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#hhcologne #hhcologne25

11.500 trade visitors: h+h cologne 2025 boosts the retail trade and demonstrates its innovative power

Around 300 exhibitors from 39 countries +++ Trade visitors from 79 countries +++ Top theme "Local Retail: Creating the Future" shows how the local retail trade can remain fit for the future

h+h cologne 2025 proved once again from 7 to 9 March why it is the central trade fair highlight of the textile handicraft industry. After three successful trade fair days around 300 exhibitors from 39 countries are looking back on an impressive event full of innovations, exchange and inspiration, but also successful business deals. Sustainability was a central theme this year: Fabrics made from algae or mushrooms and modern production techniques that were exhibited in the Green Zone underlined the industry's creative power. The extensive event and workshop programme with the main topics "Trends & Innovation", "Marketing & Technology" and "Business Development & Sustainability", was greeted with enthusiasm by the participants. Under the top theme "Local Retail: Creating the Future", the trade fair was devoted to the future of the local retail trade. It offered the trade visitors valuable ideas and strategies for the sustainable reinforcement of their businesses, because they are battling with a difficult market environment. The exhibitors look back on the event very positively in spite of the hurdles the retail trade is faced with and described it as a pioneering prelude to the industry upturn.

"With its focus on the local retail trade, h+h cologne is sending out a clear signal regarding how the industry has to actively and sustainably position itself in order to remain future-proof. It demonstrated once again in 2025 that it is not only a place for market innovations, but also an established knowledge, networking and business platform for the entire textile handicraft industry," commented Oliver Frese, Chief Operating Officer, Koelnmesse.

"Even if handicrafts have established themselves as a fixed hobby, especially among young people, local retailers in particular are facing macroeconomic challenges such as consumer restraint, as evidenced by our recently published market figures. The very good result of 11.500 trade visitors this year underlines all the more how important it is that this year's h+h cologne has set impulses for the long-term success of the industry," stated Hedi Ehlen, CEO of Initiative Handarbeit.

h+h cologne 2025 at a glance:

- 11.500 trade visitors from 79 countries with a foreign share of 41%
- Biggest growth from the USA and Poland
- The biggest international groups of visitors came from the Netherlands, Switzerland and Belgium.
- Around 300 exhibitors from 39 countries with a foreign share of 78%



h+h cologne
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District Court Cologne, HRB 952

- 2 new zones focusing on sustainable concepts & innovations

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The Initiative Handarbeit has published the current market figures of the handicraft industry on its website: [Market figures 2024](#)

Koelnmesse - trade fairs for the handicraft industry

As an organiser of innovative and important trade fairs worldwide Koelnmesse is the global market leader in the handicraft & hobby sector. h+h cologne is the leading trade fair for textile handicrafts and the industry's largest international inspiration and order platform. Koelnmesse also supports companies in reaching international markets, which is why it has expanded its fibre arts portfolio in the USA: h+h americas, a platform for the North American knitting, sewing, textile and craft industries, uses pioneering formats and online solutions to put the industry's products and services centre stage. The hybrid trade show in Rosemont, Illinois, offers both digital and on-site experiences to maximise reach and impact. The Fiber+Fabric Craft Festival in Rosemont, Illinois, is a new consumer trade show that brings together crafters, creatives, and innovators for education and to showcase the latest trends, products, and techniques in knitting, crochet, needlepoint, cross stitch, felting, sewing, quilting, and cosplay.

Next events:

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

h+h cologne - March 20 - 22, 2026 - Cologne, Germany

Fiber+Fabric Craft Festival - May 1 - 3, 2026 - Chicago, USA

Note for editorial offices:

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

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

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