



heimtextil

12. – 15. 1. 2027  
FRANKFURT / MAIN

**An exhibitor  
is a star  
is inspiration  
is business.**

**Portuguese Home Fashion  
@Heimtextil 2027**

part of  
**TEXPERTISE**



...We'd love to welcome **Portuguese Home Fashion**

... and **YOU** at Heimtextil 2027

# More visitors is more interest are more business contacts.

## Top 10

visitor countries:

1. Germany
2. China
3. Pakistan
4. USA
5. Italy
6. Turkey
7. India
8. Great Britain
9. The Netherlands
10. France

**529**

journalists  
from 37 countries

**48,000**

visitors  
from 133 countries

**126,000+**

followers on social media

**78 %**

of visitors are  
relevant decision-makers  
(5 % more than in 2025)

**39**

countries in which  
we had marketing  
campaigns running

**31**



# Visitors by economic sector

## 30 % retail

Furniture and furnishing stores, retail chains, department stores, online and mail order businesses, DIY and home improvement centres, small and medium-sized specialist outlets

## 16 % wholesale and foreign trade

Includes trades brokerage, purchasing co-operations

## 6 % skilled trades

Interior designers, floor layers, carpenters

## 19 % services

Designers, decorators, hotels, restaurants, interior and architectural office, other services

## 16 % industry

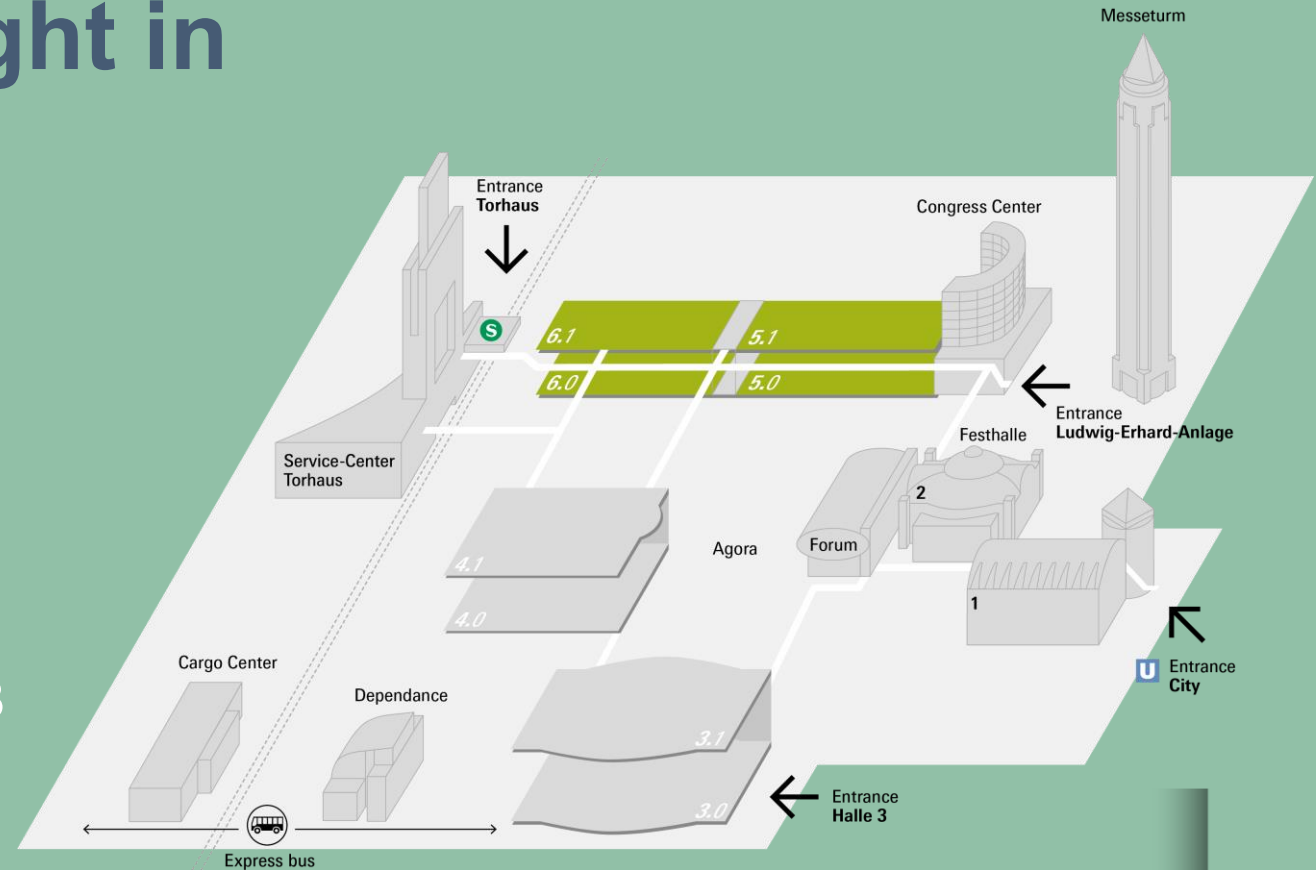
Textiles and clothing, manufacture of bedding, mattresses, upholstered furniture, carpets, rugs and floor coverings

## 13 % other

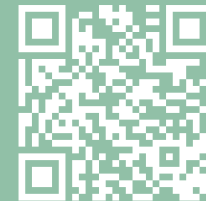
School and college students, not in employment

# Bed, Bath & Living: right in the heart of Heimtextil

- The product segment Bed, Bath & Living is located in Halls 5 and 6, easy reachable from the main visitor entrances
- Directly capturing the interest of visitor flows drawn by the Heimtextil Trends 27/28 (Hall 6.1, just opposite to Hall 5.1)
- Here you can meet global buyers, bedding specialists, and decision-makers from the hospitality industry, contract business, online commerce and specialised retail



To the  
ground plan



# Your trade fair is your setting are your advantages.

Target visitor groups:

- Specialist retailers, interior decorators and crafts
- Hotel, hospitality, contract interiors
- Online retail
- Interior design
- Furniture and decoration
- Department and DIY stores, grocery retail
- Wholesale and foreign trade / import and export

Excerpt from the visitor  
list for Heimtextil 2026



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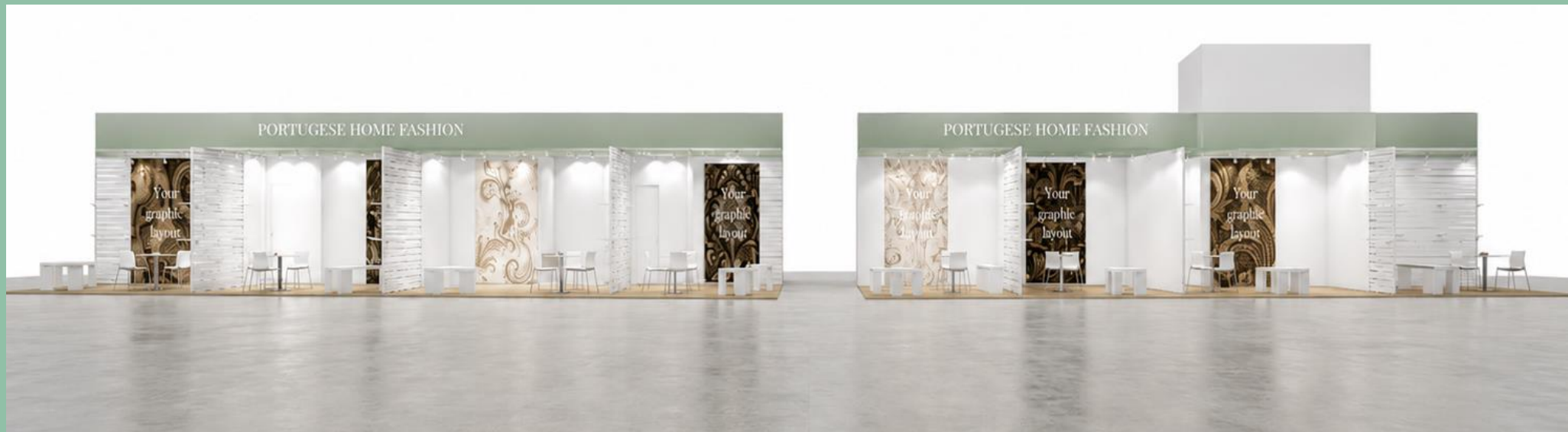


# Your trade fair is your setting are your advantages.

- All-inclusive package – fully equipped and ready to use
- Cost-efficient participation with attractive stand design, ensuring a professional brand presence
- Access to qualified international buyers and decision-makers
- Join us at Heimtextil 2027 and show your company, brand and products exclusively at the **Portuguese Home Fashion** area



# Portuguese Home Fashion: The Concept



# Portuguese Home Fashion: The Offer

## Stand construction / equipment

- Carpet (beige), boards, walls incl. storage space and individual graphics
- Spotlights, table, chairs
- Shelves, hooks and bed to present your products
- Electrical connection, sockets
- Cleaning



Not pictured: one table and two chairs.

# Portuguese Home Fashion: The Offer

## Marketing

- Presence in the printed catalogue, the online exhibitor and product search, the on-site visitor information system, and in the Heimtextil app
- Free promotional materials and admission ticket vouchers for your customers

## Additional promotion (with 8 companies registered)

- Promotion of the area by mentioning of all companies participating on the website and in visitor newsletters
- International PR, social media, and direct marketing campaign for targeted visitor activation with press releases, social media posts, etc. (starting from binding confirmation of stand space proposals)

## All-Inclusive Price

9,700 €\*  
for 18 sqm

12,200 €\*  
for 24 sqm

\* incl. AUMA and environmental fee, media package  
\* plus sales tax (VAT)

# Portuguese Home Fashion: Next Steps

- Secure your stand with your **registration until 5 June 2026**
- Once 8 companies have committed, we will be happy to realise the project



# See you soon in Frankfurt!



## Your contact:

Lisa Latin

Tel. +49 69 75 75-60 31

[lisa.latin@messefrankfurt.com](mailto:lisa.latin@messefrankfurt.com)



Cristina Motta

[cristina.motta@portugal.messefrankfurt.com](mailto:cristina.motta@portugal.messefrankfurt.com)



Claudia Abranches

[claudia.abranches@portugal.messefrankfurt.com](mailto:claudia.abranches@portugal.messefrankfurt.com)

Tel +351 217939140

