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New consumer goods fair in Brazil: Messe Frankfurt launches Interior Lifestyle South America

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Messe Frankfurt is expanding its consumer goods portfolio by awarding its partner Grupo Eletrolar the licence for Interior Lifestyle South America in Brazil. The premiere event will be presenting the very latest products from the home and living sector in São Paulo from 23 to 26 June 2025.

“We are delighted to be expanding our activities in the South American market with Interior Lifestyle South America licensed to Grupo Eletrolar. This underscores our leadership in the consumer goods industry. The region has tremendous potential for the industry and retail sectors and offers excellent growth prospects for the new event. Brazil is one of the world’s top economies. It is the biggest economy in Latin America and the Caribbean and was the ninth-largest economy in the world in 2023,” said Detlef Braun, Member of the Executive Board of Messe Frankfurt, when announcing the new trade fair. “This creates the ideal framework for boosting the South American consumer goods industry and its retailers with the new licensed event.” Messe Frankfurt has chosen a local organiser with a great deal of experience. Grupo Eletrolar has been active in the Brazilian market for over 25 years. The new strategic collaboration enjoys the support of Messe Frankfurt Argentina and Messe Frankfurt’s powerful international network.

Interior Lifestyle South America to be held alongside the established Eletrolar Show

Interior Lifestyle South America is being held in São Paulo’s revitalised Anhembi district, where it will take place alongside the Eletrolar Show. This successful trade fair was launched 17 years ago. The Eletrolar Show, which is the largest B2B event in Latin America, focuses on household appliances, electronics, mobile telephony and consumer goods. In future, some 67,000 square metres will be devoted to the presentation of the latest trends and product innovations. Interior Lifestyle South America features a wide range of products in six different categories: “Table”, “Cook & Cut”, “Modern Kitchen & Baking”, “Clean Home & Storage Solutions”, “Interiors & Decoration” and “Urban Gifts, Stationery & School”.

For the debut of Interior Lifestyle South America taking place alongside the Eletrolar Show from 23 to 26 June 2025, Messe Frankfurt and Grupo Eletrolar are expecting some 1,500 exhibiting companies from Latin America, Europe and Asia and over 40,000 visitors (for both trade fairs together). These will include representatives of the wholesale, retail, import, export and e-commerce sectors.

Conzoom Circle: Consumer goods fair expertise at Messe Frankfurt

Every year, Messe Frankfurt organises some 30 industry events in the consumer goods sector. These include not only leading international trade fairs, but also important regional events. The Conzoom Circle network connects all of these consumer goods fairs and formats, offering orientation and powerful synergies for everyone involved in the global consumer goods market in the areas of interiors, table & kitchen, seasonal decoration, gifts, beauty, office, stationery & hobbies, children, and pet supplies.

More information on Conzoom Circle:

www.conzoom-circle.messefrankfurt.com

Press information and photographic material:

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Your contact:

Markus Quint

Phone: +49 69 75 75-5905

markus.quint@messefrankfurt.com

Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany

www.messefrankfurt.com

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