

Press release

January 2020

Consumer goods fair trio kicks off the new business season with strong themes

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From 24/25 to 28 January 2020, the consumer goods fairs Christmasworld, Paperworld and Creativeworld will attract visitors with new products from over 3,000 exhibitors. In addition, the complementary programme picks up on social megatrends, thus creating future-oriented perspectives for the retail trade.

Changes in consumer behaviour resulting from digitisation demand a rethink in the consumer goods sectors for decorative articles, festive décor, paper, office supplies, stationery, hobby, craft and artists' materials. Customers expect a wide range of products, a digital presence, experiences, a feel-good atmosphere, and personal consultation services from the stationary trade. The three consumer goods fairs Christmasworld, Paperworld and Creativeworld are the ideal partners to the retail trade for these developments. Drawing their inspiration from the social megatrends urbanisation, New Work, and individualisation, they reveal new opportunities. Top topics include, above all, the "Retail BLVD" at Christmasworld, the "Future Office" and "Future Learning" at Paperworld, and the concept area "Urban Art Lab" at Creativeworld.

"The international trade fairs are focusing even more strongly this year on the driving issues of the future in order to provide retailers with even better prospects in a rapidly changing world. At the same time, they offer an overview of the latest product innovations from their 3,051 exhibitors from 74 countries that is unique worldwide", explains Detlef Braun, Member of the Management Board of Messe Frankfurt. "The increased internationality on the part of exhibitors shows that there is a great hunger for exports. If you are looking for international buyers, our industry platforms are just the right place for you".

Digitally driven industry perspectives

According to the industry report of the IFH trade research institute in Cologne, Germans continue to attach great importance to Christmas decorations. In 2019 they spent a total of 2.82 billion euros on Christmas and festive items. This represents a slight increase in sales of 0.9 percent. From an overall economic perspective, the importance of Christmas continues to grow - particularly as a result of campaigns such as Black Friday or Cyber Monday. However, the Christmas business, as with the year-round sales development in almost all consumer goods markets, is driven online. This is especially true for the office and stationery market, which continues to post stable sales figures.

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Specialist stores are therefore increasingly dependent on new concepts: This calls for forward-looking solutions that intelligently link off and online to make shopping in city centres more attractive again. "This is precisely where we come in, winning visionary partners for our trade fairs in order to be one step ahead and provide the sectors with new impulses", adds Julia Uherek, Vice President Consumer Goods, Messe Frankfurt Exhibition GmbH.

Christmasworld – the urbanisation megatrend

The leading international fair for seasonal and festive decorations exploits the success factor of experience at the point of sale like no other trade show. When it comes to seasonal decorating, exquisite products that reflect the current spirit of the times and increase the desire to celebrate, enjoy, and share beautiful moments together are crucial. In addition, lighting installations and visual merchandising enhance the shopping experience in the ever more strongly growing city centres many times over.

Visitors interested in discovering how experience, convenience and service-orientated shopping can look in the future and how digital solutions can be integrated should head for the "Retail BLVD" in Galleria 0. Together with experts from IFH Cologne, the boulevard focuses on the steps leading up to the buying impulse and customer loyalty. Drawing on the IFH study "Structural Change in Retailing: The Consumer's Perspective", it shows how different buyer types and their needs can best be served. The focus is on concrete support and tips that retailers can implement in their own stores, while short presentations and guided tours invite visitors to exchange their experience and know-how. In this context, Google Germany also offers free workshops on the topic of "Becoming visible on the Internet".

Paperworld - the New Work megatrend

Paperworld is the most international trade fair for paper, office supplies and stationery and, moreover, the only fair that covers the two product segments of commercial office supplies, and high-quality stationery, packaging and writing instruments equally. The New Work megatrend plays a decisive role in both areas. It is about the merging of the working and leisure worlds. With increasing digitisation and mobility, the workplace is also shifting - people are more flexible and no longer tied to the office, they work from home or on the move.

The Paperworld complementary programme is once again offering a glimpse into the future. With the "Future Office", for example, which bears the motto "Smart Solutions". In a series of lectures and at exhibitors' stands, new means of communication and office space concepts that enable smart and digital collaboration will be presented.

The "Future Learning" impulse area highlights another important social trend, namely lifelong learning. Visitors to the area will be presented with analogue and digital learning concepts. Regardless of whether it concerns digitisation and the associated new developments that people need to adapt to, or further training in their personal professional environment: there is a growing need for individual further development.

Christmasworld, Paperworld,
Creativeworld
Frankfurt am Main,
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What the future will bring in schools and educational facilities will be discussed by Angela Dorn (The Greens), Hesse's Minister of State for Science and Art, with the first ever robot lecturer Yuki, and Professor Jürgen Handke. She will be speaking on Monday, 27 January 2020 at 10:30 a.m. about new models of learning and the "Digital Pact for Schools".

Creativeworld - the individualisation megatrend

Creativeworld caters to the demand for active leisure activities and individualisation. Customers seek offers that are tailored to their individual tastes and needs. They want competent advice and to network with like-minded people.

The social desire for individuality was largely responsible for the huge boom in the DIY sector.

Messe Frankfurt was quick to recognise the signs, and established Creativeworld ten years ago as an independent trade fair for hobby, craft and art supplies. Today, it is the most important international platform for the sector. This is where the creative minds of the world exchange ideas, jointly develop new products, and convey the impression that DIY makes you happy.

What retailers need to meet the individual needs of creative customers can be found, for example, in the "Urban Art Lab" concept area: Here they can be trained on the hottest topics relating to street art and graffiti. After all, those who offer authentic and competent advice generate more sales potential and retain customers over the long term.

Note for journalists:

Further information and high-res images are available at:

christmasworld.messefrankfurt.com/press

paperworld.messefrankfurt.com/press

creativeworld.messefrankfurt.com/press

Published online:

www.facebook.com/christmasworld

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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

* preliminary figures 2019

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