

# CCF SHANGHAI 2026

## 全新升级

### NEWLY UPGRADED

2026  
3.19-21  
上海新国际博览中心  
SNIEC

## 上海国际家居 及时尚生活博览会

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

上海国际日用百货（春季）展览会

上海家庭清洁、洗涤及个护展览会

**CCF** 上海日用百货展  
CHINA CONSUMER  
GOODS FAIR

主办单位：



中国轻工工艺品进出口商会  
China Chamber of Commerce for Import and Export of  
Light Industrial Products and Arts-Crafts



德纳展览  
DATTOR EXHIBITION



DATTOR 德纳展览  
EXHIBITION

# 让优秀品牌遇上优质渠道

CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS

1500+

参展企业  
Exhibitors

6000+

品牌  
Brands

10万m<sup>2</sup>

展出规模  
Scale

10万+

专业观众  
Visitors



CCF上海国际家居及时尚生活博览会（简称：CCF家居生活博览会）是由中国轻工工艺品进出口商会、上海德纳会展有限公司、上海德钛展览有限公司联合主办的聚焦于家居行业及时尚生活的品牌展会，迄今已成功举办四届。第五届CCF家居生活博览会将于2026年3月19-21日在上海新国际博览中心璀璨启幕。

(\*上海国际日用百货展览会全新升级更名为“CCF上海国际家居及时尚生活博览会”)

CCF家居生活博览会依托业内30年深厚数据资源沉淀，20万专业买家数据库，升级焕新后将规模扩容，品类拓新，为企业提供产品展示、品牌推广、市场拓展等全方位的专业商贸服务平台，助力上下游企业高效链接。

届时将同期举办行业年会、高峰论坛、私董会、趋势发布会、颁奖盛典等20+场多层次配套活动，这里大咖汇聚，热点聚焦，引领行业创新思维，为业内客商提供高价值的决策参考，致力于打造成为家居及时尚生活行业内极具创新活力的产业链生态平台。

China (Shanghai) International Consumer Goods Fair & Modern Lifestyle Expo (abbreviated as China Consumer Goods Fair & Modern Lifestyle Expo) is a specialized trade fair focusing on the homeware and modern lifestyle industries, jointly organized by the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA), Shanghai Donnor Exhibition Service Co., Ltd., and Shanghai Dattor Exhibition Co., Ltd. The 5th iteration will grandly debut at the Shanghai New International Expo Centre from March 19 to 21, 2026.

Building on three decades of industry expertise and a 200,000-strong professional buyer database, the reimagined expo will expand its scale and diversify product categories, offering enterprises a comprehensive platform for product display, brand promotion, and market expansion. This upgrade aims to foster efficient connections across the industry's supply chain.



During the event, over 20+ concurrent high-impact events will be held, including industry summits, executive forums, private board meetings, trend releases, and award galas. By convening thought leaders and spotlighting cutting-edge innovations, the expo will deliver actionable insights for strategic decision-making, solidifying its position as the most dynamic ecosystem platform in the home and fashion lifestyle sectors.



# NEW /// 王新升级 提振消费

UPGRADED FOR CONSUMPTION BOOST

## 外贸优品 促内销

Premium Export-Quality  
Products to energize  
local markets

## 创新好物 促品牌

Innovative Products  
Driving Brand Growth

## AI智能 时尚生活

AI Technology  
Empowering  
Fashionable Living

## 品类增加 渠道覆盖

Expanded Categories  
& Omnichannel Reach

## 规模增长 扩馆扩容

Scaled Growth with  
Venue Expansion

# 展品范围 | EXHIBIT RANGE

## 时尚厨房用品

厨具、炊具、锅具、刀剪、  
不锈钢餐厨具、  
日用五金制品、菜板、  
厨房收纳、厨房小杂件等

## Fashion Kitchenware

Cookware, kitchen utensils,  
pots/pans, knives/scissors,  
stainless steel products,  
hardware tools, cutting  
boards, kitchen storage, and  
small kitchen accessories

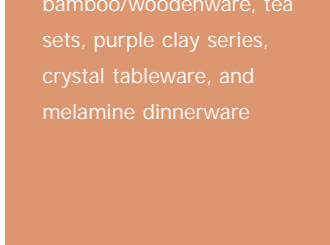


## 时尚餐厅用品

日用陶瓷制品、玻璃制品、  
竹木制品、茶具、紫砂系列、  
水晶制品、密胺餐具等

## Fashion Tableware

Ceramics, glassware,  
bamboo/woodenware, tea  
sets, purple clay series,  
crystal tableware, and  
melamine dinnerware



## 时尚家居用品

家居用品、收纳用品、清洁用  
品、晾晒用品、雨具系列、一  
次性用品、地毯/地垫等

## Fashion Houseware

Home goods, storage items,  
cleaning supplies, drying  
tools, umbrella series,  
disposable items,  
carpets/mats, etc.

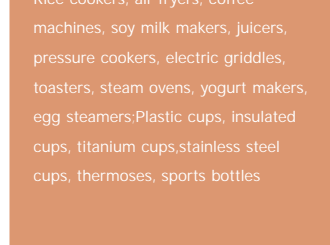


## 时尚生活电器/杯壶

扫地机、按摩器、电风扇、电熨斗  
电吹风、加湿器等生活小家电；  
电饭煲、空气炸锅、咖啡机、豆浆  
机、榨汁机、电压力锅、电饼铛、  
烤面包机、电蒸炉、酸奶机、蒸蛋  
器等厨房小家电塑料水杯、保温杯  
钛杯、不锈钢杯、保温壶、运动水  
杯等杯壶水具；

## Fashion Lifestyle Appliances Drinkware

Robot vacuums, massagers, fans,  
irons, hair dryers, humidifiers;  
Rice cookers, air fryers, coffee  
machines, soy milk makers, juicers,  
pressure cookers, electric griddles,  
toasters, steam ovens, yogurt makers,  
egg steamers. Plastic cups, insulated  
cups, titanium cups, stainless steel  
cups, thermoses, sports bottles



## 时尚生活用品 潮玩潮品/香薰制品

潮流玩具、IP授权用品、联  
名生活用品、手办、盲盒、  
可持续潮品、香薰制品、香  
氛蜡烛、绿植、仿真花、人  
造花、宠物用品、户外用  
品、帐篷、遮阳伞、户外家  
具、瑜伽垫、跑步机等

## Fashion Lifestyle Products Trendy Collectibles Fragrance products

Trendy toys, IP-licensed products,  
co-branded lifestyle items,  
figurines, blind boxes, sustainable  
trendy products, fragrance  
products, scented candles, green  
plants, artificial flowers, pet  
supplies, outdoor products, tents,  
sunshades, outdoor furniture,  
yoga mats, treadmills, etc.

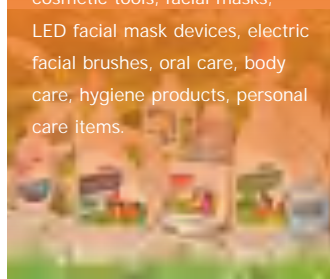


## 家清/洗涤/个护

衣物清洁洗涤用品、家庭环境  
清洁用品、洗发护肤、美妆工  
具、面膜、LED面膜仪、电动  
洁面刷、口腔护理、身体护  
理、卫生护理用品、个人护理  
用品等

## Home Cleaning /Laundry /Personal Care

Laundry detergents & fabric  
care, household cleaning  
products, shampoos/skincare,  
cosmetic tools, facial masks,  
LED facial mask devices, electric  
facial brushes, oral care, body  
care, hygiene products, personal  
care items.



## 家纺/装饰品/拖鞋

床上用品、家居服饰、  
家用纺织品、毛巾浴巾、  
地毯地垫、家居装饰品、  
工艺装饰品、拖鞋等

## Home Textiles Decor Footwear

Bedding, loungewear, towels,  
carpets, decorative crafts,  
slippers



## 城市礼物 直播电商

伴手礼、地方特产、  
手工艺礼品、非遗、  
直播电商、达人直播等

## City Souvenirs Live Commerce

Travel mementos, Local  
specialties, artisanal gifts,  
Intangible Cultural Heritage  
(ICH) Products, live e-com-  
merce, influencer live  
streams



## 同期活动 | CONCURRENT EVENTS

### 大咖汇聚 引领风向 赋能行业

INDUSTRY TITANS CONVERGE | TRENDSETTING  
VISIONARIES | EMPOWERING SECTOR GROWTH

#### 主题论坛及颁奖表彰

- 2026外贸优品拓内销论坛
- 2026内外贸一体化发展论坛
- 2026商超创新与经营论坛  
暨百佳店长、优秀供应商表彰星耀盛典
- 2026中国国际品牌发展论坛
- 2026跨境出海春季论坛
- 2026全国品牌经销商大会
- 世界美好厨房潮流趋势发布会
- 渠道商专场招商交流会
- 品牌新品发布推介会

#### THEMATIC FORUMS & AWARDS

- 2026 Forum on Domestic Market Expansion for Premium Export Products
- 2026 Forum on Integrated Development of Domestic and International Trade
- 2026 Retail Innovation and Operations Forum & Top 100 Store Managers/Supplier Awards
- 2026 China International Brand Development Forum
- 2026 Cross-Border E-Commerce Spring Forum
- 2026 National Brand Distributors Conference
- Global Kitchen Trends Release Conference
- Channel Partner Matchmaking Sessions
- New Product Launch Events

#### 年会

2026浙商总会新零售供应链委员会年会  
暨商超创新与发展论坛

#### ANNUAL CONFERENCE

2026 Annual Meeting of the New Retail  
& Supply Chain Committee of  
The General Association of Zhejiang Entrepreneurs  
& Retail Innovation and Development

#### 私董会

第六届中国影响力家居生活馆/  
集合店战略发展私董会

#### PRIVATE BOARD MEETING

The 6th China Influential Home Living Hall/  
Collection Store Strategic  
Development Private Board of Directors

**MORE>**



# 观众构成 全面覆盖行业买家

VISITOR COMPOSITION - A COMPREHENSIVE COVERAGE OF THE INDUSTRY

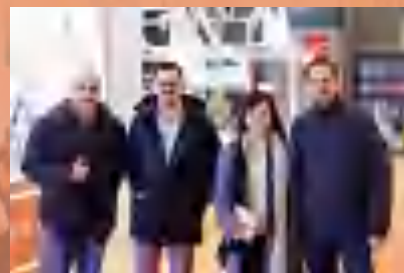
## 专业买家 Professional Buyers

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



## POWERFUL PROMOTION,PRECISE BUYERS INVITATION

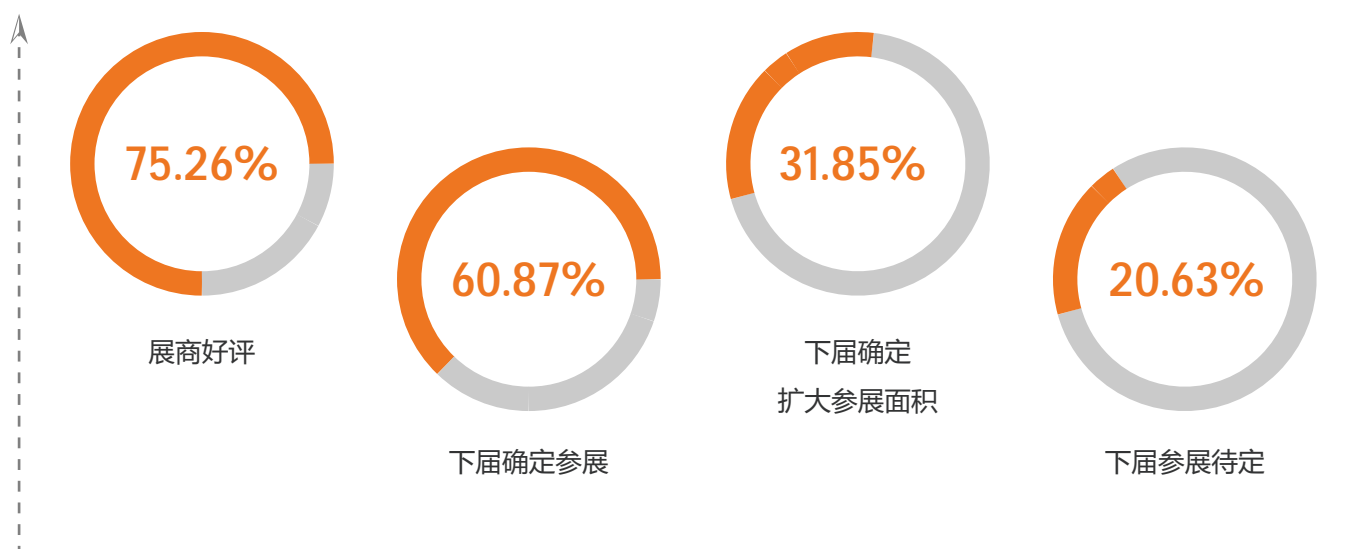
\*排名不分先后 Listed in no particular order

# 展商分析 | EXHIBITOR ANALYSIS

CCF SHANGHAI 2025汇聚708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668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75.26%。

CCF SHANGHAI 2025 attracted 708 domestic and international exhibitors. To enhance the trade platform, the organizing committee collected 668 exhibitor feedback forms onsite. Data shows a deluge of positive reviews, with 75.26% of exhibitors satisfied with the overall fair results.

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





# 观众数据分析

65

国家和地区

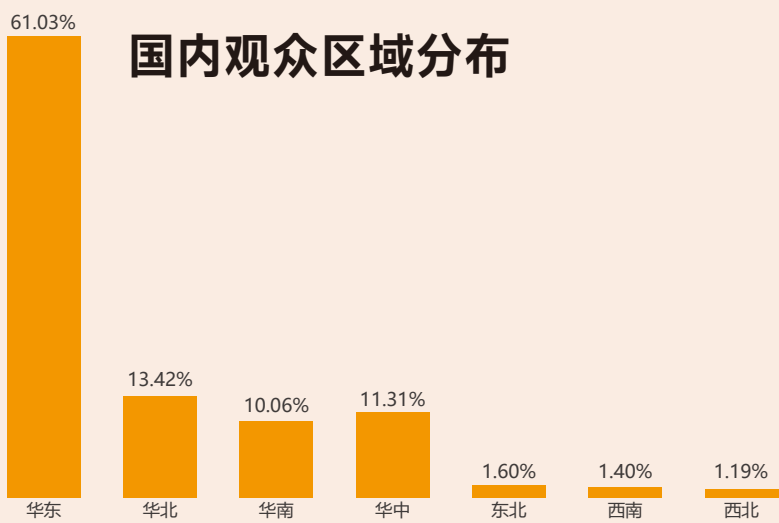
65 Countries and Regions

55,086

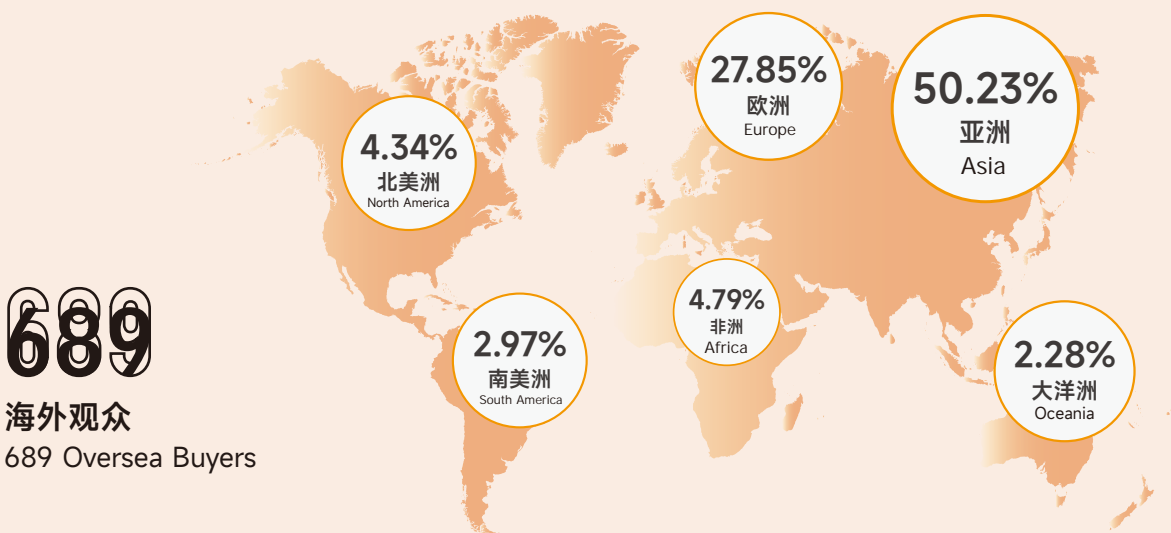
专业观众

Professional Buyers 55086

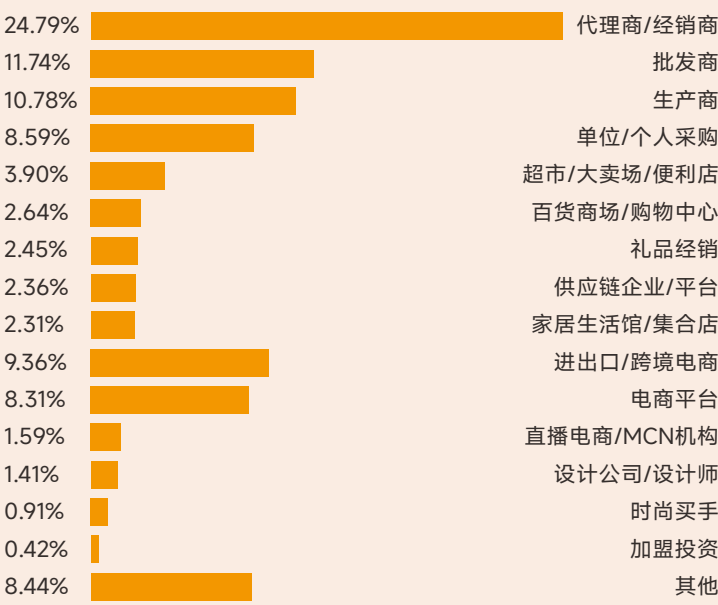
## 国内观众区域分布



## 境外买家地域分布



## 观众构成 Audience category analysis



# 上届回顾 精彩活动

## ACTIVITIES OF CCF SHANGHAI 2025

同期举办9场活动，包括2025浙商总会新零售供应链委员会年会暨商超创新与发展论坛、2025商超创新与经营论坛暨百佳店长、优秀供应商表彰星耀盛典、第三届中国国际品牌发展论坛暨世界美好厨房潮流趋势发布会、专场招商交流会、2025跨境出海春季论坛、第五届中国影响力家居生活馆/集合店战略发展私董会等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。

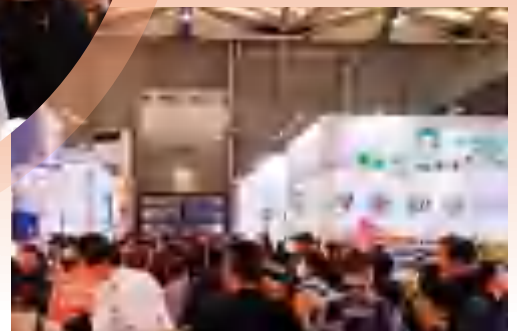
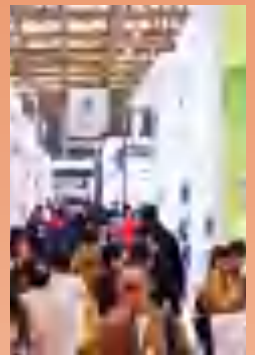
During the event, 9 activities were held concurrently, including the 2025 Annual Meeting of the New Retail & Supply Chain Committee of the General Association of Zhejiang Entrepreneurs & Retail Innovation and Development Forum, the 2025 Supermarket Innovation and Operation Forum & Top 100 Store Managers/Outstanding Suppliers Awards, the 3rd China International Brand Development Forum & Global Kitchen Trends Release, the Special Investment Exchange Session, the 2025 Cross-Border Spring Forum, and the 5th China Influential Home Lifestyle Store/Collection Store Strategic Development Private Board Meeting. Dozens of industry leaders gathered for two days of intensive knowledge sharing, with nearly 1,000 representatives participating in discussions on cutting - edge industry trends to deeply empower the industry.





# 上届回顾 精彩掠影

HIGHLIGHTS OF CCF SHANGHAI 2025





## 上届参展品牌

## PREVIOUS PARTICIPATING BRANDS



\*仅展现部分，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



## 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  
各类参展观展资料下载  
展前预览刊登公司展品信息

## Convenient Online Services

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



## 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

## 标展展位 9m² (3mx3m)

- 一张咨询桌
- 两把椅子
- 一块中英文公司楣板  
(双开口提供两块楣板)
- 一个220V电源插座
- 两支射灯
- 两/三面间板
- 展位内满铺地毯

## Standard Booth 9m² (3mx3m)

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

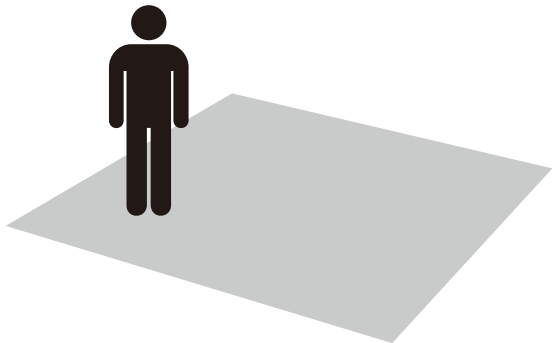


\* 标准展位及豪华展位双开口另加1000元;

\* 展位效果图仅供参考，具体以现场实物为准;

The double-open standard and deluxe booths add 1000RMB

Note: The picture is for your reference,the real booth comply with release onsite



## 光地 (36m²起租)

展出场地，无任何设施

## Raw Space (Minimum 36m² )

Exhibiting space and no furniture package

展区 Area	A区/A Area		B区/B Area	
展位类型 Booth Type	标准展位 Standard (3m×3m)	光地 Raw Space	标准展位 Standard (3m×3m)	光地 Raw Space
国内企业 Domestic	14800元/9m²	1480元/m²	12800元/9m²	1280元/m²
展位类型 Booth Type	标准展位 Standard (3m×3m)		光地 Raw Space	
境外企业 Oversea	2800 USD/9m²		280 USD/m²	



# 展馆平面图 | HALL PLAN



# 聚焦品牌 引领创新

FOCUSING ON BRANDS, DRIVING INNOVATION

## 联系组委会

中国轻工工艺品进出口商会

地址：北京市朝阳区潘家园南里12号楼10层

徐金丽：13811751198 xujinli@cccla.org.cn

杨 玥：18613823907 yangyue@cccla.org.cn

China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts

Add: 10th Floor, Building 12, Panjiayuan Nanli, Chaoyang District, Beijing

XuJinli: +86-13811751198 xujinli@cccla.org.cn

Yangyue: +86-18613823907 yangyue@cccla.org.cn

上海德钛展览有限公司

地址：上海市静安区河南北路441号锦艺大厦15楼

展览部：021-56623370 (招展招商/项目合作) jacky@ccfsh.net

市场部：021-56510386-8007 (活动合作/宣传推广) lynnfan@ccfsh.net

021-56710358 (市场合作/观众组织) nessfu@ccfsh.net

SHANGHAI DATTOR EXHIBITION CO., LTD.

Add: 15F, Jinyi Building, No.441 North Henan Road, Jing' an District, Shanghai

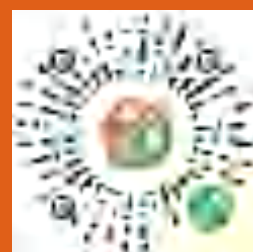
Exhibition Department: 021-56623370 (Investment Promotion/Project Cooperation) jacky@ccfsh.net

Marketing Department: 021-56510386-8007 (Event cooperation/promotion) lynnfan@ccfsh.net

021-56710358 (Market cooperation/audience organization) nessfu@ccfsh.net



WWW.CCFSH.NET



源货昌 一键链接供需