

heimtextil

Strategic partner in volatile times: Heimtextil 2026 strengthens the global home textile industry with trends, designs and AI technologies

Frankfurt am Main, October 2025. With an optimised hall layout, progressive design collaborations, inspiring trends and AI-driven innovations, Heimtextil 2026 reacts to the current market situation – and offers the industry a reliable constant in challenging times. Under the motto ‘Lead the Change’, the leading trade fair for home and contract textiles and textile design shows how challenges can be turned into opportunities. From 13 to 16 January, more than 3,100 exhibitors from 65 countries will provide a comprehensive market overview with new collections and textile solutions. As a knowledge hub, Heimtextil delivers new strategies and concrete solutions for future business success.

Global challenges, economic uncertainty and a strained consumer climate challenge the textile industry. At the same time, digital technologies such as AI rapidly change markets and business models. Heimtextil reflects these transformations and provides inspiration and guidance in a complex market environment. In 2026, the world's leading trade fair will launch a new hall concept that optimally combines product groups and covers the entire spectrum of textile and non-textile interior design. "In challenging times, Heimtextil offers the industry a stability. Heimtextil translates social movements into tangible business opportunities. Together with the industry, it continuously evolves in line with market needs – in terms of content, strategy and structure. With the new hall layout, we create a business tool that increases visibility, strengthens synergies, brings supply and demand together in a targeted manner and opens up new markets. This enables strong leads, new business potential and industry exchange," says Olaf Schmidt, Vice President Textiles and Textile Technology. The hands-on content program on the **Textpertise Stage** in Hall 6.0 also provides clear answers and practical tools for future business success – featuring expert insights ranging from customer engagement and differentiation to AI-driven design.

Between tradition and AI: Heimtextil Trends 26/27

They are the heart and the key source of inspiration: Heimtextil Trends 26/27 reveal where the industry is heading. In 2026, the curated Trend Arena will find a new home in Hall 6.1 – surrounded by the segments Bed, Bath & Living and Textile Design. Together with the design platform **Alcova Milano**, a visionary hotspot emerges that showcases progressive megatrends for retail, industry and contract business. Under the motto ‘Craft is a verb’, Heimtextil Trends 26/27 connect traditional craftsmanship with AI-driven technologies. The interplay of high-tech and handcraft gives rise to new impulses – from natural influences and handmade materials to AI-generated colours.

Textile interior design of the future: ‘among-all’ by Patricia Urquiola

World-renowned architect and designer Patricia Urquiola sets new standards in textile interior design: with her immersive installation ‘among-all’ in Hall 3.0, she creates a textile

experience for all the senses, combining aesthetics, comfort, functionality and sustainability. The installation demonstrates how AI-driven design addresses individual human needs and enables innovative spatial concepts for design, retail and hospitality. 'among-all' highlights the emotional and visual power of textiles and invites visitors to be inspired, pause and connect.

Hotspot for holistic interior design

In Hall 3.0, Heimtextil brings together essential interior design product segments – from wallpaper and carpets to curtains, privacy screens and sun protection. The area **Interior Design Concepts: Windows, Wall & Floor** opens up textile and non-textile solutions for future-oriented interior design to interior designers, architects, decorators, and planners. Key players such as Forest Group, Höpke, Linder, Marburger Tapetenfabrik, Paulig, Sarlas, Tanriverdi, The Wallfashion House and York Wallcoverings will present their latest collections here. The **DecoTeam** and its members will once again create a creative joint presentation, complemented by the Design Lounge powered by DecoTeam. Participating brands include A.S. Création Tapeten, Brink & Campman, Haro, Kadeco, and Kobe.

Sleep & Meet: New brand area for specialist bed and mattress retailers

Together with the German Mattress Industry Association (Fachverband Matratzen-Industrie e.V.), Heimtextil strengthens the Smart Bedding segment with the new **Sleep & Meet** area in Hall 4.0. Here, leading brands from the mattress sector will showcase their portfolios together – including Auping Germany, Bettwaren Stendebach, Dormiente, Ergomed, EuroComfort Group with Badenia, Brinkhaus and Lück, Femira, Frankenstolz, Hüsler Nest, Rummel Matratzen and Schwarzwald Schlafsysteme. Sleep & Meet connects bedding retailers, hospitality and volume buyers with relevant companies and business contacts in an exclusive setting – supporting new product range strategies and consumer developments.



Heimtextil 2026 provides the global industry new strategies and concrete solutions for future business success.
Photo: Messe Frankfurt / Thomas Fedra.

Strong offering for the international contract business

With Interior.Architecture.Hospitality, Heimtextil 2026 presents an extensive programme for architecture, interior design, hospitality and the healthcare sector. The **Interior.Architecture.Hospitality LIBRARY** in Hall 3.1 showcases a curated selection of functional textiles – complemented by a talk spot for professional exchange, exclusive formats and product innovations. Heimtextil brings together manufacturers, planners and

decision-makers and demonstrates how textiles can open up differentiation and business potential in hospitality, healthcare, office and retail design.

Rising demand: expanded range for the carpet and flooring industry

The **Carpets & Rugs** segment continues to grow and will extend across four hall levels (11.0, 11.1, 12.0 and 3.0). It will be complemented by the new product group **Flooring & Equipment**, featuring non-textile floor coverings. Together, the two segments form the central hub for the global carpet and flooring industry on the exhibition grounds – accompanied by a tailored content programme. Buyers benefit from greater variety, new synergies and relevant business contacts.

From fibre to end product: the widest variety of decorative and upholstery fabrics

In Halls 3.1 and 4.1, Heimtextil 2026 showcases the world's largest range of upholstery and decorative fabrics as well as European weaving mills – from high-quality decorative fabrics, upholstery and contract fabrics to genuine and imitation leather. International manufacturers such as Dickson Constant Sunbrella (France), Edmund Bell (Great Britain), Manuel Revert (Spain), Vanelli Tekstil (Turkey) and Vescom Velvets (Netherlands) will be there. The preliminary stage offer **Fibres & Yarns** creates additional synergies for manufacturers, weaving mills and design. Industry leaders such as Angles Textil (Spain), Indorama Ventures Fibers (Germany) and Korteks Mensucat (Turkey) round off the range along the textile value chain.

Quality meets volume: Europe's largest stage for home textiles in every dimension

Heimtextil combines exclusive quality products with high-volume private label solutions, covering order quantities of every scale. In 2026, the **Global Home** (Halls 8.0, 9.1, 10.1, 10.3) and **Global Home Excellence** (Halls 9.0, 10.2) sections will be optimally positioned. International producers and country pavilions, including those from China, India, Pakistan, Taiwan and Vietnam, will present solutions for global demand and benefit from high visibility and short distances. International manufacturers also bring a strong private label offering in the mattress segment to Frankfurt – underlining Heimtextil's relevance as a global sourcing platform. Through its strategic connection to Carpets & Rugs, Heimtextil connects complementary product ranges and unlocks new business opportunities for retailers, manufacturers and volume suppliers.

Heimtextil will take place from 13 to 16 January 2026.

Press information & images:

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

Online:

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