

# CCF SHANGHAI 2026

2026  
3.19-21  
上海新国际博览中心  
SNIEC

## 上海国际生活用纸 及个人卫生用品展览会

China (Shanghai) International Disposable Paper  
& Personal Hygien Products 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  
上海国际城市礼物及名优商品展览会 上海家庭清洁、洗涤及个护展览会

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  
DONNOR EXHIBITION



DATTOR 德纳展览  
EXHIBITION

支持单位：



上海市商业联合会  
SHANGHAI COMMERCIAL ASSOCIATION

# 让优秀品牌遇上优质渠道



CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS

随着我国经济高质量发展和消费升级浪潮的持续深化，健康、环保、高品质的生活方式已成为消费者的核心诉求。生活用纸及个人卫生用品作为日常刚需，市场规模呈显著增长之势，创新产品与绿色技术正引领行业变革。

2026上海国际生活用纸及个人卫生用品展览会应势而生，依托CCF国际家居生活博览会强大的行业资源，聚焦生活用纸、女性护理用品、婴童卫生用品/擦拭巾、成人护理用品等行业全品类，汇聚全球品牌商、生产商、采购商等，打造集新品发布、品牌展示、订货交易、互动交流于一体的国际化平台。

在这里，您将直面万亿级消费市场，拓展全球商业网络。2026年3月19-21日，上海新国际博览中心，与行业共启品质生活新篇章！

Amidst China's High-Quality Economic Development and Sustained Consumption Upgrading, health-conscious, eco-friendly, and premium lifestyles have become core consumer demands. As daily essentials, the tissue paper and personal hygiene products market is experiencing remarkable growth, with innovative products and green technologies driving industry transformation.

The 2026 China (Shanghai) International Disposable Paper & Personal Hygiene Products Exhibition emerges at this pivotal moment. Leveraging the powerful industry resources of CCF China (Shanghai) International Consumer Goods & Modern Lifestyle Expo, the exhibition comprehensively covers all industry categories including tissue & hygiene paper products, feminine care products, baby & child care/wipes, and adult incontinence products. It converges global brands, manufacturers, and buyers to create an international platform integrating new product launch, brand showcase, order transaction, and interactive exchange.

Here, you'll gain direct access to a trillion-RMB consumer market and expand your global commercial network. From March 19 to 21, 2026, at the Shanghai New International Expo Centre, start a new chapter of quality life with the industry!

**1500<sup>+</sup>**

参展企业  
Exhibitors

**6000<sup>+</sup>**

品牌  
Brands

**10万<sup>m²</sup>**

展出规模  
Scale

**10万<sup>+</sup>**

专业观众  
Visitors



# 展品范围



## EXHIBIT RANGE

### 生活用纸

卫生纸、面巾纸、手帕纸、餐巾纸、厨房纸巾、擦手纸、马桶垫纸、纸浆模塑制品、纸浆模塑餐具、涂层纸餐具、淋膜纸餐具、乳霜纸/纸吸管、酒店/旅行/商场等商用纸及配给器等。

#### Household paper

Toilet paper, facial tissue, handkerchief paper, napkins, kitchen paper towels, paper towels, toilet seat covers, pulp molding products, pulp molding tableware, coated paper tableware, laminated paper tableware, milk cream paper/paper straws, commercial paper for hotels/travel/shopping malls, etc., and dispensers.



### 女性护理用品

卫生巾、卫生护垫、产妇巾、乳垫、妇婴两用巾、卫生棉条、棉柔巾、压缩毛巾、面膜等。

#### Female hygiene products

Sanitary napkins, sanitary pads, maternity towels, breast pads, feminine and baby dual-use towels, tampons, cotton soft towels, compressed towels, masks, etc.

### 婴童卫生用品/擦拭巾

婴儿纸尿裤/片、婴儿拉拉裤、隔尿垫巾、湿巾、湿厕纸、柔巾卷、绵柔巾、纸内裤、工业用擦拭巾、纸鞋垫等。

#### Infant and child hygiene products/wipe tissues

Baby diapers/pads, baby pull-up pants, urine pads, wet wipes, wet toilet paper, soft roll towels, cotton soft towels, paper underwear, industrial wipe tissues, paper insoles, etc.



### 成人护理用品

成人纸尿裤/片、成人拉拉裤、轻度失禁用品、护理垫等。

#### Adult hygiene products

Adult diapers/pads, adult pull-up pants, light incontinence products, nursing pads, etc.

# 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生活用纸行业趋势峰会
- 2026个人卫生用品新消费品牌增长论坛
- 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
- 渠道商专场招商交流会
- 品牌新品发布推介会

### 【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

### 【Thematic Forums & Awards】

- 2026 Forum on Domestic Market Expansion for Premium Export Products
- 2026 Forum on Integrated Development of Domestic and International Trade
- 2026 Global Tissue Paper Industry Outlook Conference
- 2026 Growth Forum for Personal Hygien Products Brands
- 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
- Channel Partner Matchmaking Sessions
- New Product Launch Events

### 【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

# 专业买家 覆盖全产业链



PROFESSIONAL BUYERS COVERING THE ENTIRE INDUSTRY CHAIN

- 养老院、护理机构、疗养院、康复机构、社区卫生服务中心、养老服务中心
  - 代理商、加盟商、批发商、进出口商、国际贸易采购商
  - 母婴店、药妆店、医院店、网络零售商
  - 大型超市、百货商场、卖场采购代表、家居生活馆/集合店
  - 生产商、原辅材料制造商、设备器材商
  - 电商、跨境电商、直播电商、社区社群团购平台、积分兑付平台
  - 时尚买手、达人主播、MCN机构
- Nursing homes, care institutions, convalescent homes, rehabilitation institutions, community health service centers, elderly care service centers
  - Agents, franchisees, wholesalers, importers and exporters, international trade buyers
  - Maternity and baby stores, cosmeceutical stores, hospital stores, online retailers
  - Hypermarkets, department stores, Procurement Representatives of Mass Merchandisers, home & Lifestyle stores/concept stores
  - Manufacturers, raw and auxiliary material manufacturers, equipment and instrument suppliers
  - E-commerce, cross-border e-commerce, live-streaming e-commerce, community group buying platforms, points redemption platforms
  - Fashion buyers, influencer anchors, MCN agencies

# 强大宣传攻势 精准买家邀请



STRONG PROMOTION AND ACCURATE BUYER INVITATION

抖音、微信朋友圈信息流广告  
Tiktok, WeChat Moments information flow advertising

领英、谷歌、百度营销推广  
Linkedin, Google, Baidu Marketing Promotion

行业微信群  
Industry Wechat groups

海内外商协会合作推广  
Worldwide Cooperation Promotion

短信及邮件群发  
SMS group sending, mass-mailing

专业网络媒体  
Professional Network Media

官微、官网  
Official Wechat account, Official Website

综合门户媒体  
Comprehensive Portal Website

抖音号、视频号  
Tiktok, WeChat Channels

宣传资料  
Advertising Material

同类展会  
Similar Exhibitions

产业基地  
Industrial Base

巡回沙龙  
Tour Salon

户外广告  
Outdoor Advertising

专业市场  
Professional Market

呼叫中心  
Call Center

# 展商分析

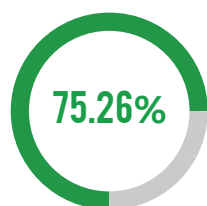
## EXHIBITOR ANALYSIS

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.

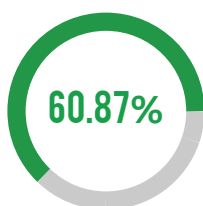
### 现场展商抽查报告

### On-site exhibitor inspection report



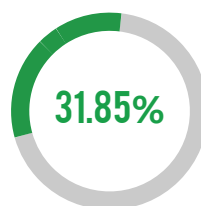
展商好评

Exhibitor Positive Feedback



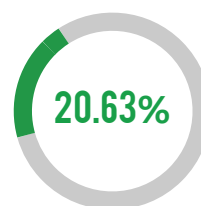
下届确定参展

Confirmed exhibitor



下届确定扩大参展面积

Confirmed expansion  
of exhibition space



下届参展待定

To be determined





# 观众分析

VISITOR DATA ANALYSIS



## 国内观众区域分布

Domestic Buyers Source

>>>



65

国家和地区

Countries and Regions

55,086

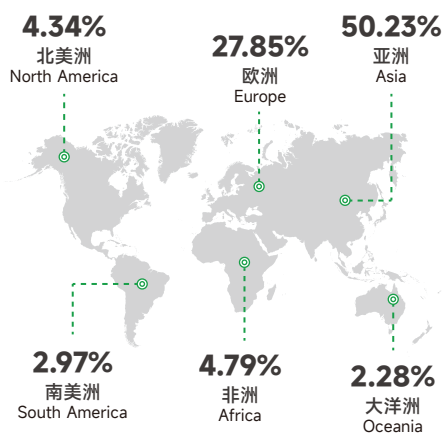
专业观众

Professional Buyers

## 境外买家地域分布

Overseas Buyers Source

>>>



689

海外观众

Overspa 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, 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

#### 标准展位 9m<sup>2</sup> (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 两/三面间板
- 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 9m<sup>2</sup> (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 (36m<sup>2</sup>起租)

展出场地, 无任何设施

#### Raw Space (Minimum 36m<sup>2</sup>)

Exhibiting space and no furniture package



类型/展区 Type/Area	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/9m <sup>2</sup>	12800元/9m <sup>2</sup>	1480元/m <sup>2</sup>	1280元/m <sup>2</sup>
境外企业 / Oversea	2800 USD/9m <sup>2</sup>		280 USD/ m <sup>2</sup>	

# 展馆平面图

## HALL PLAN



### E1 生活用纸/个人卫生用品

E2 家纺/装饰品/拖鞋

E3 城市礼物/名优商品/直播电商

W1 时尚厨房

W2 时尚餐厅

W3 时尚生活电器/杯壶

W4 时尚生活用品/潮玩潮品/香薰制品

W5 时尚家居

### E1 Disposable Paper/Personal Hygien

E2 Home Textiles/Decor/Slippers

E3 City Gifts/Premium Products/Live e-commerce

W1 Fashion Kitchenware

W2 Stylish Dining Supplies

W3 Fashion Lifestyle Appliances/Drinkware

W4 Fashion Lifestyle Products/Trendy Collectibles/Fragrance products

W5 Fashion Houseware



# 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

## 聚焦品牌 引领创新

FOCUSING ON BRANDS, DRIVING INNOVATION

## 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

### 联系组委会

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

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

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



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源货昌 一键链接供需