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Heimtextil 2027: Expanding range of mattresses and sleep systems

Frankfurt am Main, 12 November 2026. From high-quality mattresses and innovative sleep systems to international sourcing solutions, Heimtextil 2027 brings together the full diversity of the sleep market. Established brands will showcase their products in Hall 4.0. With Sleep & Meet, Heimtextil continues its collaboration with the German Mattress Industry Association (Fachverband Matratzen-Industrie e. V.). The offering is further complemented by international exhibitors in the Global Home segment. Whether for specialist bed retailers, high-volume business or the hospitality sector, buyers will find products and business partners at Heimtextil to meet a wide range of market requirements.

Expectations of a good night's sleep are rising. Consumers are increasingly focusing on comfort, quality, functionality and value for money. For retailers, this means offering product ranges that cater to different needs. At the same time, reliable supply chains and long-term business relationships are becoming increasingly important. Heimtextil 2027 brings together the right suppliers to meet these demands. By connecting specialised brands with international manufacturing expertise, the trade fair opens up new opportunities for sourcing and product range development.

"The sleep market is diverse. Specialist bed retailers are looking for different products and partners than international retail chains or businesses in the hospitality sector. This is precisely what our offering is designed to address. By bringing together strong brands, new international manufacturers and a wide range of sourcing opportunities, we unite the key market segments at Heimtextil," says Margit Herberth, Director Heimtextil.

Smart Bedding: Sleep Expertise in Hall 4.0

Hall 4.0 is the central meeting point for the sleep industry. In the Smart Bedding product area, established brands and specialist manufacturers will showcase their solutions for modern sleep comfort. The number of exhibitors from Germany, Austria and Switzerland has also increased slightly compared to the previous year. The product range extends from mattresses made from natural materials and sustainable concepts to innovative sleep systems, bedding products, duvets and pillows. Machinery, fibres and yarns will also be represented.

Sleep & Meet: Strong Brands, Direct Exchange

Following its successful debut in 2026, the Sleep & Meet area will once again be part of Smart Bedding in Hall 4.0 in 2027. In cooperation with the German Mattress Industry Association (Fachverband Matratzen-Industrie e. V.), Heimtextil will bring together renowned manufacturers and facilitate direct dialogue between industry and retailers.

Participating companies include Auping Germany, Bettwaren Stendebach, Dormiente, Hüsler Nest, Paar Matratzenfabrik and Schwarzwald Schlafsysteme. The EuroComfort Group will also be represented with Badenia, Brinkhaus, Lück and Schlaraffia, alongside f.a.n. frankenstolz with Centa Star and Heinrich Häussling.

Global Home: International Diversity Opens Up New Sourcing Opportunities
Heimtextil 2027 is also expanding its range of mattresses and sleep systems in Hall 8.0. International manufacturers will complement the existing portfolio, opening up new sourcing opportunities for different market segments. Confirmed exhibitors include Fujian Generous Sleeping Technology, JPF Comfort Private Limited, Leagras (Tianjin), Master Textile Mills, Sinomax (Zhejiang) Polyurethane Technology and Tengfei Technology.

Buyers will benefit from the growing selection, with opportunities to discover new suppliers, compare manufacturing capabilities and explore additional sourcing channels. This will enable both specialist retailers and high-volume buyers to find suitable suppliers for their individual requirements.



Photo: Messe Frankfurt/Dita Vollmond

Heimtextil 2027 takes place from 12 to 15 January 2027.

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