

Munich, February 20, 2026

PRESS RELEASE

Strong Figures, Global Relevance: INHORGENTA 2026 Strengthens Its International Leading Position

- **55% international exhibitors: INHORGENTA is the gateway to the European market**
- **2.1% revenue growth: Jewellers defy challenging market conditions**
- **Craftsmanship in focus: INHORGENTA 2026 brings artisanal excellence to life**
- **A stage for brands, a meeting point for decision-makers**

INHORGENTA 2026 has officially opened with a celebratory kick-off. From February 20 to 23, the Munich exhibition grounds once again become the international meeting point for the jewellery, watch and gemstone industry. Across six halls, exhibitors from around the world present new products, artisanal excellence and technological innovations along the entire value chain.

With the press conference taking place for the first time at the heart of the fair, INHORGENTA sends a clear message: it has long evolved beyond a traditional trade fair. It is a stage, a space for encounters and momentum. A place that connects commerce, culture and community—visible, tangible and experienceable.

“INHORGENTA has gained significant importance in recent years,” says Stefan Rummel, CEO of Messe München. “Our ambition is to continuously develop the fair as a curated platform—offering content that provides orientation, bundles expertise and delivers real business value for buyers and exhibitors alike.”

Craft Meets Innovation: Craftsmanship in the Spotlight

Under the guiding theme “Craftsmanship,” INHORGENTA 2026 places artisanal skill at the centre of the entire fair for the first time. More than 30 live demonstrations directly at exhibitor stands as well as on curated special areas transform the fair into a vibrant workshop. Watchmakers, goldsmiths, engravers, gemstone setters and other specialists showcase their expertise in direct exchange with a professional audience.

Special areas such as MasterCraft Live and the Craftsmanship Area illustrate the depth of expertise, time and precision invested in every single piece. A cultural heritage becomes tangible and is carried into the future. Increasingly, questions of origin, production methods and the people behind each product are moving into focus.

“The German manufacturing landscape is a precious asset—every design reflects genuine craftsmanship and the promise of ‘Made in Germany’ quality,” says Nina Friesleben, Head Designer at Niessing.

“Technologies such as 3D design, laser technology and CNC milling are now an integral part—even for smaller ateliers. They enable more precise and sustainable production and raise quality to a new level. At the same time, traditional techniques such as lapidary work or engine-turning are experiencing a comeback. Technology does not replace craftsmanship—it enhances and refines it,” adds Stefanie Mändlein, Exhibition Director of INHORGENTA.

Strong Figures, Global Relevance

With around 900 exhibitors, 1,200 brands from 35 countries and 65,000 square metres of exhibition space across six halls, INHORGENTA underscores its solid position in the global market environment. Over the past three years, the fair has recorded cumulative exhibitor growth of 12 percent. International exhibitors account for 55 percent—clear evidence of its worldwide relevance.

Partner initiatives from Italy, Switzerland, France, India and other markets further strengthen international networking. INHORGENTA thus serves as the strategic gateway to the European market with its considerable purchasing power.

There is strong momentum from renowned returning exhibitors: in the watch segment, Maurice Lacroix, MeisterSinger and Wolf; in jewellery, Henrich & Denzel, Pesavento and Tirisi return to Munich. Fresh impulses come from new international exhibitors such as the French haute joaillerie house Akillis; Italian manufacturers Govoni Gioielli, Busatti Milano and Grimaldo; Spanish brand Takto; British trend brand Ania Haie; Edblad from Sweden; Rosefield from the Netherlands; and Kinraden from Denmark. In the FHH Cultural Space, partner brands Piaget and Oris are represented.

Strong Sales Despite Challenging Conditions: Industry Demonstrates Resilience

Despite geopolitical uncertainties and volatile markets, the industry continues to demonstrate resilience. Dr Guido Grohmann, Managing Director of the German Association of the Jewellery and Watches Industry, speaks of “strong figures in a demanding operational environment.” Watch exports increased by 5.9 percent and jewellery exports by 13.3 percent. Watch imports rose by 0.8 percent, jewellery imports by 10.9 percent. A significant share of value growth is price-driven—particularly due to sharply rising precious metal prices.

“Customers are making more conscious purchasing decisions. They scrutinise origin, value and pricing logic more closely. The guiding theme of Craftsmanship helps create transparency and understanding,” says Grohmann.

Stephan Lindner, President of the German Association of Jewellers, also confirms stable development: “In 2025, both product segments recorded growth of 2.1 percent. The buyers’ motto is: ‘If so, then properly.’ Gold jewellery, bespoke creations and strong premium brands are performing particularly well.”

Notably, specialist brick-and-mortar retail continues to dominate: in the jewellery segment, its market share stands at 73 percent—higher than in any other sector. “We sell emotions. That works better in personal interaction than on a screen,” emphasises Lindner. Trust, expert advice and craftsmanship remain key success factors.

FHH Cultural Space: Culture, Knowledge, Experience

A particular highlight is the renewed collaboration and official partnership with the Fondation Haute Horlogerie. The FHH Cultural Space in Hall A1 combines a curated exhibition on the history and future of haute horlogerie with interactive workshops and presentations by leading partner brands such as Oris and Piaget.

The value of a watch is often reduced to price, image or investment. Yet, as Pascal Ravessoud, Vice President of the Fondation Haute Horlogerie, emphasises: “Watchmaking is far more than a product. It represents culture, craftsmanship and responsibility towards future generations.”

Premium, Performance, Perspectives: A Place for Genuine Encounters

INHORGENTA brings brilliance to the Munich exhibition grounds in Riem: design, atmosphere and luxury. Yet the most valuable element remains direct, personal interaction—both in specialist retail and here at the fair.

Luxury, aesthetics and hospitality are no longer optional extras but expectations. Social media has raised standards: jewellery and watches require staging, tactility and storytelling. In times of uncertainty, the desire for authenticity is growing.

“In an uncertain world, people no longer seek perfection, but truth. Truth builds trust—and trust gives people hope,” says Pablo Cimadevila, Paralympic gold medallist in 2000 and internationally renowned goldsmith with millions of followers on social media. He demonstrates how storytelling reshapes the perception of jewellery: “Jewellery is about people. And about emotions.”

A Stage for Excellence – Supporting Program and Award

With three stages, five exhibitions and more than 25 event areas, INHORGENTA offers a comprehensive supporting programme: WATCH TALKS, TRENDFACTORY, Guided Tours, Trend showcases, THE ATELIER, Silbertriennale International and the new Precious Metals Forum. Over 100 international speakers discuss key future topics—from design and brand management to innovation in materials and technology.

Another highlight is the INHORGENTA AWARD, presented on February 21, 2026, at the Bavaria Filmstudios. Nazan Eckes hosts the glamorous gala, accompanied by musical performances from singer LOI. With 148 submissions, the award sets a new record, underlining its growing international significance. Outstanding creations are honoured in ten categories. New additions include “Goldsmith of the Year,” “Jeweller of the Year,” and the Public Choice award “Luxury Watch of the Year.”

Februar 20 - 23, 2026

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Further information, press releases and images on INHORGENTA can be found [HERE](#).

The economic report by the German Association of the Jewellery and Watches Industry and the latest retail market update from the German Association of Jewellers are available [HERE](#).

For enquiries or interview requests, please contact: inhorgenta.press@messe-muenchen.de

About INHORGENTA

INHORGENTA is Europe's leading platform for jewelry, watches and gemstones—a key meeting point for the industry and a reflection of the market in all its diversity. Across six halls at Messe München, exhibitors from around the world present their latest creations. With a comprehensive supporting program and special events such as the INHORGENTA AWARD and TRENDFACTORY, the trade fair offers deep insight into global trends and developments. In 2025, the fair welcomed 1,334 brands from 38 countries and attracted around 25,300 trade visitors from 97 nations. Based on this success, the next INHORGENTA will be held from 20 to 23 February 2026 in Munich.

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. Its portfolio includes trade fairs for capital and consumer goods as well as for new technologies. Among them are 14 world-leading trade fairs such as bauma, BAU, IFAT and electronica, cooperative events such as IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München operates worldwide. Together with its approximately 1,200 employees across the Group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA and Saudi Arabia.

Around 150 events each year attract more than 50,000 exhibitors and approximately three million visitors in Germany and abroad. Messe München is therefore a key economic driver, generating purchasing power effects amounting to billions of euros.