

news +++ Nordstil
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nordstil

Nordstil Winter 2026: High Order Volumes Instead of a Weather Low

Frankfurt am Main, 12 January 2026. Ten fully booked halls, consistently strong visitor quality and ordering performance, and a trade fair atmosphere characterised by openness and personal exchange: Nordstil Winter 2026 once again confirmed its role as the central start-of-year event for the retail sector. Even ice and snow in northern Germany failed to deter more than 9,000 retailers¹ from using the fair specifically as a source of assortment inspiration. Feedback was correspondingly positive: 97 percent of visitors reported being satisfied with their visit. At the same time, ordering took place at a high level, in some cases even exceeding that of the previous year.

Anyone who comes to Nordstil arrives with clear expectations – and finds diversity, a welcoming, almost family-like atmosphere, and a steady stream of fresh, creative inspiration. This winter, too, the fair impressed with lively exchange, provided orientation within the market and brought ideas for successful retail concepts to life. Across ten hall levels, more than 800 exhibitors from the five product areas Gifts & Stationery, Home & Garden, Kitchen & Gourmet, Jewellery & Fashion, and Style & Design presented their new products.



Strong visitor turnout at the GenussGipfel, the new feature of Nordstil Winter 2026. Photo: Messe Frankfurt / Rolf Otipka

Many exhibitors spoke of a stable order situation at a reliably high level – supported by a buyer structure that was specifically seeking new products, special items and suitable additions to existing ranges. “Visitors were extremely keen to buy, and the January timing

¹ FKM-certified figures show that 764 exhibitors took part in Nordstil Winter 2025, welcoming a total of 13,704 visitors.

of Nordstil is ideal for assortment adjustments and fresh inspiration. We were able to win many new customers and, particularly on Sunday, even generated more turnover than in the previous year," says Britta Pedersen, Sales Manager at Lene Bjerre Design from the Home & Garden product group.

This willingness to buy was fuelled not least by the diversity of the fair itself: by new ideas and surprising assortments that invited discovery and further thought. "This is precisely where Nordstil's particular strength lies," emphasises Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt. "In many conversations, it became clear how committed and focused retailers were when placing orders – and with a noticeably higher order volume per purchase. Especially at the start of the year, Nordstil offers the ideal framework for translating inspiration into concrete assortment decisions."

This diversity was reflected – alongside the exhibitors and their products and collections – in the accompanying supporting programme. At the Nordstil Forum and on the adjacent trend islands, tangible added value was offered for retailers: practical, specific and directly tailored to the point of sale. The practice-oriented presentations met with great interest and were used intensively by the trade. Additional guidance was provided by the Ethical Style sustainability label.

Atmospheric and Multi-faceted

Further exhibitors also confirmed that quality was at the heart of Nordstil Winter 2026. "In terms of turnover, we are roughly on a par with last year, but we had significantly more time for in-depth advisory discussions – with customers from Germany and abroad. Combined with new impulses such as the sparkling wine bar in Hall A2, this created a very special atmosphere that was extremely well received by everyone. We draw an all-round positive conclusion," says Ayla Tutkunkardes, founder of Parsley & Pepper from the Jewellery & Fashion product group.

Across all product areas, the distinctive atmosphere of Nordstil was highlighted as a key success factor. Open, focused and at the same time personal – this is how exhibitors described the exchange in Hamburg. "We had an all-round very successful Nordstil, with many open-minded and curious visitors who had a real appetite for quality and an eye for something special. The conversations were intensive, the mood very positive – Nordstil is without doubt the right place to present our brand to the retail trade," summarises Sina Röh, owner of Fyksin from the Jewellery & Fashion sector.

The diversity of the assortments on display and the different forms of presentation across the exhibition floor clearly demonstrated how broadly positioned Nordstil has now become. Visitors deliberately used the fair to discover new impulses beyond their established product categories – and were rewarded. In this context, the Toys product area also moved further into focus: it continued to gain visibility and was perceived by retailers as a relevant addition to their assortments. "At Nordstil, we meet customers we simply do not reach at other trade fairs – which is why we were able to establish many new contacts. The audience is very approachable and pleasant; you really feel at home here," says Tim Teckentrup, Sales Account Manager at Asmodee from the Gifts & Stationery product group.

GenussGipfel: A Highly Successful Premiere

Nordstil Winter 2026 set a particular thematic highlight with the GenussGipfel. As a high-quality addition to the existing Kitchen & Gourmet product portfolio, the format proved a resounding success and opened up new contacts – well beyond northern Germany. “Our first appearance at the GenussGipfel as part of Nordstil opened the door to the northern German retail market for us. Demand clearly exceeded our expectations – the fair was, quite simply, sensational for us,” explains Georg Fürmaier, founder of Gewürzwerk.de and first-time exhibitor at the GenussGipfel.

Nordstil Summer will take place from 25 to 27 July 2026.

Information for journalists: Further details and photographic material of Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>.

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