

Press release

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## Frankfurt trade fair trio makes for an optimistic outlook

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**The Frankfurt consumer goods fairs Christmasworld, Paperworld, and Creativeworld have started the new business season with relevant industry topics. 3,051 exhibitors from 74 countries<sup>1</sup> presented their new products for decoration, festive décor, paper, office supplies, and stationery, as well as hobby, crafts and artists' requisites to the national and international trade.**

The three leading international trade fairs attracted around 84,000 visitors from 163 countries<sup>2</sup> to the Frankfurt exhibition grounds with numerous innovations, unusual product presentations, and a future-oriented complementary programme. The slight decline in visitor numbers reflects the ongoing consolidation tendencies on the retail side, but is above all due to the time overlap with the Chinese New Year. "In addition to the sector-specific future topics, it is the high level of internationality and the outstanding visitor quality that make the trade fair trio an indispensable platform for industry and trade. Our trade fairs bring the global players in the sectors together under one roof - in the digital age, this personal contact is the key to success for the entire consumer goods sector", says Detlef Braun, Member of the Management Board of Messe Frankfurt.

The trade fair trio's complementary programme picks up on the social megatrends of urbanisation, New Work, and individualisation, and positions itself as a valuable source of inspiration with practical and feasible ideas. "Frankfurt's consumer goods fairs are the most important platforms for our sectors. We as an association, together with Messe Frankfurt, are strategic partners for the retail trade in order to highlight new opportunities in these times of change", says Thomas Grothkopp, CEO of Handelsverband Wohnen und Büro (German retail association for home and office furniture).

According to the findings of a survey conducted by the Institute for Retail Research (IFH), it can be seen that customers nowadays are increasingly seeking information online and buying offline. They want competent consulting, emotional experiences, and additional service. This is only available in the retail sector. Christmasworld, Paperworld, and Creativeworld, for example, show what future-oriented models can

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<sup>1</sup> 2019: 3,112 exhibitors from 68 countries (FKM [German association for the voluntary control of fair and exhibition figures] certified / tested)

<sup>2</sup> 2019: 86,796 visitors from 161 countries (FKM certified / tested)

look like in the concept areas "Retail BLVD", "Future Office," and "Future Learning" along with "Urban Art Lab: Education". This further education offer and the exhibitors' innovations attract top visitors from all over the world to Frankfurt: in addition to Germany, the most popular visitor nations include Italy, the Netherlands, Great Britain, the USA, France and Russia.



"Above all else, the good mood among retailers and the high level of internationality and visitor quality make us optimistic for the new business year", sums up Dr. Rüdiger Kress, owner of Artebene. And it is not just the internationality that is impressive but also the visitor structure: 76 percent are from top management.

The fact that the trade views Christmasworld, Paperworld, and Creativeworld as its main contact and order platform is also confirmed by the visitor survey conducted by Messe Frankfurt. The satisfaction levels remain at a very high level and are currently at 96 percent.

### **Sustainable, elegant, and familial in the new business season**

The desire in society for greater sustainability plays a major role across all three fairs. Natural materials, recycled products or a reference to resource-saving production are everywhere to be found in the exhibition halls. At the same time, end users want high-quality materials with a high-quality finish. In combination with dark shades of blue and green as well as enhancements with gold accents, this trend lends an elegant touch to products and displays. Also very popular is personal appreciation, expressed through gifts that have been designed individually. Generally, the themes of giving and celebrating in connection with family sociability play a major role. Enjoying together, celebrating parties, and sharing special moments are becoming increasingly important as a counterbalance to the digital world.

The consumer goods fairs will again take place next year around the last Saturday in January:

Christmasworld: 29 January - 2 February 2021

Paperworld and Creativeworld: 30 January - 2 February 2021

Christmasworld, Paperworld,  
Creativeworld  
Internationale Frankfurt Messen  
Frankfurt am Main, 25./26.-29.1.2019

**Note for journalists:**

Further information is available at

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

[paperworld.messefrankfurt.com/press](http://paperworld.messefrankfurt.com/press)

[creativeworld.messefrankfurt.com/press](http://creativeworld.messefrankfurt.com/press)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019