

CCF 上海日用百货展
CHINA CONSUMER
GOODS FAIR

IM PERSONAL CARE
DAILY CHEMICAL
个护 | 日化

2025 3.07-09

上海新国际博览中心

开 年首展
抢先机

上海国际日用百货（春季）博览会

Shanghai International Consumer Goods Fair & Modern Lifestyle Expo (Spring)

上海国际家居生活用品展览会

上海国际个护及日化美妆展览会

邀请函

Invitation



CCF SHANGHAI 2025

聚焦品牌 引领创新

FOCUSING ON BRANDS DRIVING INNOVATION



1200+

参展企业
Exhibitors



5000+

参展品牌
Brands



10万M²

展出规模
Exhibiting Scale



8万

专业观众
Visitors

紧握春潮涌动的开年先机，开春首场家居百货行业盛会——CCF 2025上海国际日用百货（春季）博览会将于3月7-9日在上海新国际博览中心举办。

作为家居百货行业春季第一展，也是行业大型商贸展会之一，CCF将集中展示时尚厨房用品、时尚餐厅用品、时尚家居用品、个护及日化美妆，搭建全品类、一站式采购平台，开春找新品/爆品，满足百货人全年采购需求。

展会同期还将举办年会、私董会、主题论坛等10余场活动，大咖齐聚，探索行业先锋趋势话题，多元融合，精彩纷呈。开年首展，抢先机，明春3月相约上海不见不散！

Seizing the business tide at the debut of the year's spring, CCF SHANGHAI 2025 will be held from March 7th to 9th at the Shanghai New International Expo Center.

As the first exhibition in the spring season and one of the large-scale trade shows in the industry, CCF focus on showcasing stylish kitchenware, dinning supplies, home goods, personal care and cosmetics, providing a comprehensive, one-stop purchasing platform for new and popular products in the spring to meet the annual procurement needs of daily consumer goods professionals.

During the exhibition, more than 10 events such as annual meetings, private board meetings, and themed forums will be held. Industry elites will gather to explore up-to-date trends, sharing market insight and industry knowledge. Don't miss the opportunity at the first exhibition of the year! Looking forward to seeing you in Shanghai in next March spring!

CCF无可比拟的优势

WHY CCF SHANGHAI?

开年首展 抢占先机

The First Show Of The Year
Debut Seizes The Business
Opportunities First

立足上海 辐射全球商贸

Based in Shanghai
Radiating Global Trade

聚焦品牌 精心规划

Focusing On Brands
Meticulous Planning

重磅活动 大咖云集

Significant Seminar
Gathering Industry
Celebrities and Elits

全力以赴 致力于国际买家邀约

Make every effort to engage
international buyers

坚持长期主义 赋能品牌发展

Adhere to long-termism
and empower brand
development

展品范围 | Exhibit Range

时尚厨房用品

厨具、炊具、锅具、刀具、不锈钢餐具、日用五金工具套装、杯壶水具、厨房小杂件、小家电、菜板系列等

时尚餐厅用品

日用陶瓷制品、紫砂系列、家居玻璃制品、水晶制品、密胺餐具、竹木制品等

时尚家居用品

家居收纳用品、清洁用品、卫浴用品、洗化用品、晾晒用品、一次性用品、美学家居、家用纺织品、夏凉产品、户外家居用品、毛巾、地毯/地垫、家居装饰型产品、雨具系列、劳保用品、塑料家居制品、宠物用品、孕婴童用品等

个护及日化美妆

日化清洁用品、个护健康用品、个护卫生用品、彩妆/香水香氛/美妆工具、母婴护理用品、OEM/ODM个人护理用品、连锁加盟等厂家及其他关联产品等

直播/电商

家居百货/礼品全品类一件代发产品、电商平台/服务商、供应链、社交电商、直播服务商、短视频/直播平台、私域电商、跨境电商、电商产业园、网红直播基地、MCN机构等

Fashionable Kitchenware

Kitchenware/Cooking Utensils/Pots and Pans/Knives/Stainless Steel/Tableware/Daily Hardware Tool Sets/Cups and Water Jugs/Kitchen Gadgets/Small Appliances/Cutting Board Series etc

Stylish Dining Supplies

Daily Ceramic Products/Purple Clay Series/Household Glassware/Crystal Products/Melamine Tableware/Bamboo and Wooden Products etc.

Modern Household

Home Storage Products/Cleaning Supplies/Bathroom Products/Laundry Products/Disposable Items/Aesthetic Home Decor/Household Textiles/Summer Cooling Products/Outdoor Home Products/Towels/Carpets/Rugs/Home Decoration Products/Rain Gear Series/Labor Protection Products/Plastic Household Products/Pet Supplies/Maternity and Baby Products etc

Personal Care and Daily Cosmetics

Daily Cleaning Products/Personal Care and Health Products/Personal Hygiene Products/Makeup/Perfume/Beauty Tools/Mother and Baby Care Products/OEM/ODM/Personal Care Franchise and Other Related Products from Manufacturers

Live Streaming / E-commerce

Dropshipping of Full Categories of Household Products and Gifts/E-commerce Platforms and Service Providers/Supply Chain/Social E-commerce/Live Streaming Service Providers/Short Video and Live Streaming/Platforms/Private Domain E-commerce/Cross-Border E-commerce/E-commerce Industrial Park/Internet Celebrity Live Broadcasting Base/MCN Agency etc



同期活动 | Activities

主题论坛

- > 2025百货渠道创新论坛
- > 2025全国商超百货零售与供应链创新转型峰会
- > 2025长三角商业创新与产业投资高峰论坛
- > 2025百货商品创新设计趋势及IP应用与授权论坛
- > 2025跨境电商春季论坛
- > 全国TOP社区社群团购私域大会
- > 2025全国品牌经销商大会
- > 经销商市场销售突破座谈会
- > 2025电商平台专场招商交流会
- > 品牌新品发布（推介）会

年会

- > 2025浙商总会新零售供应链委员会年会暨商超创新分享会



私董会

- > 第五届中国影响力家居生活馆/集合店战略发展私董会



Thematic Forum

- > 2025 Department Store Channel Innovation Forum
- > 2025 National Retail and Supply Chain Innovation Transformation Summit for Supermarkets and Department Stores
- > 2025 Yangtze River Delta Business Innovation and Industrial Investment Summit
- > 2025 Department Store Product Innovation Design Trends and IP Application and Licensing Forum
- > 2025 Cross-border E-commerce Spring Forum
- > Top National Community Group Buying & Private Domain Traffic Conference
- > 2025 National Brand Distributors Conference
- > Distributor Market Sales Breakthrough Seminar
- > 2025 E-commerce Platform Special Investment and Exchange Conference
- > Brand New Product Launch (Promotion) Event

Annual Conference

2025 New Retail & Supply Chain Committee of The General Association of Zhejiang Entrepreneurs Innovation Summit

Private Board Meeting

The 5th China Influence Home Living Store/ Lifestyle Concept Store Strategic Development Private Board Meeting



观众构成 全面覆盖行业买家

Visitor Composition - a Comprehensive Coverage of the Industry

专业买家

Professional Buyers

代理商/经销商	Agent/Distributor
批发商	Wholesaler
生产商	Manufacturer
进出口商	Importers and Exporters
国际贸易采购商	International Trader
超市/社区店	Supermarket / Community Store
商超百货	Supermarket and Department Store
家居生活馆/集合店	Home Lifestyle/Aggregated Store
电商	E-commerce
跨境电商	Cross-border E-commerce
社区社群直播团购平台	Community Live Group Buying
积分兑付平台	Point Redemption Platform
设计公司/设计师	Design Company/Designer
时尚买手	Fashion Buyer
媒体	Media
加盟投资	Franchise & Investment
其他终端门店	Other Terminal Stores
邮购公司	Mail Order Company
电视购物	TV Shopping
广告公司/4A公司	Advertising Agency / 4A
单位采购	Units Purchase
微商	Wechat Store Business



跨界渠道买家

Cross-boarder Buyers

餐饮连锁品牌	Franchise Restaurant Brands
咖啡饮品/美味小吃投资店主	Cafe and Snack Investors
健身房/健身工作室	Gym Fitness Studio
健身俱乐部	Fitness Club
酒店/度假村	Hotel&Resort
养生馆	Healthe Care Center
投资/融资公司	Investing/Financing Company



强大宣传攻势 精准买家邀请

Powerful Promotion, Precise Buyers Invitation



海内外推广 Worldwide Promotion



产业带交流会 Exchange Meeting Of Industry Belt



双百工程 走访知名品牌及大买家 The "Double Hundred" Project Visiting Well-known Brands And Big Buyers



大咖证言 | Biggie Testimony

我公司是从事32年的专业家居用品采购及家居生活馆连锁经营的企业，CCF上海春季百货展给我们与厂商每年第一次见面的机会，同时感谢CCF大力支持中国家居生活馆私董会发展!让家居人、百货人有更好的学习、互助、提高的机会!CCF上海春季百货展宣传力度大、推广范围广、服务态度高!是国内一流的展会!我们家居生活馆私董会一定会同CCF一起前行!发展!

中国影响力家居生活馆/集合店战略发展私董会执行会长

沈阳金铭家居生活馆董事长 吴文向

JINMING
金铭



我们是一家以家居日用品批发、品牌拓展、商业连锁经营为主，集会员制销售、团购、批发于一体的商贸公司。今年是我公司连续第三次参访CCF上海春季百货展，CCF2024现场品牌汇聚，我们找到了一些新品爆品。此外，通过聆听展会现场论坛活动的专家分享，了解到了最新市场趋势和消费动态，让我对行业市场有了更深入的认识。是一次收获满满的商贸之旅，让我感受到家居日用品行业的活力和创新，期待着明年三月下一届CCF展会和新老朋友再相聚!也非常期待和中国影响力家居生活馆/集合店战略发展私董会的同学们继续相聚魔都!

中国影响力家居生活馆/集合店战略发展私董会执行会长

贵州枫源佰林商业控股集团有限公司董事长 涂应平



CCF春季百货展是新一年百货行业规模性会展的头展，其规模之大，亮点之多，范围之广，可以说是我们百货行业之盛会。我是一名家居生活馆从业者，也是CCF春季百货展开展以来的见证者和参与者，第三届CCF春季百货展的举办让我从中受益匪浅，无论是从品牌的选择与合作还是私董会的交流与探讨，都让我切身感受到本次参展的意义与价值。未来，我们将更加以CCF春季百货展为契机和平台，选品牌，深合作，找亮点，让更多更好的家居百货走进我们的家居生活馆，满足并服务更多的不同需求的消费者。

中国影响力家居生活馆/集合店战略发展私董会执行会长

商丘美嘉美家居生活馆 总经理 王韬



买家之声 | Visitors' Comment

我们是家居日用百货品类电商平台卖家，这次也是连续第三年到场参观CCF上海春季百货展。其实，在非展会期间我们也通过CCF平台匹配多个品牌厂家并达成合作。今年展会现场主要采购了塑料制品、清洁用品、收纳用品、家居日化、家居拖鞋、毛巾、浴巾、母婴用品等品牌厂家。通过CCF展会开发了新的供应链，拓展了新的产品款式，不虚此行，望上海春季百货展来年再上新台阶!

优思居 采购主管 杜琳慧

通过此次CCF2024上海百货展会，现场看到了很多创新产品同时了解到2024年百货商品的走向趋势也找到了各品类很多的源头工厂，结识到好多朋友，希望CCF2025年办的更好!

河北将者商贸有限公司 总经理 刘英杰

参观CCF2024上海春季百货展，我们看到了很多创新性的产品，也了解到今年家居百货类商品的新趋势。开春三月，正值家居百货类商品的换品季节，我司找到了需要采购的新产品，和多个生产厂家及品牌方建立了合作关系。非常感谢CCF主办方提供的这个绝佳的机会和良好的平台，同时祝愿CCF展会蓬勃发展。

重庆先利达家庭用品有限公司 采购部经理 李渝川

在CCF 2024上海春季百货展现场看到很多有实力的生产商及众多有特色的产品，我们通过这次展会也找到了很多优秀供应商，希望展会办的越来越好，给业界提供更多更好的资源!

北京华联地区采购

CCF 上海日用百货展
CHINA CONSUMER
GOODS FAIR

上届回顾 精彩掠影

Highlights of CCF SHANGHAI 2024



展商分析 | Exhibitor Analysis

CCF SHANGHAI 2024汇聚752家国内外参展企业。听取参展商意见，搭建更富成效的商贸平台。组委会于展会现场收取到726份参展商意向征询表，数据统计显示，展商好评如潮，对展会整体效果满意达到82.69%。

CCF SHANGHAI 2024 brought together 752 domestic and foreign exhibiting companies. In response to feedback from exhibitors and to create a more effective trade platform, the organizing committee collected 726 exhibitor feedback forms at the exhibition site. Data analysis shows overwhelmingly positive feedback from exhibitors, with overall satisfaction with the exhibition reaching 82.69%.

现场展商抽查报告 On-site exhibitor inspection report



国际品牌 International Brands

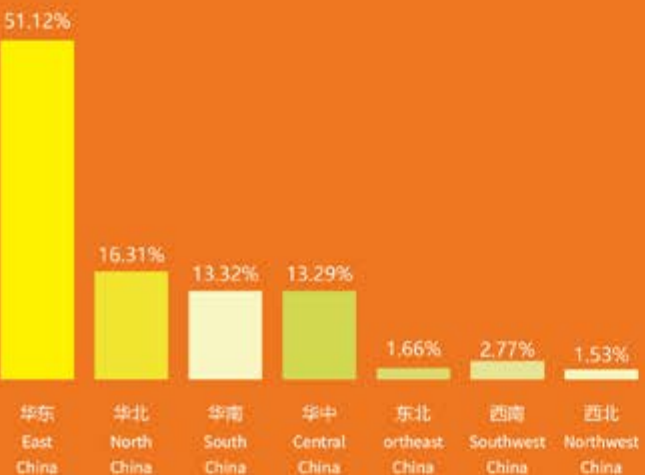


观众分析 | Visitor Analysis

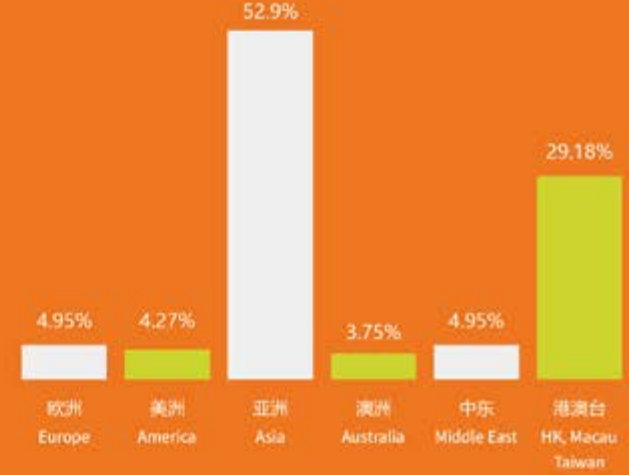
CCF SHANGHAI 2024展期三天，来自世界各地51208专业观众前来参观，其中，境外参观商为586人，主要来自日本、韩国、巴基斯坦、泰国、俄罗斯、印度尼西亚、马来西亚、澳大利亚、迪拜、越南、中国香港、中国澳门和中国台湾等国家和地区。

CCF SHANGHAI 2024 lasted for three days, with a total of 51,208 professional visitors from around the world attending the exhibition. Among them, there were 586 overseas visitors, mainly from Japan, Korea, Pakistan, Thailand, Russia, Malaysia, Indonesia, Australia, Dubai, Vietnam, Hong Kong, Macau, Taiwan and so on.

国内观众区域分布 Regional distribution of domestic audience



海外买家分布 Overseas Visitor Analysis



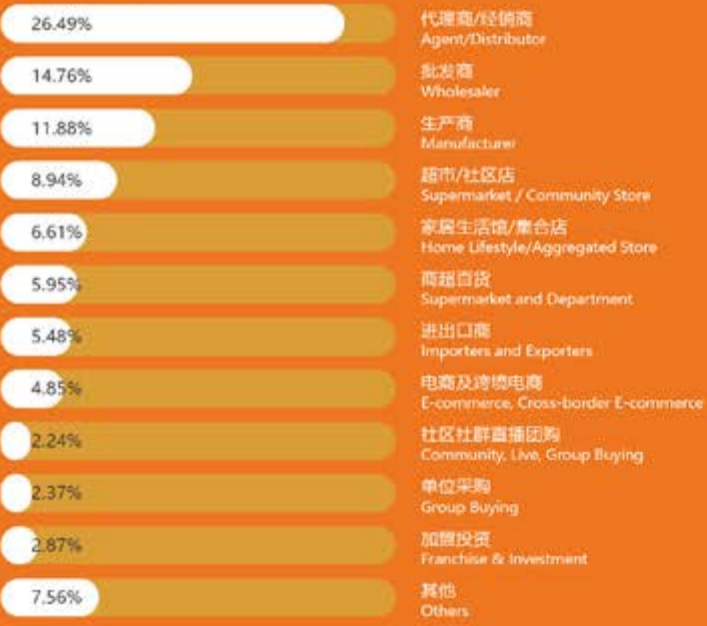
观众决策分析 Audience Decision Analysis



参观目的 Purposes of Visit



观众构成 Audience category analysis



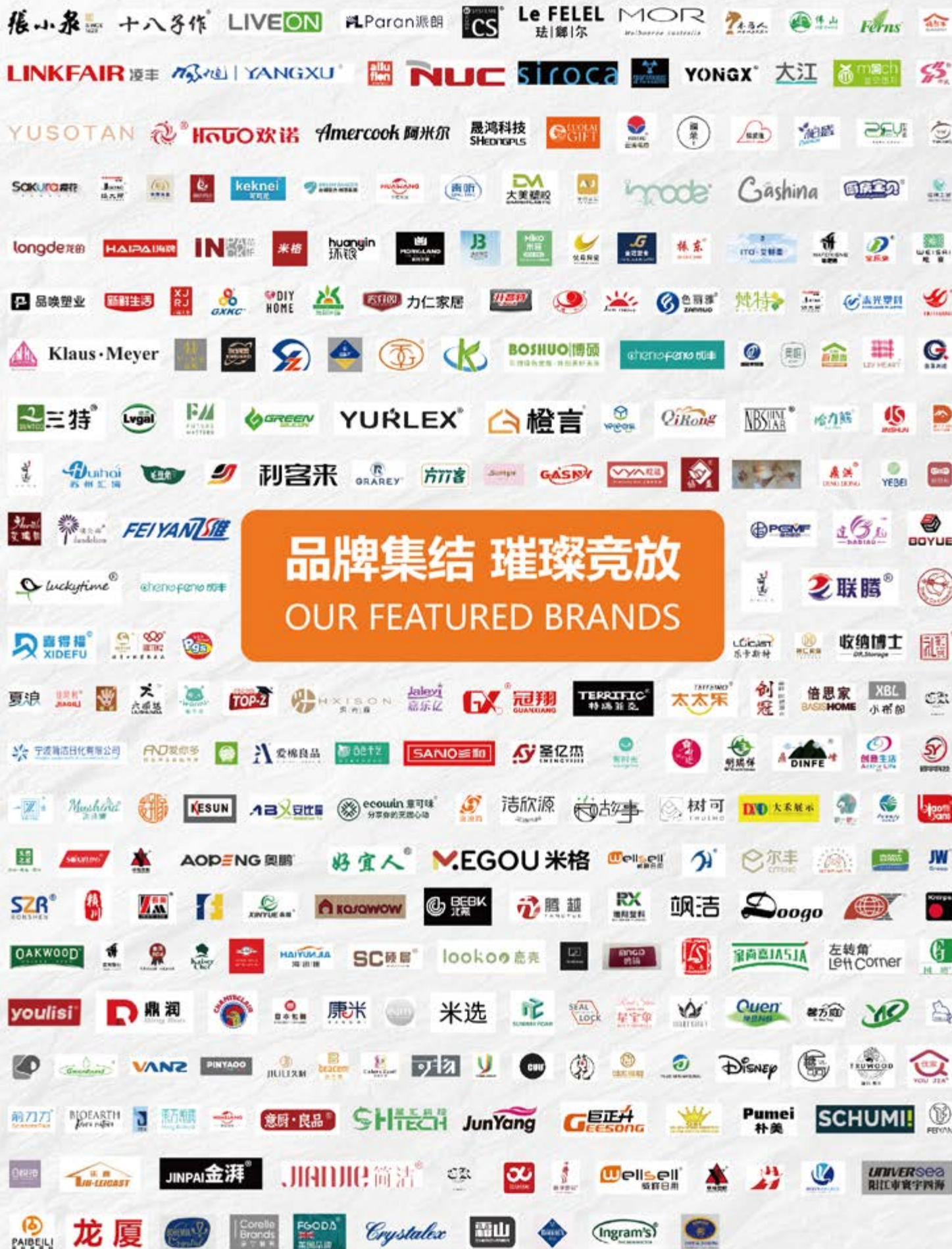
上届回顾 精彩活动

Activities of CCF SHANGHAI 2024

同期举办10场论坛活动，包括2024百货渠道创新论坛、2024浙商总会新零售供应链委员会年会暨商超创新分享会、第四届中国影响力家居生活馆/集合店战略发展私董会、2024派朗甄选国际品牌新品发布会暨品牌联盟启动仪式、“发到家-凯市隆”双品牌合作模式推广会、“经销商2024年市场销售如何突破”座谈会、魔都买买买——2024长三角商业创新与产业投资高峰论坛暨长三角品牌创新大会、2024亚马逊春季论坛、小红书家居日百&个护家清春季招商暨行业宣讲会、旺团联盟·全国TOP社区社群团购私域大会。数十位行业大咖齐聚，两天全程高能输出，近千位参会代表参与思潮交锋，探索行业先锋趋势话题，为行业深度赋能。

CCF held 10 forum events simultaneously, including 2024 Daily Essential Channel Innovation Forum, 2024 New Retail & Supply Chain Committee of The General Association of Zhejiang Entrepreneurs Innovation Summit, The 4th China Influence Home Living Store/Lifestyle Concept Store Strategic Development Private Board Meeting, 2024 "Paran Selection" International Brand product Launch Shanghai Live Broadcasting Competition Launch Ceremony International Brand Alliance, How dealers can make breakthrough in 2024 Market, 2024 Yangtze River Delta Business Innovation and Industrial Investment Summit and Yangtze River Delta Brand Innovation Conference, 2024 Amazon Spring Forum, The RED Household Daily Use & Personal Care Spring Merchandise and Industry Presentation Conference, and the WangTuan Alliance-National TOP Community Group Buying Private Domain Conference. Dozens of industry leaders gathered together, with two full days of high-energy output, nearly a thousand attendees participating, ideas colliding, exploring cutting-edge trends in the industry, empowering the industry profoundly.





*仅展示部分品牌，以上排名不分先后

参展商尊享服务 | EXHIBITORS SERVICES



全面周到的展商服务

展台搭建服务商推荐
展品运输商推荐
展馆会议室租赁
《参展商手册》

Comprehensive Exhibitor Services

Recommending Booth Builders
Recommending Transporters
Renting Meeting Room
Exhibitor Manual



便捷的在线服务

定制展商电子邀请函
商贸配对提前确定现场会谈
各类参观展商资料下载
展商预览刊登公司产品信息

Convenient Online Services

Customizing E-invitation
Procurement Meeting Confirmation before Exhibition
Download Exhibiting/Visiting information
Publishing Item information In Exhibition Preview



有效的宣传服务

广告赞助服务
会刊宣传
媒体宣传报道
展商获得宣传推广

Effective Promotion Service

Advertisement Sponsor
Show Directory
Media Report
Activity Promotion



便捷的商旅服务

签证服务 (提供会展商务邀请函)
协议酒店优惠预订
协议酒店 (部分) 展馆穿梭巴士
展会现场地图及信息手册

Helpful Business Travel Service

VISA Assistant (Exhibition Invitation)
Discounted Hotel Booking
Shuttle Bus
Floorplan And Brochure



高效的新媒体服务

50,000微信粉丝粘性互动
行业趋势、展会动态、展商新品轮番播报
实时展会及行业互动
实时分享展会信息及行业动态

Efficiency New Media Service

WeChat: 50,000 Active Followers
Broadcasting Industry Trend, Exhibition Dynamics, New Products
WeChat Channels: Interact Within Exhibition And industry
Tik Tok: Sharing Exhibition Information And industry Trends

展台类型及费用 | BOOTH TYPE AND COST

标准展位 9m² (3mx3m)

- ① 一张咨询桌
- ② 两把椅子
- ③ 一块中英文公司招牌 (双开口设计/双面灯箱)
- ④ 一个220V电源插座
- ⑤ 两盏射灯
- ⑥ 两/三面围板
- ⑦ 展位内网络地址

Standard Booth 9m² (3mx3m)

One Table
Two Chairs
Exhibition Label (Bilingual)
(Two Side Open With Two Lights)
One 220V Socket
Two Spot Lights
Two/Three Panels
Space And Carpet



豪华展位 9m² (3mx3m)

Deluxe Standard Booth 9m² (3mx3m)



光地 (36m²起租)

Raw Space (Minimum 36m²)
Unloading space and no furniture package



* 标准展位搭建费在展会期间1000元;
* 展位效果图仅供参考, 最终以现场实物为准;

The double open standard and deluxe booths add 1000RMB
Note: The picture is for your reference, the real booth comply with release onsite

展区 Area	A区/A Area			B区/B Area		
展位类型 Booth Type	标准展位 Standard (3m×3m)	豪华展位 Deluxe (3m×3m)	光地 Raw Space	标准展位 Standard (3m×3m)	豪华展位 Deluxe (3m×3m)	光地 Raw Space
国内企业 Domestic	14800元/9m ² 14800RMB/9m ²	16800元/9m ² 16800RMB/9m ²	1480元/m ² 1480RMB/m ²	12800元/9m ² 12800RMB/9m ²	14800元/9m ² 14800RMB/9m ²	1280元/m ² 1280RMB/m ²
展位类型 Booth Type	标准展位 Standard (3m×3m)		豪华展位 Deluxe (3m×3m)	光地 Raw Space		
境外企业 Oversea	2800 USD/9m ²		3000 USD/9m ²	280 USD/m ²		

上海新国际博览中心

展馆平面图 Hall Plan



FORGING AN EFFICIENT, ONE-STOP PLATFORM IN THE DAILY CONSUMER GOODS B2B TRADING SECTOR

打造日用百货商贸领域全品类 一站式采购平台

