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Management Report

Attractive extras – success through supplementary product ranges



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Management Report

Attractive extras – success through supplementary product ranges



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Contents

1	Foreword
2	Executive summary
3	The study
4	Results of the study - market figures
5	Combined product placement in GCC stores
5	House and home worlds in furniture retailing
6	Results of study - retailer survey
6	Which supplementary ranges are on offer?
8	Strategic goals: why are supplementary ranges employed?
9	Sales area for supplementary products
10	Sales from supplementary ranges
11	Customer structure: change through additional product ranges?
12	Information sources for line and supplementary product ranges
13	Who decides on the use of supplementary product ranges?
14	E-commerce: curse or blessing?
15	Outlook and trend forecast
16	About Messe Frankfurt
17	Messe Frankfurt: Expertise in the consumer goods field

Foreword

Whether it is jewellery and handbags in a specialist shop for glassware and china, or pots, pans and bed-clothes in a furniture store – supplementary product ranges are attention-grabbing and attractive items, on sale in almost all branches of the retail trade. Things which the consumer often does not notice at first glance, or by now regards as a matter of course, are actually a recent development with far-reaching significance for the retailer: for supplementary product ranges can not only raise overall sales or cushion a fall in sales of core products; they also serve to increase customer traffic at a sustainable level and to create customer loyalty for the store in new target groups. Many typical ambience products, such as fittings and furnishings, home accessories, household goods, house and home textiles – but also decorative products, jewellery or personal accessories – are absolutely ideal for supplementing existing product ranges and thus for increasing, in a targeted way, the attraction of the particular retail outlet in question.

But what proportion of the shop's overall sales do these supplementary products represent? Does the customer structure change as a result of these attractive extras? And what sources of information do retailers use to identify the latest trends when it comes to supplementary product ranges? We wanted to know more about this and commissioned the Institute of Retail Research (IFH) in Cologne to address these questions, both by evaluating statistical data, and by means of a retailer survey. The results are surprising: if we look at the home and interior segment, i.e. the overall requirements for fittings and furnishings by the private consumer, which earned some € 40.6 billion in 2012, the following picture emerges: home furnishings account for more than half of all expenditure, at € 21.2 billion. Around € 9.5 billion are spent on house and home textiles, and 5.5 billion on glass, china and ceramic (GCC) products. The remaining € 4.4 billion are earned from lights and lamps. In this process there is a wide range of interdependence: thus, for example, furniture shops and stores also offer GCC products, where they serve as a limited-line or supplementary product ranges.



In the detailed retailers' survey we focussed on GCC and on the furniture trade. The results show among other things that, while supplementary product ranges represent as a rule only one fifth of the total sales floor area, they provide one third of overall sales. It is no surprise then that these supplementary ranges are so popular among retailers and their

customers. Alongside the retailer survey, in-depth interviews* were conducted with selected directors and proprietors of outlets in the furniture and GCC segments who for some years have been very closely engaged with the question of supplementary product ranges. These interviews have produced best-practice examples, with many good suggestions and recommendations for realising this practice at local shop level. Of course we have also studied further developments, and at the end of the report we have been so bold as to offer a small account of future prospects.

You will find it exciting!

We wish you an interesting and informative read.

A handwritten signature in black ink, consisting of stylized, overlapping letters that appear to be 'S.K.' followed by a flourish.

Yours sincerely, Stephan Kurzawski
Member of the Management Board
Messe Frankfurt Exhibition GmbH

*You will find excerpts from these interviews at
www.ambiente.messefrankfurt.com

Executive Summary

Supplementary product ranges: decorative products are number one

Viewed overall, decorative products represent the most important supplementary range: 52 percent of furniture retailers and 40 percent of GCC retailers stated that they stocked decorative products in their shop. Further important segments include home textiles such as bedclothes, cushions and blankets as well as lighting and household goods such as pots and pans. But stationery, jewellery, gourmet products or fashion accessories are also on sale in specialist retail outlets as strong-selling extras. More than one third of furniture retailers also offer GCC products as a supplementary range.

Supplementary ranges drive sales

The trend is upward: in the retail segments of furnishings, GCC, lights and interior design the percentage of sales represented by supplementary ranges grew between 2000 and 2012 from 11.8 to 16.9 percent. In retail outlets specialising in GCC the proportion of sales from supplementary ranges actually grew over the same period from six to around 20 percent. Furniture retailers have long been offering supplementary ranges, but even in that segment between 2000 and 2012 further growth in supplementary ranges was recorded of around three percent.

Improved productivity on a smaller sales area

Supplementary product ranges enjoy much higher average sales-area productivity than the core range. Supplementary product ranges take up an average of one fifth of the sales floor, but on average they earn one third of total sales. Along with this general rise in sales, customer loyalty and greater customer traffic are also some of the reasons why many retailers use supplementary product ranges in a targeted fashion.

Trade fairs are the number one source of information

Furniture and GCC retailers are all agreed: trade fairs are by far the most important source of information. Around 70 percent of all those questioned stated that they obtained information about new supplementary ranges at trade fairs. In second place, but a long way behind, with a score of 35 percent, come trade journals and specialist trade magazines, then at 31 percent comes observation of competitors.

The future of supplementary product ranges

36 percent of GCC retailers and 30 percent of furniture retailers are of the opinion that additional ranges will become even more important in their businesses in future. Some 60 percent of GCC retailers expect that the proportion of supplementary ranges will stay at today's level over the next three years. Only 4 percent of GCC retailers, on the other hand, and 12 percent of furniture retailers believe that the percentage of supplementary ranges in their shops will shrink.

The study

What is the importance of supplementary ranges for GCC and furniture retailers now and in future? To find answers to these questions, Messe Frankfurt commissioned the Institute of Retail Research (IFH) and the Eva Altenburg market research institute.

The results of the study are based on three different sources: firstly on statistics on market trends and on a retailers' satisfaction survey by the IFH. Of the firms questioned in this survey, 91 percent are independent retail outlets. The remaining 9 percent belong to retail chains. The results were rounded out through in-depth interviews by the Eva Altenburg market research institute with selected retailers from across the whole of Germany who have been using supplementary product ranges in their shops successfully for some years.

Supplementary product ranges – a definition

Furnishing and furniture retailers speak of limited-line products, GCC retailers of supplementary or additional ranges. It means the same thing in both cases: goods which provide a sensible addition to the core range in question and round it off in an appropriate way. The core range should be the main sales vehicle, however, which also determines the segment to which the firm belongs.

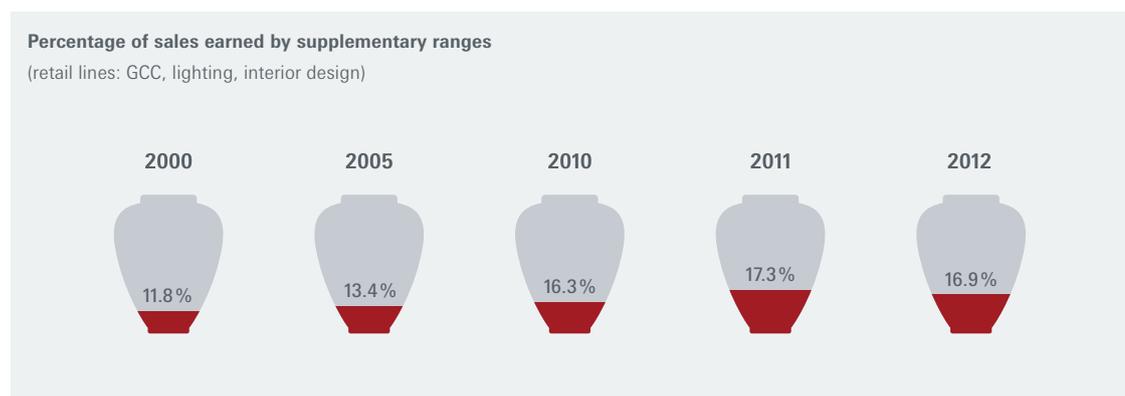


Results of the study – market figures

Supplementary product ranges are developing more and more into an essential part of range design. This applies particularly to the consumer-goods segment: products which form no part of the core range are increasingly being offered as a supplement. Thus decorative products or gourmet presents such as specialist chocolates have long ceased to be unusual in furniture stores, and the same is true of jewellery and watches in GCC shops.

This is confirmed by the latest market statistics for the overall home and interior segment, of which private consumers' complete furnishing requirements in Germany form a part. More particularly, these consist of furniture, house and home textiles and household goods, lights and fitted kitchens, including fitted appliances. In 2012 the home and interior segment saw sales of € 40.6 billion. The lion's share of this, some 49%, came from home furnishings, including kitchens and fitted appliances.

If we analyse the trend in core and supplementary ranges more particularly for the retail segments of furniture, GCC and interior design, we can see a clear trend. Whereas in 2000 sales across these four market segments amounted to no less than 11.8 percent, in 2012 the figure was already 16.9 percent. So it is no surprise that retailers are turning more and more to attractive extras, which not only round out the existing standard product range, but also promise strong sales growth.



Combined product placement in GCC stores

A glance at the statistics for the past ten years shows that the trend towards including supplementary product ranges has risen even more sharply in GCC stores than in furniture outlets. Whereas in 2000 GCC retailers earned some 94 percent of their sales from their standard or core range, last year the figure was no more than 80 percent. Accordingly, in 2012 a good fifth of sales came from supplementary products. These supplementary ranges, firmly established in GCC outlets, include not just house and home textiles such as chocolates, specialist teas and coffees, books, newspapers and stationery products. But more and more objets d'art, pictures, picture frames and toys are being incorporated into the range. Fashionable accessories, clothing and flowers – real or artificial – are likewise part of the products on offer in GCC shops nowadays. Arranged thematically and presented in combination, small decorative product worlds are created in GCC stores, which are both a source of inspiration and an incentive to purchase.

Trend in core and supplementary ranges within GCC stores

2000	2005	2010	2011	2012
93.7%	90.0%	82.3%	79.8%	80.2%
6.3%	10.0%	17.7%	20.2%	19.8%

Trend in core and supplementary ranges within the retail furniture trade

2000	2005	2010	2011	2012
86.1%	85.1%	83.0%	82.0%	82.8%
13.9%	14.9%	17.0%	18.0%	17.2%

■ Core range ■ Supplementary range

House and home worlds in furniture retailing

Furniture retailers, too, have long recognised the signs of the times – for years their actual range has been supplemented by numerous products and arranged in house and home worlds. A living-room set, featuring a sofa, couch table and shelving, is made into a complete collection through carpets, curtains and suitable lights. This not only represents a useful service for the customer, it is excellently designed to trigger impulse purchases by the end consumer. According to the IFH, house and home textiles form the largest proportion of supplementary ranges in furniture stores; in second place come GCC products and household goods. But interior lighting, clothing, accessories, stationery and toys, pictures and picture frames are also on offer. Thus supplementary ranges have long been an inescapable factor in the retail furniture trade: though here the percentage of sales from supplementary products has grown less strongly over the last few years than in GCC stores. From 2000 to 2012 the share drawn from the core range declined from 86 percent to about 83 percent. Here the supplementary products have therefore expanded by three percent. This also shows that the trend towards including supplementary products in the range began much earlier among furniture retailers: thus in 2000 the additional range was already playing a considerably larger role in furniture retail than the additional range among GCC sellers.

Results of study – retailer survey

What is the importance of supplementary product ranges for the business, and what trends have they shown over the last few years? Which supplementary products are offered? On what strategic grounds are these supplements adopted, and where do retailers gather their information about potential supplementary ranges? These, and a whole set of further questions, were asked by the Institute of Retail Research (IFH) of 100 retailers from the furniture and GCC segment. The survey produced not just an up-to-date picture of this subject in the two segments, but also a trend forecast for the coming years. The details of the survey have been complemented by direct quotes from selected German retailers, who not only report how they employ their supplementary ranges, but give helpful recommendations and suggestions about how to deal with this important topic.

Which supplementary ranges are on offer?

Among furniture retailers decorative products are very much in favour. More than half of the retailers questioned stated that they offer them as an extension to their product line. For the majority of GCC retailers, too, decorative products are a major sales factor. Only household goods, such as pots and pans or cooking and baking equipment, can be found more frequent-

ly in GCC stores. But house textiles such as tablecloths or cushions also play a major role. In retail furniture outlets, on the other hand, GCC products and home textiles such as carpets and curtains are relatively significant; they form part of the range at one furniture retailer in three. Along with these items, lights also form part of the major supplementary products at furniture stores.

Best-practice suggestions and recommendations when selecting supplementary ranges

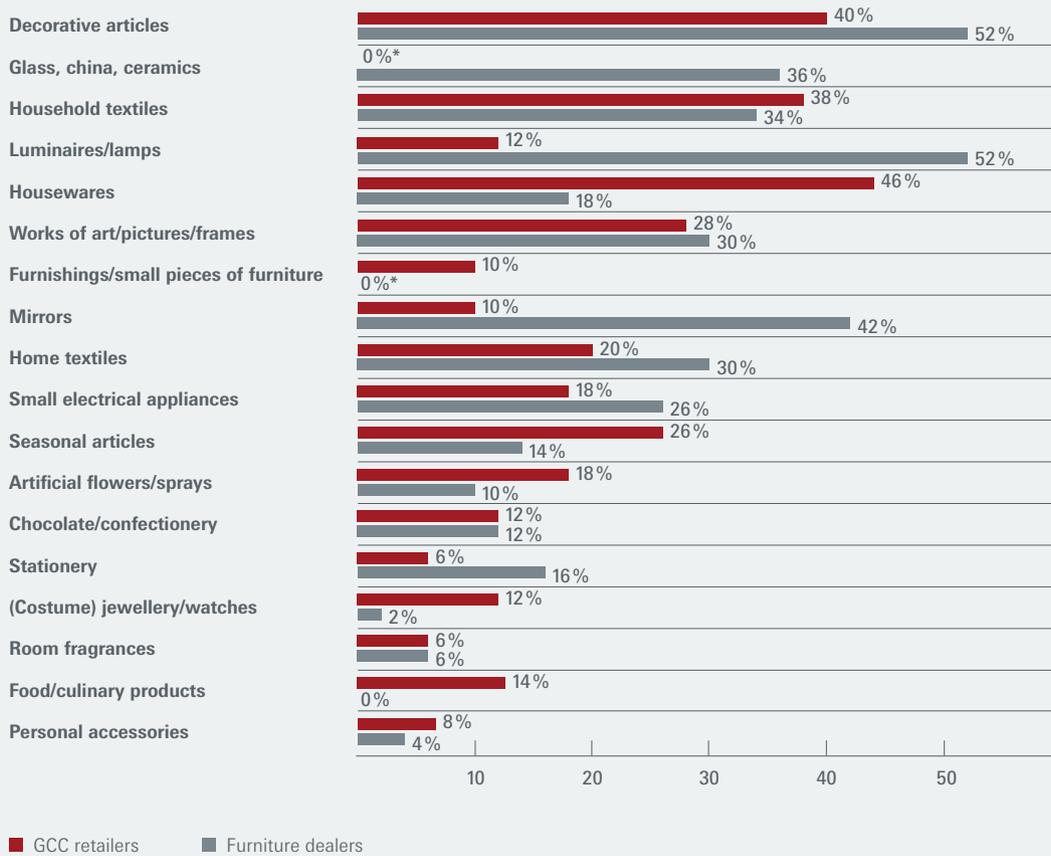
► **Claus Franzen**, proprietor and managing director of GCC store Franzen from Düsseldorf: *“Initially the important thing is to observe your own environment. It does not make much sense to include a supplementary range which is relatively well represented in your own town or surroundings. Then you will find yourself involved in new competition, which is not so helpful. You must observe*

your own market, your own environment very carefully, so that your decision is ultimately a gain.”

► **Gunther Strauß**, managing director of GCC store Abt in Ulm: *“The supplementary range must suit the firm’s identity (...) Nevertheless, the customer must recognise the umbrella brand and appreciate it. The umbrella brand must not be downgraded by the supplementary ranges. You must always remain self-critical; if the goods are no good, they must be got rid of quickly.”*

Type of supplementary range

Which line/supplementary ranges do you offer in your shop (multiple answers possible)?



* Type of supplementary ranges

► **Wolfgang Seipp**, managing director of furniture retailer Form im Raum, Frankfurt: "We test new manufacturers first of all and ask regular customers about them. Then we start by

ordering small quantities and watching how the customers accept them. Only if there is a positive response do we take up seriously with the manufacturer."

Strategic goals: why are supplementary ranges employed?

Additional products stimulate business. Thus 71 percent of those questioned had no doubt: the aim of introducing additional products is quite definitely to raise sales in general. Further reasons are to strengthen customer loyalty and to increase customer numbers. These two reasons have particular relevance for GCC retailers, among whom they scored more than 70 percent; among furniture retailers the figure was rather less. In addition, raising customer traffic was a factor even more to the fore among furniture retailers than among GCC stores. Keeping up with their competitors was also a major strategic goal of range balancing among half of those questioned. A positive side-effect of supplementary ranges is that they bring greater variety into the presentation. Moreover, of course a supplementary line of decorative products can also be used to make the shop interior more attractive. Along with these considerations, those questioned also mentioned the strategic use of supplementary ranges on their associated websites: additional products are used here in a targeted way by retailers to expand the retail organisation's web shop.



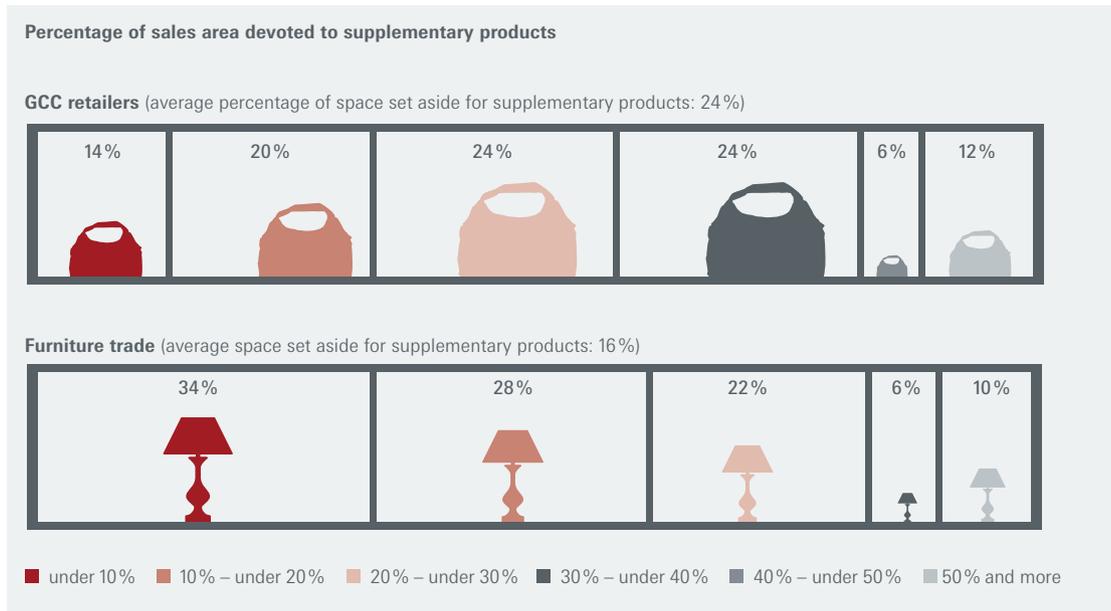
Information sources

- ▶ **Wolfgang Seipp**, managing director of furniture store Form im Raum, Frankfurt: *"We are in Frankfurt city centre and so have a lot of occasional visitors. It is our intention through these supplementary product ranges to gain a higher level of customer loyalty. (...) We notice that we have more customers in the shop as a result of these additional ranges. We are constantly talking to people."*
- ▶ **Gunther Strauß**, managing director of GCC store Abt in Ulm: *"One aim is of course customer satisfaction, another a high level of customer traffic. We have recorded rising scores on both points over the last few years. We have succeeded well in these areas through constant changes and innovation."*
- ▶ **Claus Franzen**, proprietor and managing director of GCC store Franzen from Düsseldorf: *"Although it sounds banal, the point of supplementary product ranges is, of course, to make the company more successful and to compensate for segments that have declined in terms of significance or sales – for example, the traditional core areas of tableware and porcelain in the high-grade segment – through new assortments and supplementary ranges. For our company, for the sector, it is very important to find the right range in this regard and thus be able to maintain the core assortment."*

Sales area for supplementary products

What space is made available for these supplementary products? What is their significant value in the overall presentation in the shop? The survey of retailers shows that a not inconsiderable part of their total sales area is devoted to supplementary ranges: on average it is 20 percent. Thus one fifth of the total shop space goes to additional products. Here too there are considerable differences between furniture and GCC retailers. Whereas in GCC outlets the supplementary ranges take up an average of 24 percent of the overall sales area, in furniture stores it is somewhat less, at 16 percent.

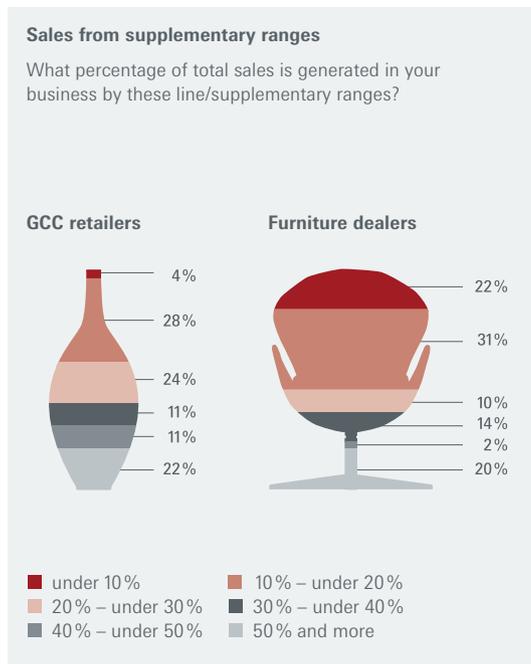
Translated into square metres, this figure amounts for furniture stores to an average area of 210 square metres; in GCC shops it is about 70 square metres. Overall, sales areas devoted by those retailers questioned to their core and supplementary ranges vary significantly – from 10 to 9,000 square metres. The average total sales area in the retail furniture trade is 1,300 square metres – after all, house and home worlds need plenty of space. Naturally, average figures for sales areas at GCC retailers are considerably lower, at 280 square metres.



Sales from supplementary ranges

So is the supplementary range a formula for success? How do furniture and GCC retailers gauge the increased sales brought by these attractive extras in their shops? The telephone survey of the 100 retailers produced even higher scores than the statistical evaluation of the key market statistics set out at the start of the study: according to this survey, an average of 27 percent – i.e. almost one third – of total sales are earned from supplementary product ranges. Among GCC retailers this score is even higher than

among furniture retailers, standing at 29 percent. But even there no less than 24 percent of sales are generated from limited-line or supplementary ranges. Moreover supplementary ranges can ensure an increase in customer traffic, thus helping the shop in question to reach its sales target. Customers who have come because of the fine new jewellery or line of handbags may well discover something else as they stroll through the shop. An emotive and attractive presentation of goods is needed here to trigger impulse purchases.



Information sources

► **Johannes Fahrenbrück**, managing director of Wohnwelt Fahrenbrück of Voerde (furniture retailer): *“Though they have only a small share in the firm’s overall sales, nevertheless the supplementary ranges generate some 80 percent of customer traffic. That is enormous! We would have significantly fewer purchase agreements for furnishings if we did not have the boutique, in other words our special lines or accessories. From the commercial and marketing angle, an investment in special lines is absolutely the best investment you can make.”*

► **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *“If I buy the thirty-fifth pan for my product range, I don’t expect to make any additional revenue from it. I make that from other things which I need for the kitchen, but which are independent of my normal product range. In this way I can generate supplementary sales revenue.”*

Customer structure: change through additional product ranges?

The clientele varies depending on the product offered. Here too, though they have a common basis, differences can be seen between furniture and GCC retailers. Thus 44 percent of GCC retailers questioned said that the customer structure had changed in their shops since supplementary ranges had been on sale. Only one fifth of GCC retailers believed that there had been no change among their customers. So

here the trend is definitely towards a change of customer structure.

Among furniture retailers, on the other hand, a different picture emerges: 42 percent of furniture retailers questioned said that their clientele had not changed since the introduction of supplementary ranges. 29 percent of furniture retailers, on the other hand, believed that additional products had led to a change in their customer structure.

Information sources

► **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *"A current example of a supplementary product range is haberdashery, wool. Three years ago we had nothing of that kind. Then a number of haberdashery shops closed in Ulm, and we included crochet and knitting needles and wool in our range. We simply tried it out. Now it is a huge boom, because knitting and crocheting are really modern again. The boys' crochet caps, for instance – a clientele which we absolutely never expected. Teenage customers – they are suddenly in the hobby department, where previously the only customers were those looking for artist's requirements."*

► **Claus Franzen**, proprietor and managing director of GCC retailer Franzen of Düsseldorf: *"You notice, for example, that the jewellery department brings new customers in, who perhaps earlier were not so interested in our other ranges. The supplementary ranges bring new groups of customers in. And we become more interesting again – both for the old customers, and for the new ones."*

Information sources for specialist and supplementary product ranges

Which supplementary ranges fit the shop's core range? Where does the retailer find suitable suppliers? Whether they are decorative products, bags or stationery – the additional products vary frequently according to season, and so entail a relative high need for information on the part of the retailer. Trade fairs are particularly suitable, for here the retailer will gain a comprehensive overview of the latest core and supplementary ranges and enjoy direct contact with suppliers. This too is shown by the results of the survey: in all, 71 percent of retailers said that they find information on supplementary ranges at trade fairs. There is no question, both

for GCC and furniture retailers, that trade fairs are the most important source of information. In second place, a good way down, come trade journals and sector magazines. 36 percent of GCC retailers and 34 percent of furniture retailers still said that they use these as sources of information. In this matter the GCC and furniture retailers are largely in agreement. The only noticeable difference relates to observation of competitors: furniture retailers seem to pay much more attention to their competitors, with scores of 40 percent, than GCC retailers, among whom only 22 percent of those questioned stated that they use observation of their competitors as an inspiration for their supplementary ranges.

Information sources

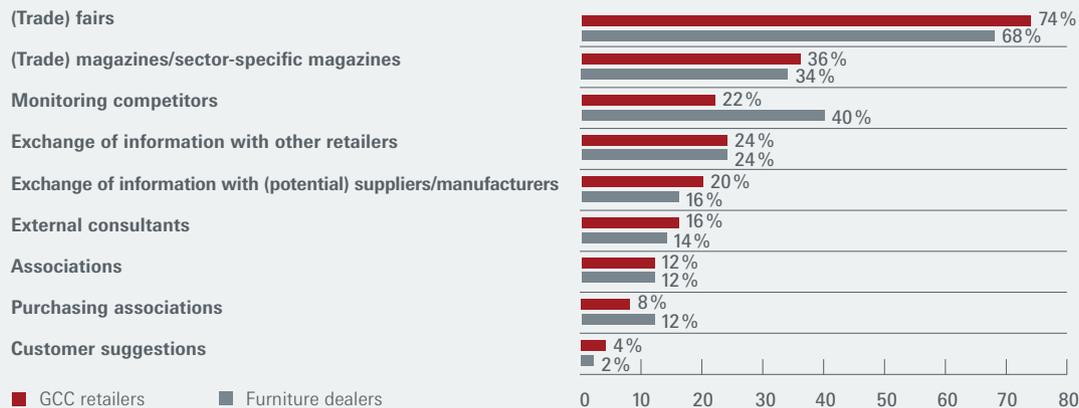
► **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *"Of course the trade fairs are really important. Ambiente is the main fair. Quite definitely. But also the other fairs in Frankfurt, such as Christmas-world and Heimtextil. We are represented at almost all of them. So trade fairs are a highly significant factor. But of course trade journals, too. And another very important factor: when you are travelling, you take a look at all the shops you can. What is on sale there? And how is it presented?"*

► **Wolfgang Seipp**, managing director of furniture store Form im Raum of Frankfurt: *"We obtain targeted information at trade fairs. They are vital for us. And then weekly magazines, too."*

► **Johannes Fahrenbrück**, managing director of Wohnwelt Fahrenbrück of Voerde (furniture store): *"Primarily, of course, at the big fairs – especially at all fairs in Frankfurt that, in view of their extremely extensive and topical product ranges, hold an outstanding position. We firmly believe that, if we are to be of interest to our customers, we must generate these impulses ourselves and not simply go with the flow."*

Information sources

How and where do you find out about specialist/supplementary assortments (multiple answers possible)?



Who decides on the use of supplementary product ranges?

Among retailers questioned the answer is unambiguous: as a rule the proprietor or management board themselves decide on the use of additional products. This was stated by 80 percent of the GCC and 76 of the furniture retailers. For in the classical retail trade it is mostly the owners or ma-

naging directors who control the fortunes of the business from the centre. Among major furniture retailers the branch management still plays a role, with scores of 28 percent. Purchasing managers and departmental heads tend to show marginal scores at around 8 percent each. According to respondents, an average between one and three persons are responsible for the decision-making.

Successful supplementary ranges: some practical recommendations

► **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *“People need to see the products. That means it must be well positioned or in well-frequented locations. Otherwise it is difficult for people to recognise it as a supplementary product range. Then I need to make sure I combine the products thematically with things for which we are already known. For example, for the theme of wine and wine glasses, I would think of bottle openers, games, e.g. World of Wines etc. In this way you can arrange a theme table. Of course it*

must also look nice and be presented in such a way that the customer can select a product. He must not think that he is looking at a total work of art which he must not touch. It needs to be not just beautiful, but practical, too.”

► **Edith Papritz**, managing director of Mohren-Haus of Bamberg: *“If I have something new in the shop, a new product, my general principle is to give it a privileged place. Items which are launched and sell well do not always have to have the very best place. (...) So actually it is the supplementary products which make the shop more colourful or more lively.”*

E-commerce: curse or blessing?

Cups, vases, furniture – for GCC and furniture retailers, too, sales via the internet have increased in importance. And not just as competition, but as an opportunity, too. Some retailers, when questioned about their supplementary product ranges, said that they do not use them solely to expand their in-shop lines, but rather to build up their online shop through additional ranges. In this way the internet can be used as an additional sales tool and contribute to the success of the business.

But even if you don't have a web shop, this does not automatically mean loss of profit, as our retailer interviews show. Another formula for a successful retail business can be to strengthen the in-shop trade through particular unique selling points, thus differentiating it from the competition. This can be done, for instance, via a particularly adroit selection of product ranges or specialising in particular brands, but also through attractive and emotive presentation of goods.

Information sources

- ▶ **Wolfgang Seipp**, managing director of furniture retailer Form im Raum, Frankfurt: *"Two years ago we made a complete change. We specialised quite particularly, because we noticed that sales had declined as a result of internet purchases. So we simply changed over and concentrated on individual suppliers."*
- ▶ **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *"We need to attract the target group of 15-30 year-olds in two ways: first through supplementary product ranges in-shop, and secondly via our online facility."*
- ▶ **Edith Papritz**, managing director of Mohren-Haus of Bamberg: *"I rely more and more on marginal firms, on small, individual items which you don't find everywhere. That is also what our customers appreciate. There are plenty of chains, which are the same in every town. We stand out from them. We are always in search of something new, and we try to be different."*



Outlook and trend forecast

How will the percentage share of supplementary product ranges change among furniture and GCC retailers? And what portion of their sales will retailers generate in future with these attractive extras? With a majority totalling around 60 percent, those questioned believed that the share of supplementary products in their businesses will stay at the same high level as previously. 30 percent of furniture and 36 percent of GCC retailers believe that the share of additional products in their shops will even increase over the coming three years. Only four percent of GCC retailers who took part in the survey and 12 percent of furniture retailers consider a decline over the next few years to be realistic. That means that a majority of 96 percent of GCC and 88 percent of furniture retailers believe that the share of supplementary product ranges in their shops will stay at the current level or rise further. The differences between GCC and furniture retailers show that supplementary ranges are of even greater importance for GCC outlets

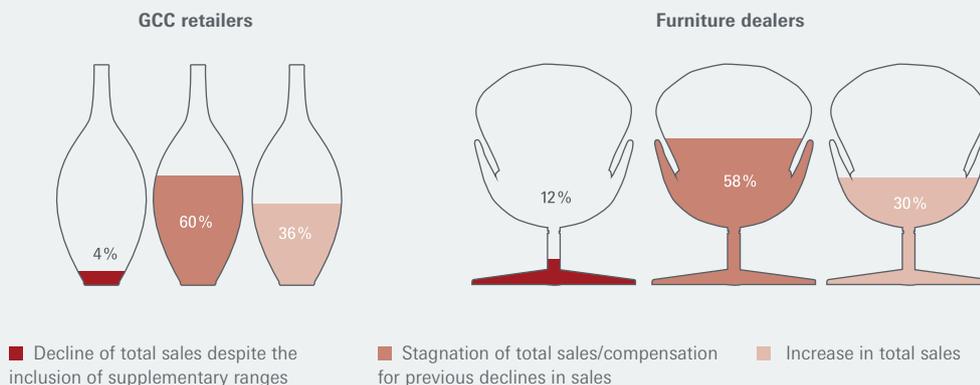
than for furniture stores. This also reflects the trend already shown in core and supplementary product ranges within both retail segments.

Information sources

- ▶ **Gunther Strauß**, managing director of GCC retailer Abt in Ulm: *“Customers in future will even expect us to run supplementary product ranges and to become more innovative. A business still concentrating purely on its core range will find things increasingly hard.”*
- ▶ **Wolfgang Seipp**, managing director of furniture retailer Form im Raum of Frankfurt: *“I expect that over the next few years supplementary product ranges will see a good deal happening by way of watches and jewellery. And of course also in the area of high-quality accessories.”*

Trend in sales of supplementary product ranges

How do you think the share of specialist/supplementary ranges in your business will change over the coming three years?



About Messe Frankfurt

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade show organisers with around 543 million euros in sales and 2,026* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries.*



Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised 114* trade fairs, of which more than half took place outside Germany.

Messe Frankfurt’s exhibition grounds, totalling 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

Further information:
www.messefrankfurt.com

* preliminary numbers (2013)

Messe Frankfurt: Expertise in the consumer goods field

ambiente

Ambiente is the leading international trade fair for products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories. For five days at the beginning of the business year, more than 4,700 exhibitors show what consumers will be able to see in shops around the globe in the coming year. However, Ambiente is not only a must for its unique range of products. The world's leading consumer goods fair also offers a wide variety of events, promotional programmes for young people, trend presentations and award ceremonies.

paperworld

Paperworld is the world's most important order event for the international paper, office supplies and stationery sector. Every year in Frankfurt am Main, the leading international trade fair displays the latest products and trends for the paper, office supplies and stationery segment – at the most recent event, there were 1,780 exhibitors from 64 countries. With some 45,360 visitors from all over the world and a level of internationality of 80 percent, Paperworld is the industry's most international fair and through its varied programme of supporting events can provide additional inspiration and industry know-how.

christmasworld

Christmasworld is the world's leading order venue for the international festive decoration sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year, and supplies innovative concept ideas for decorating large-scale and

tendence

Tendence is the one of Europe's leading order platforms for consumer goods in the second half of the year. The range of products to be seen covers all levels of quality and is relevant for all channels of distribution. For the retail trade, Tendence is the decisive order platform for the busy Christmas and winter periods while bulk buyers can obtain an initial overview of new products for the coming 2015 spring and summer seasons. As previously, the Ecostyle and Webchance fairs will be held concurrently with Tendence 2014.

creativeworld

Creativeworld in Frankfurt am Main is the world's most important trade fair for hobby, handicrafts and artists' requisites. Every year, this leading fair shows the latest products and trends for the arts & crafts sector. At the last edition, 239 exhibitors presented their product ranges to 7,205 visitors from all around the world. Creativeworld supplies innovative ideas revolving around creative hobbies and artists' requisites, provides a launching pad for new products, spotlights the latest techniques and materials and acts as a trend and business platform.

outdoor areas for the wholesale and retail trade, shopping centres, DIY markets and the green sector. The last Christmasworld attracted over 940 exhibitors and more than 30,600 visitors from all over the world.

In modern retailing supplementary product ranges create that certain something when it comes to customer acquisition, approaching new target groups and impulse buying. But what has the trend been over the last decade in the home and interior segment for supplementary product lines, for instance decorative products, home textiles, stationery, jewellery and watches? How are retailers from the furniture and GCC segments currently dealing with this important topic? Messe Frankfurt wanted to know exactly and commissioned the IFH market-research institute from Cologne. The finding: supplementary ranges have increased continuously in importance over recent years and this trend will continue to gather pace with regard to the internet.

ambiente tendence

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