

news +++ Christmasworld - Seasonal Decoration at its best
29 January to 2 February 2027

christmasworld

More Space for Business Success and the New Home for Seasonal Gifts & Toys

Frankfurt am Main, September 2026. Christmasworld 2027 is setting an important course for the upcoming ordering season: with the new Seasonal Gifts & Toys product area, an expanding Global Sourcing offering and an optimised hall layout, the leading international trade fair is creating additional business opportunities for retailers.



Trade buyers discover the trends for the coming season at Christmasworld.
Photo: Messe Frankfurt/Thomas Fedra

From 29 January to 2 February 2027, Christmasworld will once again transform Frankfurt into the international meeting place for seasonal and festive decorations. Leading brands have already confirmed their participation, including Boltze, Decostar, DPI, Goodwill, Graziani, Inge's Christmas Decor, Märklin and The Prime Decor. Kögler, Logumkloster and Mascagni will be exhibiting at Christmasworld for the first time or returning to the fair. With its globally unique product offering, Christmasworld presents the latest products for every celebration and festive occasion throughout the year. The spectrum ranges from Christmas & Seasonal Decoration, Florists' Requisites & Garden Decorations, Candles, Ribbons & Wrapping, Party & Festive Items and Visual Merchandising & Light to the new Seasonal Gifts & Toys product area. "Celebrations and special occasions remain important drivers of consumer spending, even in a persistently challenging economic environment. With the new Seasonal Gifts & Toys product area, we are opening up new product categories and creating additional business opportunities for retailers," says Stefan Schopp, Director Christmasworld.

New: Christmasworld Expands Its Offering with Seasonal Gifts & Toys

In 2027, Christmasworld is expanding its offering with the new Seasonal Gifts & Toys product group. Located in Hall 4.1, the new range will bring together classic and seasonal gifts, full product ranges, souvenirs and toys for Christmas, Easter and other occasions throughout the year. Suppliers of these product ranges, previously represented at Ambiente, will now exhibit at Christmasworld for the first time. New exhibitors including Depesche, Out of the Blue and Ty will strengthen the profile of the product group. The integration reinforces Christmasworld's position as a leading ordering platform for seasonal product ranges and, together with the directly adjacent product areas, further strengthens its position as a leading international marketplace for gifts.



Christmas cuddly toys and plush tree decorations: from 2027, the Seasonal Gifts & Toys product area will provide fresh purchasing inspiration at Christmasworld. Photo: Messe Frankfurt/Robin Kirchner

Global Sourcing Expands and Moves to Hall 10.2

One key change concerns Christmasworld's Global Sourcing offering. Routine inspections have identified refurbishment requirements in parts of Hall 6. The required work also provides an opportunity to optimise the hall structure: to consolidate the Global Sourcing offerings of Christmasworld and Ambiente more closely in the western section of the exhibition grounds, Christmasworld's Global Sourcing offering will move to Hall 10.2. There, the area will expand by around 1,000 square metres, creating a central destination for buyers in the international volume business to access the Global Sourcing offerings of both leading trade fairs. At the same time, the highly sought-after Christmasworld Global Sourcing offering will gain additional space for further growth.

A Unique Product Offering and New Business Opportunities

In 2027, trade visitors will once again find Christmasworld's core product areas concentrated across Halls 4, 5 and 6. Following the relocation of Global Sourcing, some exhibitors from Halls 6.0 and 6.1 will move into the available space. Duif and Exner, among others, will relocate to Hall 6.2. This will ensure that Christmasworld's globally unique product offering remains within its established setting. Decoration Unlimited will also have a new location in 2027. The inspiring special presentation will move to Hall 6.2, where it will showcase seasonal decoration as a source of inspiration for eye-catching point-of-sale displays. Beyond its product offering, Christmasworld also places a strong emphasis on international networks. With the third edition of Christmasworld Take Off, the fair will once again bring together decision-makers from large-scale and contract decoration with suppliers from Visual Merchandising & Light. In doing so, Christmasworld creates opportunities for face-to-face encounters, new business prospects and lasting business relationships – particularly valuable in a challenging market environment.

Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	29 January to 2 February 2027
Creativeworld:	29 January to 1 February 2027

Note for journalists:

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**Your contact:**

Jelena Brezac
Tel.: +49 69 75 75-6880
jelena.brezac@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

www.messefrankfurt.com

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