

news +++ Ambiente/Christmasworld/Creativeworld
07 to 10/11 February 2025

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4,660 exhibitors turn Frankfurt into a global hub: New energy for the consumer goods industry worldwide

Frankfurt am Main, February 7, 2025 – The mega trade fair for consumer goods is ready to drive global trends. The leading international trade fairs Ambiente, Christmasworld, and Creativeworld bring fresh momentum to the global consumer goods market. From February 7 to 10/11, 2025, 4,660¹ exhibitors will gather across 29 hall levels at the Frankfurt exhibition grounds. New sourcing markets, expanded product segments, and deeper industry insights: Over 170 participating nations are expected. 109 lectures and guided tours will provide valuable knowledge and industry updates.



Ambiente, Christmasworld, and Creativeworld – five days of connecting people: Happy to see you!, Foto: Messe Frankfurt, Petra Welzel

As the largest event at the Frankfurt venue and a unique one-stop shop worldwide for industry, retail, and contract business, the trio of trade fairs is shaping the future of the sector. "The global economic order is shifting, creating immense challenges for all market participants. Inflation, evolving consumer behavior, and market consolidation are putting both retailers and manufacturers under pressure. Ambiente, Christmasworld, and Creativeworld form the most important international platform for the entire consumer goods industry and, as such, act as both an opportunity generator in uncertain times and a key driver for growth areas such as hospitality, design, and sustainability," says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

¹ Overall figures compared to 2024, FKM-certified:
4,933 exhibitors, 653 national / 4,280 international (87% international)

For the next five days, it's all about "Meet up at the Market" - the global hub for modern lifestyles, seasonal decorations, and creative products. The three fairs serve as an unparalleled crossover of inspiration, knowledge, and business opportunities, offering manufacturers and retailers a world-leading platform to expand their revenue potential. At Ambiente, the focus is on Dining, Living, Giving, and Working - from stylish tableware and modern kitchen and household to forward-thinking interior concepts, premium gifts, and smart workplace environments. A key highlight this year: Interior Looks, a new curated brand area in Hall 3.1, providing furniture manufacturers direct access to contract and hospitality business opportunities. European and German furniture, lighting, and textile brands in the premium segment will showcase their offerings and connect with interior designers, architects, and contract specifiers for public spaces, hotels, and restaurants.

Christmasworld captivates with the wow factor of festive and seasonal decorations - not only for retailers but also for city centers, stores, and hotels. A study conducted by DHBW Heilbronn in collaboration with leading city marketing and shopping place associations found that 93 percent of decision-makers consider Christmas decorations essential for the customer experience. Trade visitors can explore cutting-edge visual merchandising and lighting concepts in Hall 4.0. Creativeworld inspires with the latest DIY trends, fueling the growth of the booming global creative industry. As the world's largest trade fair for hobby, craft, and artists' supplies, Creativeworld provides a powerful energy boost for the international trade sector and serves as an annual gathering point for the creative community like no other event.

Resilient networks drive transformation – Conzoom Circle as a global consumer goods network

The three fairs are part of Conzoom Circle, Messe Frankfurt's global network for the consumer goods market. With around 30 industry events held worldwide each year, Messe Frankfurt provides a platform for networking, discovering innovations, and developing new business fields. Every year, nearly 17,000 exhibitors and over 720,000 visitors rely on this network - from flagship trade fairs in Frankfurt to events in China, Japan, India, the Middle East, South Africa, and soon South America. Through Conzoom Solutions, a digital content hub, retailers can access industry insights and ordering opportunities 365 days a year. "The best business deals stem from the strongest relationships - and this is exactly what we offer in Frankfurt and worldwide through the Conzoom Circle network. Those who want to shape the future must connect now. Only through resilient networks can we overcome the challenges ahead," Braun adds.

World Design Capital 2026: Frankfurt Rhein-Main takes center stage

In 2026, Frankfurt Rhein-Main will become the World Design Capital, positioning the region as a global design hotspot. "2026 will be an exciting year. I am really looking forward to it. The Frankfurt Rhine-Main region will be a metropolis of design, World Design Capital 2026. I am very much looking forward to all the many large and small projects in the districts and in the region on the topic of democracy building. Because that is the core of WDC: using the means of design and culture to strengthen our precious democracy, which is currently more fragile than ever. With WDC 2026, Frankfurt has the unique opportunity to position itself with all its potential – as a creative, economic, but also social and sustainable city, also internationally. Now the planning is becoming concrete. The next step has been taken to get the entire region excited about the major WDC 2026 project," states Dr. Ina Hartwig, City Councilor and Head of Department of Culture and Science, City of Frankfurt am Main.

“The project has a clear objective: to connect the entire Frankfurt RheinMain region, with its many urban centres and equally vibrant rural areas, and bring it into the global spotlight. WDC 2026 is an investment in the region's long-term viability. Companies from the region are invited to seize this opportunity to present themselves to an international audience and actively contribute to the process, whether through partnerships, projects or their own initiatives,” adds Ulrich Krebs, District Administrator of Hochtaunuskreis.

Interior Design in a modern society – Ambiente Designer 2025 redefines the future of hospitality with AI

The Ambiente trade fair highlights groundbreaking interior design by naming an Ambiente Designer each year. In 2025, this honor goes to renowned designer and self-proclaimed maximalist Fabian Freytag, who presents his visionary concept “The Lounge - Shades of Space”, redefining the future of hospitality. "The hospitality industry is undergoing a radical transformation - identity is everything. Guests no longer want neutral spaces; they seek locations with character that surprise, provoke, and leave a lasting impression. With Shades of Space, I take a stand against generic design: hospitality should be theatrical, sensual, bold - and above all, fun," says Fabian Freytag, Ambiente Designer 2025.

Artificial intelligence plays a crucial role - not as an efficiency tool, but as a creative amplifier, enabling unconventional material pairings and bold design contrasts. The installation illustrates how hospitality spaces can become immersive experiences, setting them apart through striking, unforgettable design.

A must-attend event driving sustainable transformation

As part of its commitment to sustainable transformation, the trade fair trio celebrates the 10th anniversary of Ethical Style, with 354 exhibitors showcasing sustainable products. A decade ago, Ambiente pioneered the focus on sustainable consumption, shaping the agenda for international retail and lifestyle trends. Since 2023, retailers have also been able to filter for sustainable products curated by an independent jury at Christmasworld and Creativeworld.

Note for journalists:

Discover trends, styles and personalities in the [Ambiente Blog](#) and other news, expert knowledge and ideas for the retail sector 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.

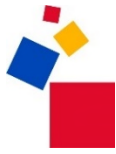
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Your contact:

Erdmann Kilian

Tel.: +49 69 75 75-5871

erdmann.kilian@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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