

2024 Shanghai International Consumer Goods Fair & Modern Lifestyle Expo (Spring)

Shanghai International Household and Daily Necessities Fair

Shanghai International Personal Care & Daily Chemical and Makeup Fair

07-09 MARCH 2024 SNIEC

POST SHOW REPORT





CCF SHANGHAI 2024 Perfect Ending

In the sunny March, everything is rejuvenated and flourishing.

Grasping the opportunity of the spring, the first major event —CCF 2024 Shanghai International Consumer Goods Fair&Modern Lifestyle Expo(Spring), successfully closed on March 9th at the Shanghai New International Expo Center!

As the first exhibition in spring for the home goods industry and one of the large-scale trade shows in the industry, CCF SHANGHAI 2024 showcased a wide range of fashionable kitchenware, stylish dining supplies, trendy home goods, personal care and beauty products, and other household goods categories, offering new and popular products for the spring, meeting the annual procurement needs of the home goods industry.

Exhibition Data



51500m²
Exhibition scale



752
Exhibitors



51208
Professional
Buyer



586
Visitors
(Overseas Visitors)

Dignitaries gathered, guests filled the venue

Witnessing the grand opening of CCF SHANGHAI 2024



On March 7th, the opening ceremony of CCF SHANGHAI 2024 was grandly held in the forum area of Hall W2. Dignitaries gathered, guests filled the venue, celebrating the opening together to promote the healthy and rapid development of the industry. Mr. Pu Jingbo, Vice President of the Shanghai Commercial Association, Mr. Zhang Jianping, Rotating Chairman of the New Retail Supply Chain Committee of the Zhejiang Chamber of Commerce, and Chairman of Easy Carrefour Supermarket Chain Co., Ltd. in Wuyi County. Mr. Ma Zhenyi, co-founder of CCF Shanghai Spring Department Store Exhibition, delivered speeches at the opening ceremony.

Guests at the opening ceremony are:

Wu Xingbao, Executive Vice President and secretary-general of Shanghai Federation of Commerce

Qi Xiaozhai, Vice president of China Association of Business Economics

Fan Yanru, Vice President and secretary-general of the Standing Committee of the Smart Industry Branch of China Business Federation

Jiang Zhimin, president of Shanghai Pudong Business Association

Shanghai daily necessities industry Association secretary general Sun Laidi

Zhang Jianping, rotating executive Chairman of the new retail Supply Chain Committee of Zhejiang Merchants Association and chairman of Wuyi Yijiafu Supermarket Chain Co., LTD

Chen Linjuan, Vice president of Taizhou Council for the Promotion of International Trade

China commodity city daily merchandise industry Chamber of Commerce President Huang Hongming

Pan Wei, chairman of Shanghai Dena Exhibition Co., LTD

Wu Wenxiang, executive chairman of the Private Board of Directors of China Influence Home Life Museum/Collection Store Strategy Development and chairman of Shenyang Jinming Home Life Museum

Tu Yingping, executive chairman of the Private Board of Directors of China Influence Home Life Museum/Collection Store Strategic Development and chairman of Guizhou Fengyuan Bailin Holding (Group) Co., LTD

Wang Tao, Executive Chairman of the Strategic Development Private Board of China Influence Home Living Hall/Collection Store, General manager of Shangqiu Meijia Home Living Hall

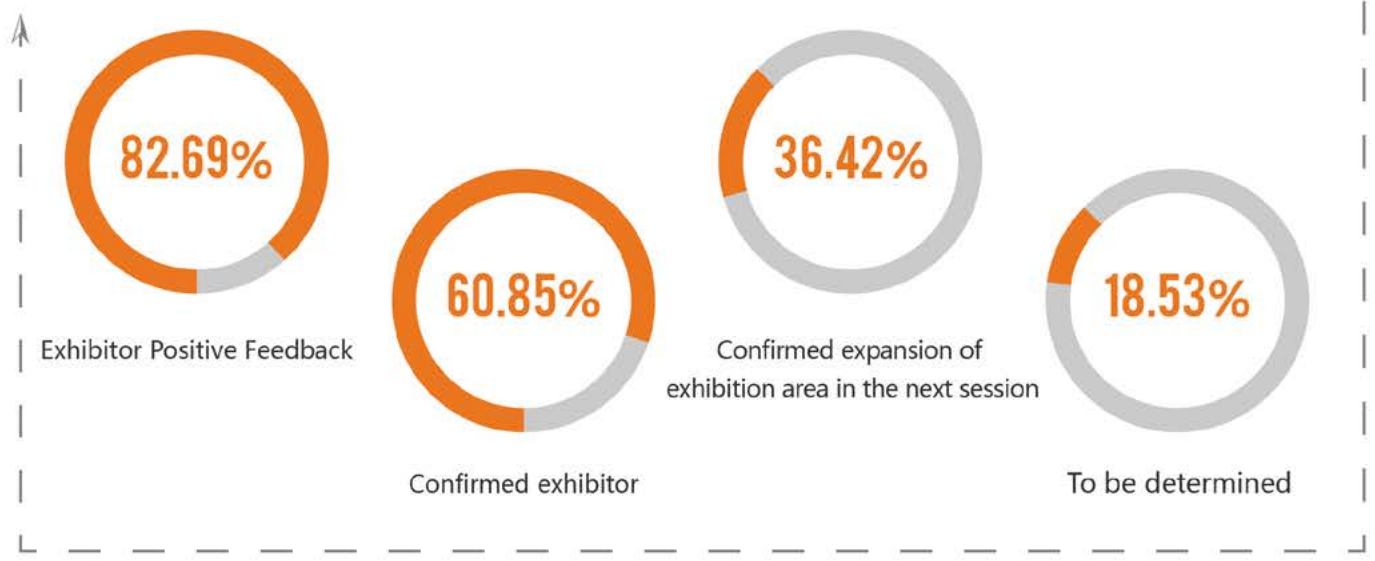
Jiang Yi, chairman of Pyron (Shanghai) Industrial Co., LTD

Ma Zhenyi, co-founder of CCF Shanghai Spring Department Store Fair

CCF SHANGHAI 2024 brought together 752 domestic and foreign exhibitors. Listening to the feedback of exhibitors and aiming to build a more effective trade platform, the organizing committee collected 726 exhibitor intention inquiry forms on-site, with data showing overwhelming positive feedback from exhibitors, with an overall satisfaction rate of 82.69%.

展商分析

On-site exhibitor inspection report



International Brands





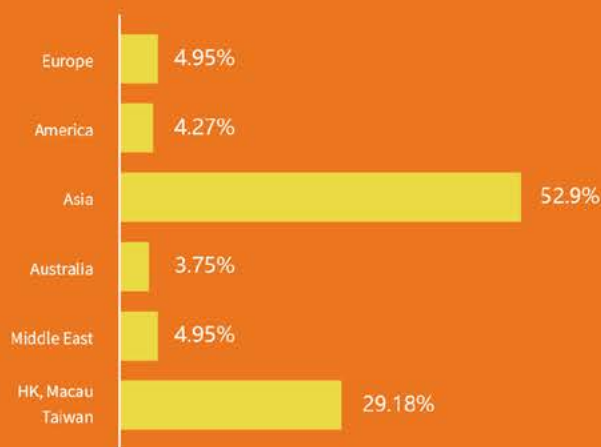
CCF SHANGHAI 2024 lasted for three days, with a total of 51,208 professional visitors from around the world attending the exhibition. Among them, there were 586 overseas visitors, mainly from Japan, Korea, Pakistan, Thailand, Russia, Malaysia, Indonesia, Australia, Dubai, Vietnam, Hong Kong, Macao, Taiwan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

观众分析

Regional distribution of domestic audience



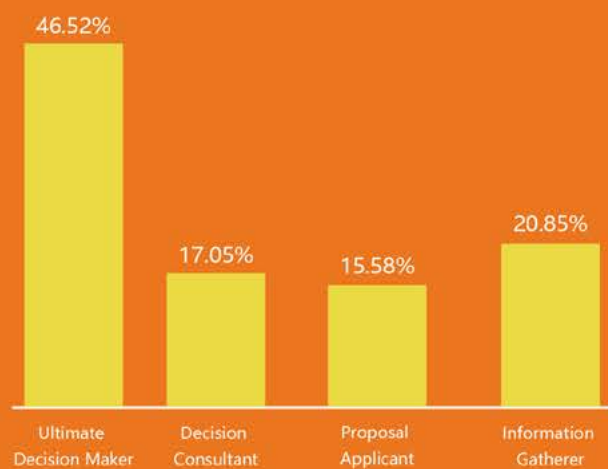
海外买家分布



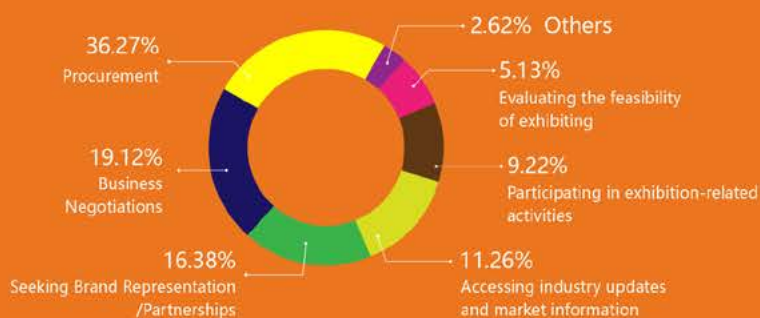
Audience Composition



Audience Decision Analysis



Purposes of Visit



Internal and external circulation Global Vision

Buyer groups flocking in

In response to the “dual circulation” development pattern, CCF SHANGHAI 2024 set a strategy from the beginning to enhance its global layout and launched a comprehensive international promotion campaign. The effectiveness of this was evident at the exhibition, with an increase in the number of overseas buyers and buyer groups compared to the previous edition. Domestic and international buyers from all channels are actively engaged in on-site trade communication, creating a vibrant atmosphere that effectively promotes the smooth flow of domestic and international circulation. This helps businesses expand into international markets, seek new development opportunities, and broaden their global perspectives. Among them, more than 50 professional procurement groups from key domestic regions also attended to observe collective procurement.



Gathering of elites, clash of ideas

Forum activities empower the industry deeply



2024 Zhejiang Merchants Association
New Retail Supply Chain Committee Annual
Meeting and business super Innovation Sharing Meeting



2024 Department Store Channel Innovation Forum



The 4th China Influence Home Life Hall/Collection store
Strategic Development Private Board



2024 Pai Lang Selection International brand New Product Conference and
2024 Shanghai Live E-commerce Competition
& International Brand Alliance launch ceremony



The 2024 Yangtze River Delta Business Innovation
and Industrial Investment
Summit Forum and the Yangtze River Delta Brand Innovation Conference



Send home - Kailong double brand cooperation model to promote
the traditional private supermarket to member stores how
to successfully transform and upgrade?



Gathering of elites, clash of ideas

Forum activities empower the industry deeply



2024 Amazon Spring Forum



"How can Dealers Break through Market sales in 2024" Symposium



Little red book Household goods & Personal care and household cleaning products Investment promotion and industry presentation



Wangtuan Alliance · Global TOP community community group purchase private domain conference





优质精选

WAROG

ACA100

机队

ACTIVE
NEGOTIATIONS
OPPORTUNITIES
BLOOMING

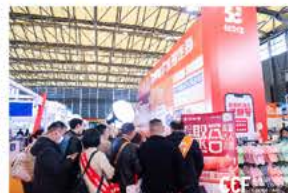
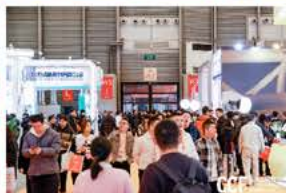
...口盖+体验+口味
...受瞩目的社交新

芝白

Intexi
悦乐亿

WASHI WASHI

Brand gathering, brilliant competition



Comprehensive media channel dissemination

Full coverage online and offline



Exposure in friends' circle advertisements

8419998



Exposure in Douyin information flow advertisements

2859614



Total impressions on Baidu, Google, LinkedIn

1202675



Targeted audience email blasts, stimulating effectiveness in 12 issues of EDM

620,000



Reading and playback volume on WeChat official accounts/short video accounts

400,000



Reading volume of media interviews

280000+



Total online viewers of picture live broadcasts

58000+



Segmented vertical communities

100+



Yiwu Small Commodities Market, North Zhu in Yiwu, Dongsheng Market in Hangzhou, Shanghai Shentong Metro

Precision outdoor advertising placements



Visits and invitations in professional markets nationwide

80+



CCF 上海日用百货展
CHINA CONSUMER
GOODS FAIR

IM PERSONAL CARE
DAILY CHEMICAL
个护|日化

2024 Shanghai International Consumer Goods Fair & Modern Lifestyle Expo (Spring)

Shanghai International Household and Daily Necessities Fair

Shanghai International Personal Care & Daily Chemical and Makeup Fair

SEE **2025** YOU
3.7-9
NEXT MARCH

