fair trio’s motto “Make the market moment yours”.”

Creativeworld: Business platform for creativity, knowledge and growth

Creativeworld provided important guidance for an industry in transition. The trends highlighted how materials and products are merging to form new art forms and modes of expression – particularly in the growing segments of textile design and ceramics. The fair thus confirmed its importance as an international business platform with an impact that extends far beyond the days of the fair itself. “Creativeworld has given our brand a noticeable boost and opened up new reach and business opportunities in the international B2B market,” says Fokke Ros, Head of Sales and Marketing at De Bondt.

With the Creative Academy, which was launched in 2026 as a certified training platform, the trade fair sharpened its profile as a central knowledge and qualification hub for the retail sector. Volker Jungeblut, Managing Director of the Association of the Stationery and Office Supply Brand Industry, emphasises the importance of this approach: “Further training and certification are a perennial issue and irreplaceable for the relevant trade.”

New trade fair dates 2027

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt Exhibition Centre at the end of January 2027. The **Compass Talks** will once again kick off the event on the previous day, **28 January 2027**.

Ambiente/Christmasworld:	29 January to 02 February 2027
Creativeworld:	29 January to 01 February 2027

Note for journalists

Further up-to-date news, expert knowledge and ideas for retail can be found on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt connects the world’s most important platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise online.

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