

NUMBERS OF CHRISTMASWORLD 2026

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664
Exhibitors

69%
Visitors degree of
internationality

35,598
Visitors

73,000_{sqm}
Gross
exhibition area

119
Participating
nations

96%
Visitor
satisfaction

TOP 10 VISITOR COUNTRIES INTERNATIONAL*

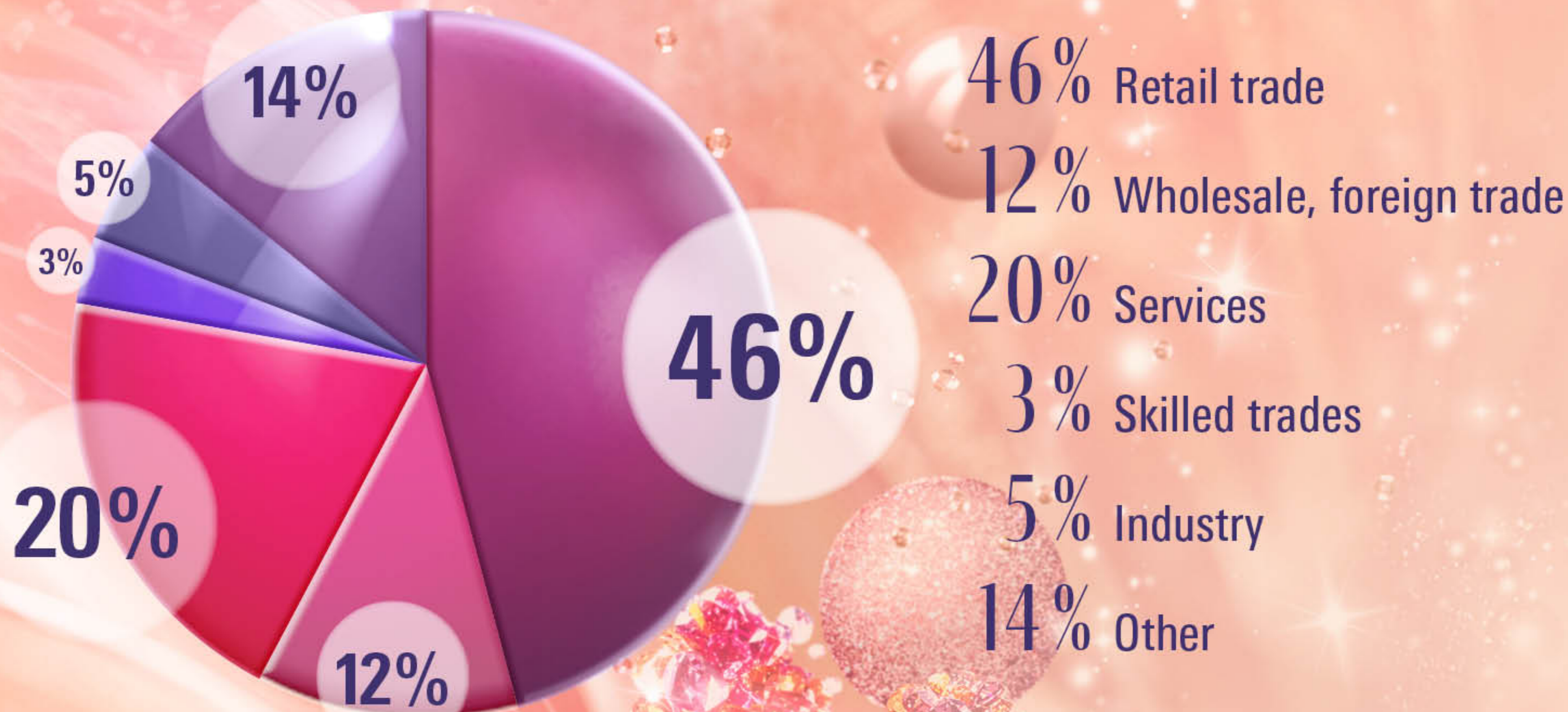
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1. Italy
2. Netherlands
3. France
4. People's Republic of China
5. USA
6. Switzerland
7. Spain
8. Great Britain
9. Belgium
10. Austria

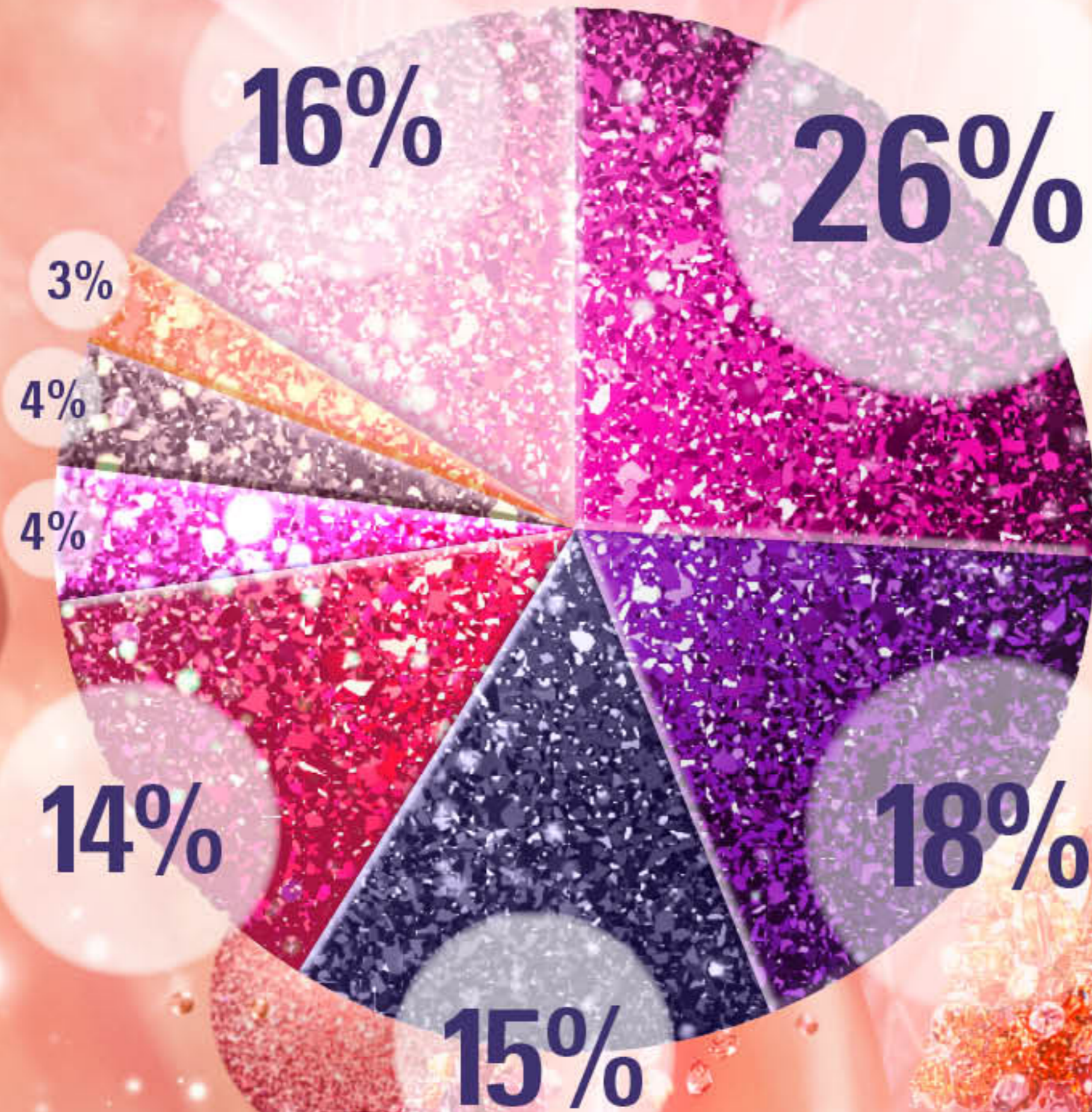
* According to visitor registration data of Christmasworld, excluding DE. The country list contains states, provinces and territories.
Source: Messe Frankfurt Exhibition GmbH | Christmasworld 2026

TRADE VISITORS PER BUSINESS SECTOR

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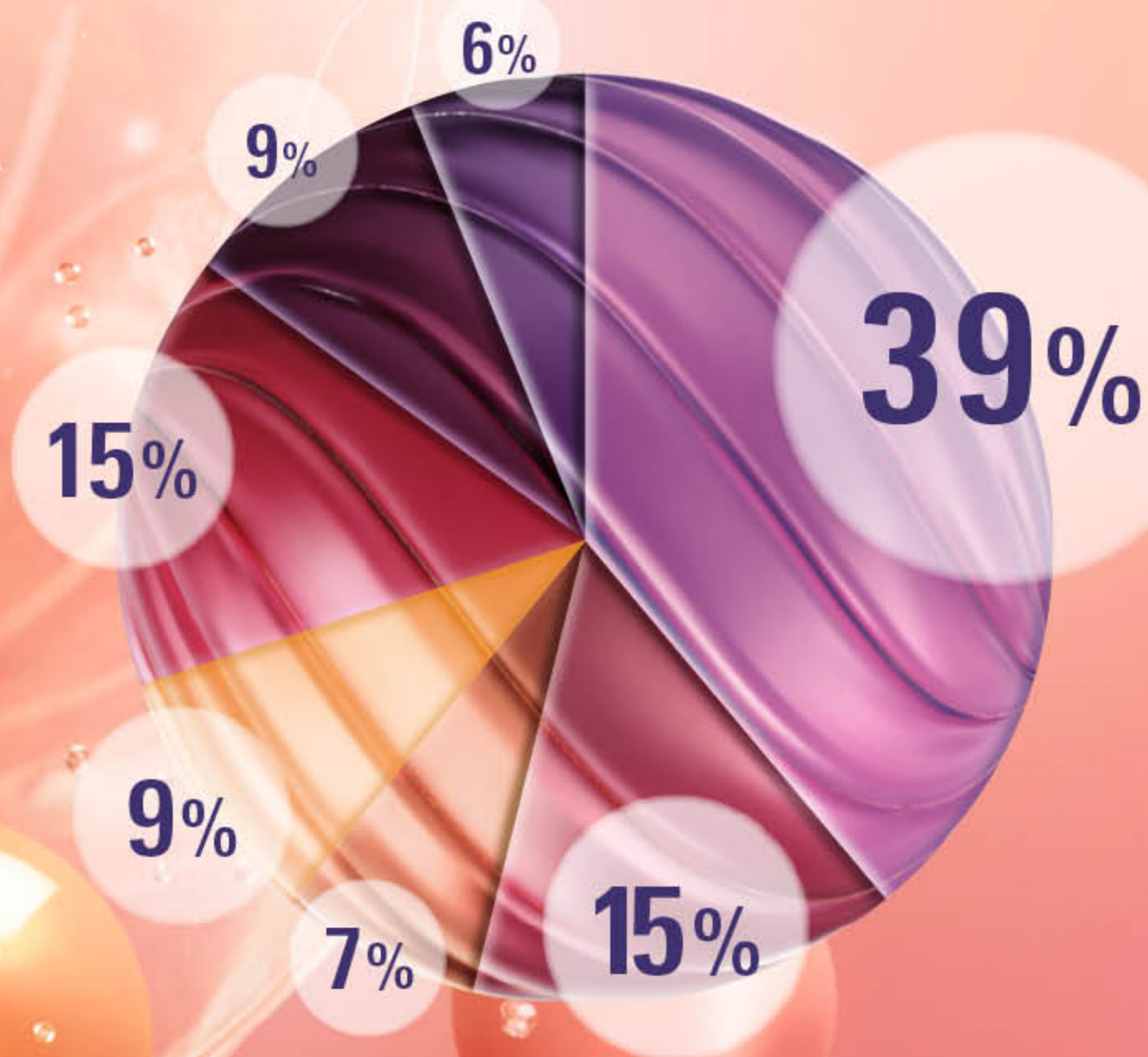
AREA OF RESPONSIBILITY OF THE TRADE VISITORS



- 26% General management
- 18% Purchasing, procurement
- 15% Sales, distribution
- 14% Creation, design
- 4% Marketing, advertising
- 4% Manufacture, production
- 3% Research and development
- 16% Other

OCCUPATIONAL POSITION OF THE TRADE VISITORS

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- 39% Self-employed entrepreneur
- 15% Managing director, board member
- 7% Division manager, operations manager
- 9% Department head, group head
- 15% Other salaried staff
- 9% In training
- 6% Other