



creativeworld

6. – 9. 2. 2026
FRANKFURT / MAIN

**FACTS &
FIGURES**

**HANDS ON
WHAT'S
HOT**

Touch the latest DIY trends.

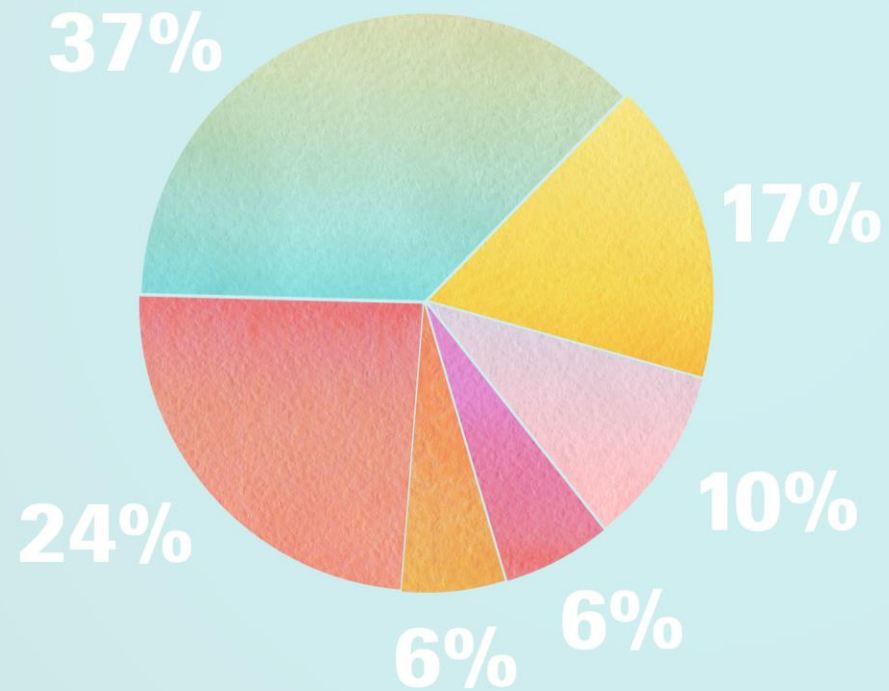
DATA & FACTS



TOP 10 VISITOR COUNTRIES (INTERNATIONAL)



TRADE VISITORS BY ECONOMIC SECTOR



37% RETAIL

**17% WHOLESALE &
FOREIGN TRADE**

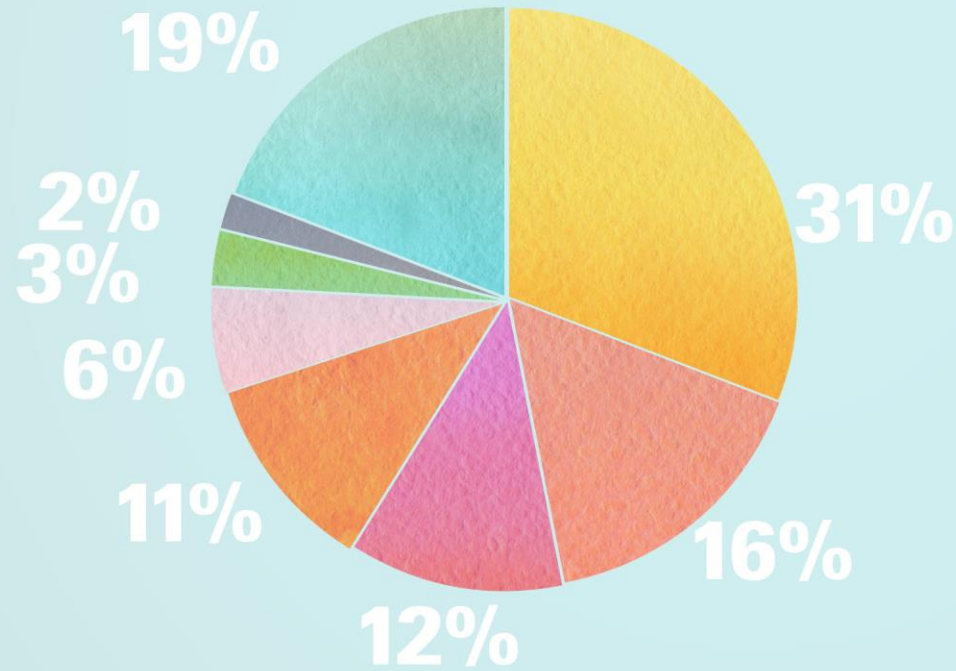
10% SERVICES

6% INDUSTRY

6% CRAFTS

24% OTHER

CREATIVELAND 2025: AREA OF RESPONSIBILITY OF THE TRADE VISITORS

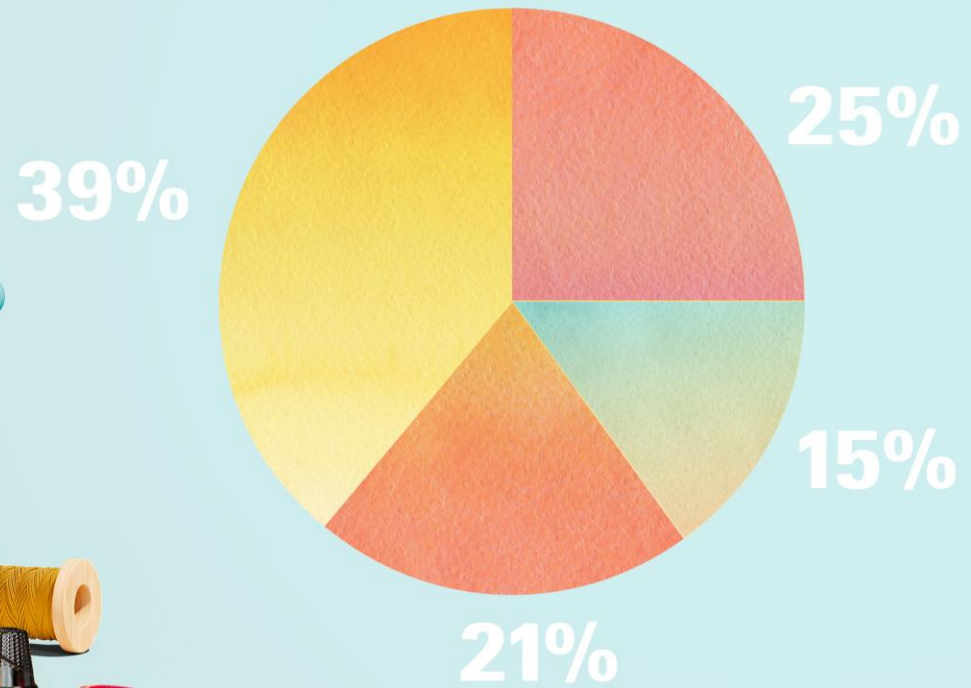


31% GENERAL MANAGEMENT
16% CREATION, DESIGN
12% SALES, DISTRIBUTION
11% PURCHASING, PROCUREMENT
6% MARKETING, ADVERTISING
3% MANUFACTURE, PRODUCTION
2% RESEARCH AND DEVELOPMENT
19% OTHER

PROFESSIONAL POSITION OF TRADE VISITORS



INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS



39% DECISIVE

21% CO-DECISION

15% ADVISORY

25% NOT INVOLVED

CREATIVORLD 2025: VISITORS' INTEREST

53 %

GRAPHIC & ARTISTS' SUPPLIES

52 %

HOBBY & HANDICRAFTS

36 %

HANDIWORK & TEXTILE DESIGN

17 %

GRAFFITI & STREET ART



CREATIVORLD 2025: TRADE VISITORS' OBJECTIVES IN VISITING THE TRADE FAIR



FIND NEW SUPPLIERS/COOPERATION PARTNERS

VIEW, GET TO KNOW INNOVATIONS

OBTAIN INFORMATION ABOUT TRENDS

CULTIVATE EXISTING BUSINESS RELATIONS

VIEW, GET TO KNOW PRODUCT VARIANTS

ACHIEVE AN OVERALL IMPRESSION OF THE MARKET

EXPAND SPECIALIST KNOWLEDGE

COMPARE COMPETITORS

NETWORKING/EXCHANGE EXPERIENCE

ORDER GOODS AT THE FAIR

PREPARE PURCHASING DECISIONS

PROMOTE OWN PRODUCTS/SERVICES

PROFESSIONAL REORIENTATION/JOB SEARCH

