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WWW.CCFSH.NET



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# CCF SHANGHAI 2026

## 全新升级 NEWLY UPGRADED



2026  
3.19-21  
上海新国际博览中心  
SNIEC

## 上海家庭清洁、 洗涤及个护展览会

China (Shanghai) Household Cleaning, Washing and Personal Care Exhibition

上海国际家居及时尚生活博览会 上海国际日用百货(春季)博览会

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





# 让优秀品牌遇上优质渠道

## CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS



上海家庭清洁、洗涤及个护展览会（简称：上海家清洗护展）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。作为行业瞩目的开年首场B2B展会，上海家清洗护展将于2026年3月19-21日在上海新国际博览中心璀璨启幕。

上海家清洗护展依托业内30年深厚数据资源沉淀，20万专业买家数据库，资源共享，买家互通。致力于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，致力于打造成为家庭清洁、洗涤及个护行业内极具创新活力的产业链生态平台。

China (Shanghai) Household Cleaning, Washing and Personal Care Exhibition (abbreviated as China Household Cleaning Exhibition), 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., is set to kick off at the Shanghai New International Expo Centre from March 19th to 21st, 2026.

China Household Cleaning Exhibition leverages 30 years of industry data assets and a 200,000-strong professional buyer database to facilitate resource sharing and buyer connectivity. The exhibition is committed to providing enterprises with a comprehensive professional trading platform for product display, brand promotion, and market expansion, effectively linking upstream and downstream industry players.

During the event, over 20 concurrent high-impact events will be held, including industry summits, executive forums, private board meetings, trend releases, and award ceremonies. 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 household cleaning, washing and personal care sectors.



## 展品范围 | EXHIBIT RANGE

### 织物洗护用品

洗衣液、洗衣粉、洗衣凝珠、洗衣片、洗衣凝香珠、衣物柔顺剂、爆炸盐、漂白剂、衣物除菌液等

### 家居环境洗护用品

固体香薰、香薰膏、液体香薰、香薰蜡烛、车载香薰、防蚊液、杀虫剂、洗洁精、油污净、洁厕液、除垢剂、油烟机清洗剂、果蔬清洗剂、除菌液、消毒产品、空气清新剂等

### 个人洗护用品

洗发水、花露水、护发素、沐浴露、防晒霜、香皂、洗手液、洁面皂、牙膏、牙刷、牙线、漱口水、湿厕纸、洗脸巾、卫生巾、湿巾、护理垫、棉柔巾、纸尿裤、拉拉裤、隔尿垫等

### 个人护理电器

剃须刀、电吹风、卷/直发器、理发器、美容仪、剃/脱毛器、洁面仪、加湿器、额温枪、挂烫机/熨斗、按摩器、美妆工具等

### Fabric Care Products

Liquid detergent, powdered detergent, laundry gel beads, laundry sheets, laundry scent beads, fabric softener, oxygen bleach, bleach, antibacterial fabric liquid, etc.

### Home Environment Care Products

Solid fragrance, fragrance paste, liquid fragrance, scented candles, car fresheners, mosquito repellent, insecticide, dishwashing liquid, degreaser, toilet cleaner, descaler, range hood cleaner, fruit and vegetable cleaner, disinfectant, air freshener, etc.

### Personal Care Products

Shampoo, toilet water, conditioner, body wash, sunscreen, bar soap, hand wash, facial cleanser, toothpaste, toothbrush, dental floss, mouthwash, wet toilet paper, face cleansing cloths, sanitary pads, wet wipes, nursing pads, cotton towels, diapers, pull-up diapers, waterproof pads, etc.

### Personal Care Appliances

Razor, hairdryer, curling/straightening iron, hair clipper, beauty device, hair removal device, facial cleansing device, humidifier, forehead thermometer, clothing steamer/iron, massager, makeup tools, etc.

1500+

参展企业  
Exhibitors

6000+

参展品牌  
Brands

10万m<sup>2</sup>

展出规模  
Exhibiting Scale

10万+

专业观众  
Visitors





同期活动 | CONCURRENT EVENTS



主题论坛及颁奖表彰

- 2026家清行业新趋势论坛
- 2026家清消费者洞察高峰论坛
- 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 Household Cleaning Industry New Trend Forum
- 2026 Household Cleaning Consumer Insight Summit Forum
- 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

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

ANNUAL CONFERENCE

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

PRIVATE BOARD MEETING

The 6th China Influence Home Life Pavilion / Collection Store Strategy Development Private Advisory Board

MORE>

观众构成 | AUDIENCE COMPOSITION

线下渠道	Offline Channels	线上渠道	Online Channels
专营/连锁店	Specialty Stores/Chains	MCN机构	MCN Agencies
生活馆/集合店	Lifestyle Stores	美妆博主/达人	Beauty Bloggers
超市/社区店	Supermarkets/Community Stores	美妆播主	Beauty Influencers
批发商/代理商/分销商	Wholesalers/Agents/Distributors	传统电商	Traditional E-commerce
进口代理商	Import Agents	直播电商	Live Streaming E-commerce
时尚买手	Fashion Buyers	跨境电商	Cross-border E-commerce
美发/美甲店	Hair/Nail Salons	社区团购	Community Group Buying
美妆店	Beauty Stores	微商及其他	Social Sellers and others
养生馆/酒店/度假村	Health Centers/Hotels/Resorts	行业媒体	Industry Media
研发人员/机构及专业院校	Research and Development Personnel/institutions and Professional Schools		
包材及加工机械相关代理商	Agents for Packaging Materials and Processing Machinery		

强大宣传攻势 精准买家邀请

POWERFUL PROMOTION,PRECISE BUYERS INVITATION



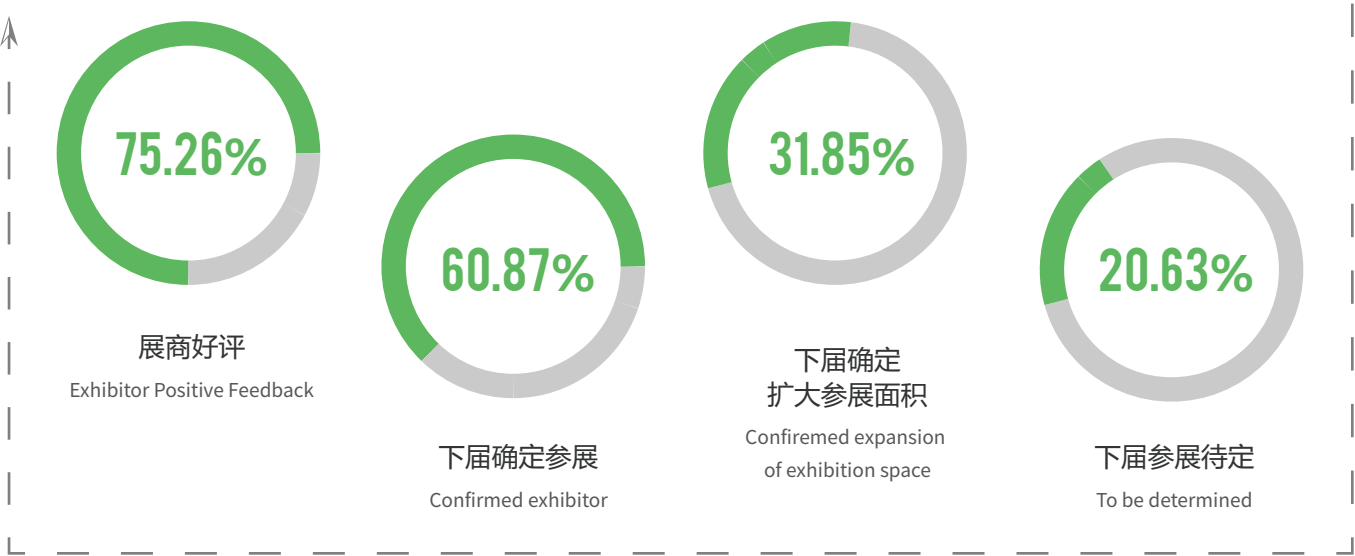


# 展商分析 | EXHIBITOR ANALYSIS

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



# 观众分析 | VISITOR DATA ANALYSIS

65

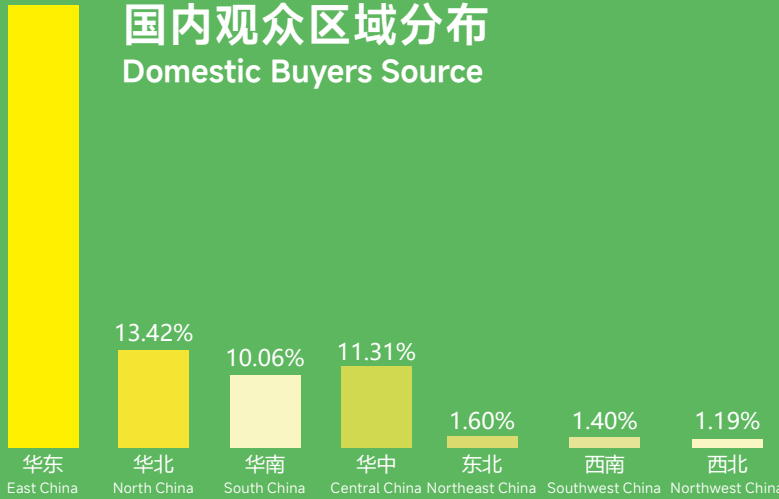
国家和地区  
65 Countries  
and Regions

55,086

专业观众  
Professional  
Buyers 55086

61.03%

国内观众区域分布  
Domestic Buyers Source

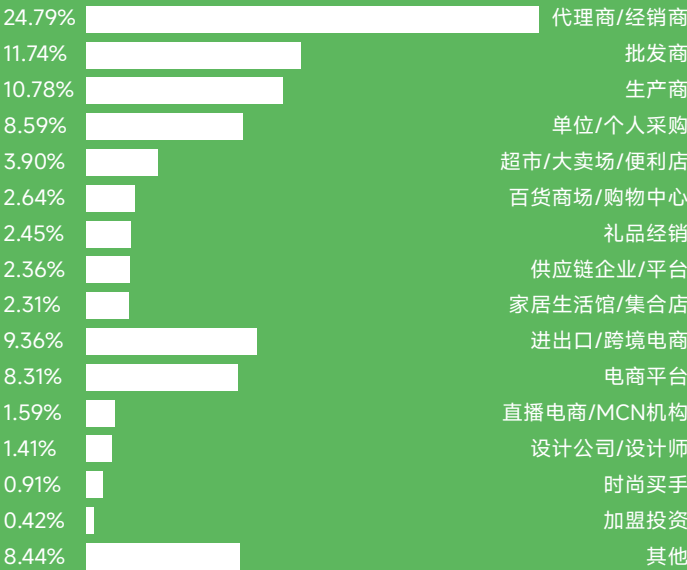


境外买家地域分布  
Overseas Buyers Source

689

海外观众  
689 Oversea Buyers

观众构成 Visitors Category





## 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





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

**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  
实时展会及行业动态  
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, NewProducts  
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 9㎡ (3mx3m)**

- ① 一张咨询桌
- ② 两把椅子
- ③ 一块中英文公司楣板 (双开口提供两块楣板)
- ④ 一个220V电源插座
- ⑤ 两支射灯
- ⑥ 两/三面问板
- ⑦ 展位内满铺地毯

\* 标准展位双开口另加1000元;  
\* 展位效果图仅供参考, 具体以现场实物为准;

**Standard Booth 9㎡ (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

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

**光地 (36㎡起租)**

展出场地, 无任何设施

**Raw Space (Minimum 36㎡ )**

Exhibiting space and no furniture package

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

展馆平面图 | HALL PLAN

