

No. 1 / October 2024, Cologne
#hhcologne #hhcologne2025

Key theme "Local Retail: Creating the Future" is placing the spotlight on the retail trade at h+h cologne 2025

From 07.-09.03.2025 h+h cologne will present innovations from the sections knitting, crocheting, sewing, embroidery and crafting as well as a wide-ranging event programme. The trade fair is focusing on the local retail trade in line with its new key theme "Local Retail: Creating the Future" and is making the right network and the appropriate learning contents available to the retail trade - for the sustainability of the handicraft industry.

h+h cologne 2025 offers retailers an extended event and further education programme comprising of workshops, masterclasses and lectures on best practice. Here, the emphasis lies on the themes Digitalisation and Sustainability - the mega trends of the creative industry. At the trade fair the visitors will learn how they can modernise their businesses and make them competitive using digital tools and sustainable strategies. Whether it is about implementing e-commerce solutions, optimising digital inventory and customer data or sustainable business practices, h+h cologne 2025 offers concrete approaches to get the stationary trade geared up for the future. "After the acclaimed key theme 'Creative Empowerment' last year, we are now extending our focus further with 'Local Retail: Creating the Future' in the strive to further strengthen the local trade in the digital era," stated Katrin Schön, Director of h+h cologne.

The retail trade in a changing world

The growing online competition, increasing operating costs, customer bonding and the necessity to adapt to new technologies demand innovative solutions. This is precisely where h+h cologne 2025 comes into play. Under the new key theme "Local Retail: Creating the Future" the leading international trade fair for creative handicraft & hobby supplies offers the stationary retail trade a platform where it can gear itself up for the future sustainably. In the scope of a diversified event programme, the aim is to address the transition within the trade as well as retain and promote the trade's diversity and uniqueness.

Challenges as an opportunity

Changing market conditions and consumer needs make it necessary for the trade to further develop. Because according to the current consumer survey of GfK, 50 percent of the DIY customers already purchase their handicraft materials such as fabric, wool or accessories on the web (2021: 45 percent). At the same time, the specialised stores are losing in significance, their market share dropped from 34



h+h cologne
07.03. - 09.03.2025
www.hh-cologne.com

Your contact:
Marvin Grollius
Tel.
+49 221 821-2265
e-mail
m.grollius@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

percent in the year 2021 down to 32 percent in the year 2023. "However, these figures show that the stationary trade still plays an important role," explained Hedwig Ehlen, CEO of Initiative Handarbeit e.V. "It is going to be decisive for the future to reposition ourselves as a place of encounter and of haptic experiences." According to the 2023 Retail Report of the future institute, the future of the trade is digital, but also physical. Furthermore, the trade is showing increased presence in both sections and cleverly combines them. Companies that want to be successful need to offer the customers special shopping experiences - coupled with service and sustainability. Being open to technology, courage and innovation are the decisive steps on the way to the future.

Shaping the future together

2025 is characterised by growth: h+h cologne is inviting visitors to dive into a world full of insights, inspiration and innovations. It considers itself to be the meeting point of a strong industry community that enjoys a creative exchange and learning together - for the sustainability of the handicraft industry. Further information on h+h cologne 2025 can be found at [hh-cologne.com](https://www.hh-cologne.com).

Next events:

h+h cologne - March 7 - 9, 2025 - Cologne, Germany

h+h americas - May 7 - 9, 2025 - Chicago, USA

Note for editorial offices:

h+h cologne photos are available in our image database on the Internet at www.hh-cologne.com/imagetdatabase in the "News" section.

Press information is available at: www.hh-cologne.com/Pressinformation

If you reprint this document, please send us a sample copy.

h+h cologne on Facebook:

<https://www.facebook.com/hhcologne>

h+h cologne on Instagram:

<https://www.instagram.com/hhcologne/>

Your contact:

Marvin Grollius

Public & Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-2265

m.grollius@koelnmesse.de

www.koelnmesse.com