

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

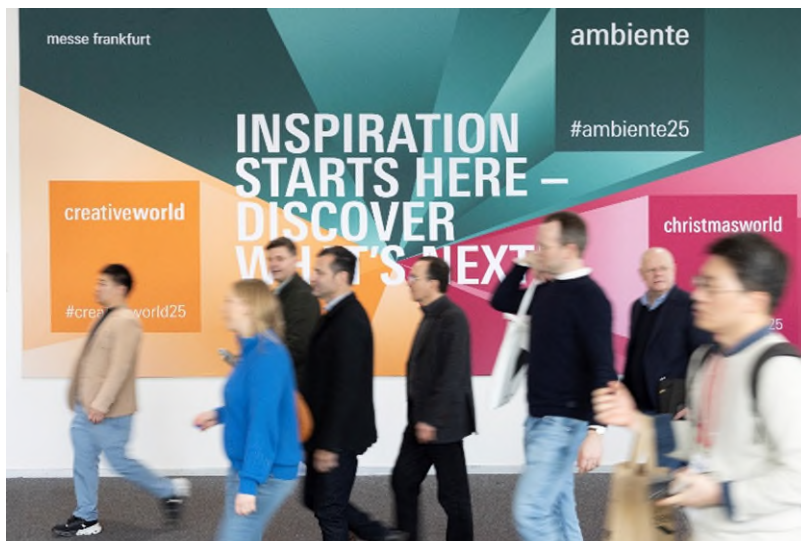
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Marketplace, Business Engine, Optimism Driver: Increase in Visitor Numbers at Frankfurt's Mega Fair

Frankfurt am Main, 11 February 2025. Despite a challenging market environment, the global consumer goods industry is proving to be resilient and full of energy. With 4,660 exhibitors and around 148,000 visitors¹, the trio Ambiente, Christmasworld, and Creativeworld has once again cemented its position as the leading platform for consumer goods. Over 170 nations were represented at the fully booked Frankfurt exhibition grounds. The high level of participation and international reach once again highlight: The industry is evolving, but Frankfurt remains its central meeting point.



Visitors galore: the trade fair trio of Ambiente, Christmasworld and Creativeworld is the global meeting place for the consumer goods industry. Photo: Messe Frankfurt/Jens Liebchen.

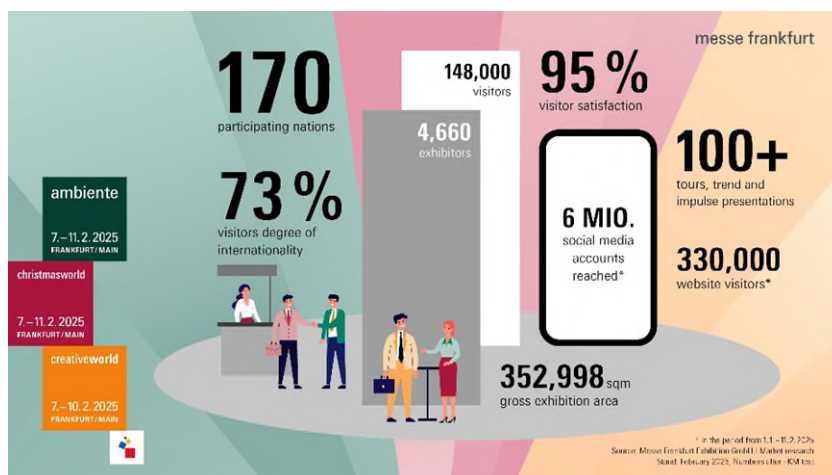
From 7 to 11 February, Frankfurt once again became the hub of the international consumer goods industry. Under the motto "Meet up at the Market", businesses from across the globe showcased their offerings – spanning all forms of trade and distribution channels. "The trade fairs were absolutely outstanding – the halls were packed, networking was buzzing, and the energy was palpable everywhere," says Detlef Braun, Member of the Executive Board of Messe Frankfurt. "The global consumer goods industry is facing massive challenges – stagnant markets, structural shifts, and economic uncertainties. That's exactly where we come in. We're unlocking new business opportunities and building a global network that strengthens resilience." Industry experts echo this sentiment. "In 2025, Frankfurt is more important than ever. In times of general uncertainty, consumers crave beauty and individual freedom, and buyers are actively looking for such trends. This trade fair trio once again brings together all key market players," says Peter Wüst, Managing

¹ Total figures compared to 2024, FKM-audited: 4,933 exhibitors (= 87% internationally) and 136,482 visitors (70% internationally)

Director of the Managing Director of the Home Improvement, Building and Garden Trade Association (BHB). Exhibitors agree: “We had an exceptional Ambiente – our best ever. The best part is the outstanding quality of visitors here in Frankfurt. By far, this is the best trade fair for orders,” says Willo Blome, CEO of Blomus.

International Appeal – Record Satisfaction Levels

Ambiente, Christmasworld, and Creativeworld focused on connecting buyers with decision-makers and fostering international business initiatives. The high level of international participation – over 70% – was a key factor in visitor satisfaction. Ann De Cock, owner of Belgian contract business exhibitor XLBoom, explains: “We’ve met customers from all over the world – Korea, the USA, Dubai, Qatar, Greece, Italy, France. The mix of existing and new customers is about 50:50. We’re absolutely delighted!” Beyond international reach, the quality of buyers was a major highlight. “The customer base here is highly international. People are in the mood to place orders again, which we honestly didn’t expect given the global market turbulence,” says Rob Bierman, Product Design and Visual Merchandising Manager at Silk-ka. The top visiting nations after Germany included Italy, China, the Netherlands, France, and the USA. Overall visitor satisfaction rose by another two percentage points compared to the previous year, reaching an impressive 95%.



Christmasworld – Emotional Appeal as a Success Factor

As the leading trade fair for seasonal decoration and festive ornaments, Christmasworld delivered on all fronts. The newly introduced Christmasworld Take Off event programme provided fresh inspiration for urban marketing and large-scale decoration concepts, turning city centres into vibrant experience hubs that revitalise brick-and-mortar retail. “The consumer goods trade fairs in Frankfurt are key trendsetters for the industry,” says Jürgen Block, Managing Director of the German Association for City and Town Marketing (bcsd). “They showcase how design, innovation, and commercial viability go hand in hand.”

Creativeworld – The Global Creative Community in One Place

A trend barometer, innovation hub, and experimental playground – Creativeworld once again proved itself as the ultimate meeting point for the global DIY community. “The combination of international reach and extensive market coverage makes Creativeworld the one and only event of its kind,” explains Markus Baumgart, CEO of Schmincke. The fair’s new Friday-to-Monday schedule was well received, while the Creative Impulse Awards, with a more international jury than ever before, provided a clearer snapshot of the international

market. The winners reflected the continued DIY boom and the industry's innovative strength. A particular highlight was the Creative Academy, offering live product demonstrations, networking, and knowledge sharing.

Ambiente – Focus on New Growth Markets

With the introduction of the premium brand area Interior Looks, Ambiente successfully attracted interior designers, architects, and contract furnishers from around the world, strengthening its connection to the furniture industry. "Frankfurt is the perfect hub for furniture trends because innovations across all consumer goods sectors come together here," explains curator Bernd Schellenberg. Denise Boxler from the Association of German Interior Architects (bdia) agrees: "Interior Looks and the neighbouring Future of Work area provide strong impulses for both living and working spaces. The targeted networking between manufacturers and planners offers real added value for everyone."

Another new feature was the expanded offering for the hospitality industry, grouped under the special interest with the same heading. By focusing on the hospitality industry, Ambiente is tapping into a global market with strong demand. Joana Almeida, Country Manager Spain at Vista Alegre, noted: "In the HoReCa sector, visitor numbers and quality are top-notch because hospitality holds vast potential." Ingrid Hartges, Managing Director of DEHOGA National Association for Hotels and Restaurants, supports this view: "Ambiente is a unique source of inspiration for the gastronomy, hotel, and catering industries – both nationally and internationally. Trends in gastronomy drive demand among manufacturers and retailers, creating a valuable cycle of innovation." With the Hoteliers' Day dedicated to the hospitality sector, Ambiente has established a successful concept that continued to gain traction this year: More decision-makers from hospitality and contract business sectors recognised Ambiente as a key networking and ordering event. The striking special presentation The Lounge – Shades of Space by Ambiente Designer 2025 Fabian Freytag once again highlighted the fair's expertise in design. Artificial intelligence (AI) played a role in both this special showcase and in talks on the Academy stages, serving as a creative catalyst and amplifier of industry transformation.

The One-Stop Shop in Frankfurt – Everyone Was There

The full spectrum of specialist retailers was present in Frankfurt. Additionally, major national and international buyers – from Amazon to ZARA – attended the mega trade fair, including ALDI, Carrefour International, Casa International, Compania Comercial Caribe, Coop, Crate & Barrel, Digital Flying Tiger Copenhagen, dm Drogeriemarkt, EDEKA, El Corte Inglés, Fenwick, Fleurop, Globus, Hans Segmüller, HADI Enterprises, Hornbach, IKEA, Jaeyoung Trading, Lidl, Lulu Group International, REWE, Sainsbury's, Tesco, The Loft Japan, The One Total Home Experience, The TFG Group, and Zalando.

The newly expanded furnishing and contract business segment was particularly attractive to international procurement managers from hospitality and project-based businesses, as well as renowned organisations such as Coface, Commerzbank, DB, Deka Immobilien Investments, Deutsche Hospitality Asset, Dwellings International, Hill Capital Partners, HSH Management Services, Iberostar Hoteles y Apartamentos, Ramsay Gastronomie, and The Parker Company. Museums with retail outlets, including The Courtauld Institute of Art and The Museum of Modern Art's Publications Department, also visited the trade show trio in search of attractive product ranges.

Sustainability as a Guiding Principle

Sustainability was a central theme across all three leading fairs, highlighting the industry's responsibility for future-proof concepts. Marking its tenth anniversary in 2025, the Ethical Style programme once again demonstrated the increasing importance of sustainable product solutions. While 198 exhibitors were awarded the Ethical Style label in its debut year, the number has now grown to 354 across all three fairs – clear proof of the growing awareness of resource-conscious business practices.

NEW: Trade Fair Dates 2026

The simultaneous hosting of Ambiente, Christmasworld, and Creativeworld has proven successful for both exhibitors and visitors. Consequently, the three flagship fairs will continue to take place together on the Frankfurt exhibition grounds. All three leading trade fairs will start on the first Friday of February.

Ambiente/Christmasworld: 06 to 10 February 2026
Creativeworld: 06 to 09 February 2026

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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