

heimtextil

Confidence driving the textile industry: Heimtextil 2026 sharpened its global market relevance by attracting more top-level decision-makers

Frankfurt am Main, 16 January 2026. With 148 participating nations, rising global relevance and a marked increase in visitor quality, Heimtextil 2026 stood for stability and reliability in a volatile market environment. Once again, 3,000 exhibitors from across the globe placed their trust in the industry's central platform in Frankfurt, presenting current collections, materials and textile solutions for holistic interior design to approximately 47,000 buyers. Under the motto "Lead the Change", Heimtextil brought evolving market dynamics, Artificial Intelligence (AI) and new business opportunities to life. The focus was on progressive design approaches, visionary talents, functional textiles and new hospitality concepts shaping the future of interior design. A tangible sense of confidence and a clear commitment to Heimtextil as a strong industry partner resonated throughout the exhibition halls.

Heimtextil 2026 concluded with 148 participating nations, stable exhibitor and visitor numbers at a consistently high year-on-year level, and a growing share of top-level decision-makers. As the world's leading trade fair for home and contract textiles and textile design, Heimtextil once again proved to be a reliable partner for the industry – at a time when the market environment is shaped by geopolitical tensions, recalibrated trade flows and changing consumer sentiment. "Volatile tariff policies and geopolitical uncertainties are reshaping global sourcing and trade structures. At the same time, markets in ASEAN and Europe are gaining in importance. The need for orientation, market transparency, reliable partners and new business opportunities is increasing. Especially in the current climate, a dependable platform such as Heimtextil is indispensable as a central meeting point for the global industry," said Detlef Braun, Member of the Executive Board of Messe Frankfurt.

Strong industry confidence: global relevance and high decision-making quality

Heimtextil 2026 brought supply and demand together with even greater precision, highlighting global trends, relevant market segments and alternative business models. With an international share of 96 per cent on the exhibitor side, Heimtextil united key production and sales markets along the entire textile value chain. The top ten exhibitor countries included China, India, Pakistan, Türkiye, Germany, Italy, Spain, Portugal, the United Kingdom and the Netherlands. The visitor profile reached an internationality rate of 86 per cent, recording growth among others from the United States, Switzerland, Denmark, Finland and Peru. The share of top-level decision-makers rose significantly to 78 per cent, underlining Heimtextil's relevance for strategic sourcing decisions, market exploration and networking. The strong presence of senior executives from international corporations such as Harrods, IKEA, Marriott Hotels, Sainsbury's and XXXLutz further reflected the high quality of visitors. With repeat visitors increasing to 68 per cent and consistently high satisfaction levels among both exhibitors and visitors, Heimtextil

positioned itself as a proven and stable platform for long-term business relationships in a challenging market environment.

Shaping the future of textiles: interior design and hospitality as growth drivers

As a global hotspot for textile and non-textile interior design, Heimtextil offered the retail, industry and contract sectors curated solutions for holistic interior concepts. Under the theme “Craft is a verb”, the Heimtextil Trends 26/27 connected AI technologies with traditional craftsmanship, providing strong impulses for design, product development and range planning. Designer and architect Patricia Urquiola made the future of interior design tangible. Her installation “among-all” combined AI, material innovation and sustainability. Within an interactive space, she demonstrated how transformative textiles respond to individual human needs and open up new concepts for design, retail and hospitality. Heimtextil once again strengthened its role as an international creative hub, showcasing both established studios and emerging talents with sustainable, experimental and market-ready textile designs.

Against the backdrop of changing consumer and customer requirements and growing demand for functional contract textiles, Heimtextil placed a strong focus on project-based interior solutions. The Interior.Architecture.Hospitality programme connected industry, design, planning and project development, demonstrating how functional textiles create differentiation and unlock business potential across hospitality, contract business, office and healthcare sectors. From 2027 onwards, a new cooperation with Hospitality Interiors Europe (HINT) will further expand Heimtextil’s offering for holistic interior design. The parallel format is specifically aimed at decision-makers responsible for high-end contract design and strengthens Frankfurt’s position as a central platform for the global hospitality sector.

Lead the Change: AI as a business enabler for the global textile industry

From market shifts and new consumption patterns to concrete design and application contexts, Heimtextil 2026 translated key industry developments into new business opportunities. Through innovative exhibitor presentations, curated special showcases and an even more targeted content programme, the leading trade fair addressed the industry’s growing need for exchange, orientation and strategic insight. As a further market driver, Heimtextil consistently embedded AI into the trade fair experience, demonstrating under the umbrella “Texpertise Focus AI” how AI strengthens competitiveness in practical terms. “Artificial intelligence is already part of economic reality – as a creative partner for design concepts and material visualisations, and as an efficient tool for data migration, day-to-day workflows and personalised customer engagement. Our aim is to make these concrete applications tangible and actionable for the industry,” said Olaf Schmidt, Vice President Textiles & Textile Technologies. In doing so, Heimtextil 2026 acted as a strong strategic partner for the industry, opening up new business perspectives and encouraging the global textile sector to jointly advance key future topics.



Heimtextil 2026 provided exchange, inspiration and orientation in a changing market. Photo: Messe Frankfurt / Pietro Sutera

Heimtextil 2027 will take place from 12 to 15 January 2027.

Press information & images:

<https://heimtextil.messefrankfurt.com/frankfurt/en/press.html>

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