



christmasworld

29.1.–2.2.2027
FRANKFURT/MAIN

ALWAYS AMAZING

Seasonal Decoration at its best

Book
your stand
for 2027!

messe frankfurt

ALWAYS AMAZING

Christmasworld will open its doors from 29 January to 2 February 2027, and as an exhibitor you could be part of the action. It's the place to position your products, reach international decision-makers and utilise the full potential of this leading global industry hub.

We look forward to making Christmasworld even more impressive together in 2027.

THE MEGA-EVENT FOR CONSUMER GOODS

At the Messe Frankfurt exhibition grounds, Christmasworld will be held alongside both Ambiente and Creativeworld. This is an ideal opportunity to reach new target groups and tap into sizeable potential orders.

A GLOBAL TRADE AUDIENCE FOR A MORE DIVERSE INDUSTRY

Decision-makers and buyers from the whole-sale, import/export and retail sectors plus commercial purchasing use Christmasworld as their main annual ordering platform. These include:

- Garden centres
- DIY stores
- Florists and floristry wholesalers
- Supermarkets and discounters
- Gift boutiques, glass, porcelain and ceramics shops
- Furniture and decoration outlets
- Health and beauty outlets
- Shopping centres and city marketers
- Decoration and visual merchandising companies
- Hotels, restaurants and catering
- Events agencies

35,598
visitors

119
participating
nations

96%
visitor
satisfaction

69%
visitors
degree of
internationality

664
exhibitors

73,257 sqm
gross
exhibition space

Figures from Christmasworld 2026, Status February 2026, subject to FKM check.

ALWAYS ON POINT

EFFECTIVE PORTFOLIO PLACEMENT

Nine categories neatly illustrate the great variety available at Christmasworld 2027. They help guide visitors through the various halls.

CHRISTMAS & SEASONAL DECORATION

Decorations for all the year's festivities and celebrations

VISUAL MERCHANDISING & LIGHT

Christmas and decorative lighting for the home plus larger lighting for outdoor, shopping centre and urban marketing use

PARTY GOODS & FESTIVE ITEMS

Celebration ranges for birthdays, carnivals, Halloween, store openings and many more

SEASONAL GIFTS & TOYS

Traditional presents for all ages, including decorations and seasonal goods, novelty and trend items, keepsakes

FLORISTS' REQUISITES & GARDEN DECORATION

Artificial flowers, plants and trees, wreaths, containers and garden decorations for homes, shops, hotels and events

CANDLES

The world's largest range of candles, candlesticks, candle holders and accessories

RIBBONS & WRAPPING

Wrapping and packaging materials for all types of trading organisation: quality paper, bags and ribbons

CHRISTMAS DELIGHTS

Christmas specialities including mulled wine, stollen, chocolate and tea

GLOBAL SOURCING

A range of products from China, India, Thailand and the Philippines with a focus on high-volume business

LIGHTING

Bring some sparkle to Hall 4.0:

As a provider of large-scale lighting, all of Christmasworld is a stage and your products merely players! This is somewhere you can reach all relevant target groups, including events and design agencies, city marketers, concept designers and visual merchandisers.

MAXIMUM VISIBILITY FOR YOUR PRODUCT HIGHLIGHTS

Three special presentations offer the opportunity for you to highlight particular products against a backdrop guaranteed to grab visitors' attention. Become part of Christmasworld Trends 27+, the impressive large-scale display Decoration Unlimited or the sustainable product showcases called Ethical Style Spots.



All the info on applying



ALWAYS CUSTOMISED

SPECIAL RECOGNITION FOR YOUR SPECIALITIES



For exhibitors with sustainable products, including the special presentation areas Ethical Style Spots



For exhibitors with wooden, glass or porcelain items hand-made in Germany



For suppliers of innovative product, design and decoration solutions for shopping centres, arcades, retailers – and also stations, airports, hotels and city centres



For exhibitors represented 24/7 on the free digital order and content management platform



Networking features at a glance

A DIGITAL PRESENCE FOR EFFECTIVE NETWORKING

As an exhibitor, you'll automatically be registered in our networking tool and can use it free of charge: you'll benefit by discovering relevant business partners, making direct contact, and planning meetings in just a few clicks. The smart filter functionality will connect you quickly to both prospects and interested exhibitors and visitors. So why not use this tool as the ideal way to prepare for the trade fair? It will continue to benefit your business all year round.

STRONG PARTNERS FOR MORE SUSTAINABLE DESIGNS

Show the friendly face of sustainability at your stand: we can offer many more sustainable solutions for your exhibition stand and trade fair presence. We employ in-house service partners, which cuts down on transportation and materials: for example, the parts for their reusable stands are stored on location. Fairconstruction is our go-to, in-house stand builder. Alternatively, a complete stand package means less planning and logistics work for you. Ask us about it!



Climate protection and sustainable events

DIFFERENT STAND OPTIONS FOR YOUR PRESENCE HERE

1 side open	€ 311.00 / sqm *
2 sides open	€ 373.00 / sqm *
3 sides open	€ 385.00 / sqm *
4 sides open	€ 390.00 / sqm *



Secure your stand now!

* Excluding €4.40/sqm environmental contribution, €0.60/sqm AUMA contribution (Association of the German Trade Fair Industry) and VAT. Mandatory media package €985.00 ex. VAT.



Our Christmasworld team will be happy to help answer questions about all aspects of your trade fair presence.

ANDREA MÜLLER

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Christmasworld

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