

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)博览会 上海家庭清洁、洗涤及个护展览会
上海国际生活用纸及个人卫生用品展览会 上海国际城市礼物及名优商品展览会

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 田
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

1500+

参展企业
Exhibitors

6000+

品牌
Brands

10万m²

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，为企业产品提供展示、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。

届时将同期举办年度盛典、颁奖晚宴、行业年会、论坛等10+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, more than 10 diversified supporting activities will be held concurrently, including the Annual Gala, Awards Dinner, Industry Annual Meeting, Forums. 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 /// 全新升级 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

EXHIBIT RANGE

outdoor products: tents, sunshades, awnings, sunbrellas, beach chairs, beach mats, beach balls, etc.

Travel essentials: air travel
Underware, socks, towels, bath
towel, eye mask, eye candles
etc.

streams, etc.

CCF 2026 时尚家居百货年度盛典 暨颁奖晚宴

CCF 2026 FASHION HOME LIVING ANNUAL GALA
& AWARDS CEREMONY

- 中国家居百货年度风云经销商峰会
- 中国商超及现代渠道融合发展峰会
- 家居百货影响力品牌盛典
- 中国百货商业协会家居生活行业分会成立大会
- 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
- 2026外贸优品拓内销论坛
- 2026内外贸一体化发展论坛
- 2026跨境出海春季论坛
- 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
- China Home & General Merchandise Annual Influential Distributors Summit
- China Supermarket and Modern Channel Integration Development Summit
- Home & General Merchandise Influential Brands Ceremony
- Inaugural Conference of the Home & Living Industry Branch of China Commerce Association for General Merchandise
- 2026 Annual Meeting of the New Retail & Supply Chain Committee of The General Association of Zhejiang Entrepreneurs & Retail Innovation and Development
- 2026 Forum on Domestic Market Expansion for Premium Export Products
- 2026 Forum on Integrated Development of Domestic and International Trade
- 2026 Cross-Border E-Commerce Spring Forum
- Global Kitchen Trends Release Conference
- Channel Partner Matchmaking Sessions
- New Product Launch Events

大咖汇聚 引领风向 赋能行业

INDUSTRY TITANS CONVERGE | TRENDSETTING
VISIONARIES | EMPOWERING SECTOR GROWTH

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

Health Care Center

投资/融资公司

Investing/Financing Company



POWERFUL PROMOTION,PRECISE BUYERS INVITATION

POWERFUL PROMOTION,PRECISE BUYERS INVITATION



国内外合作媒体

Domestic and Foreign Cooperative Media



*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 | VISITOR DATA ANALYSIS

65

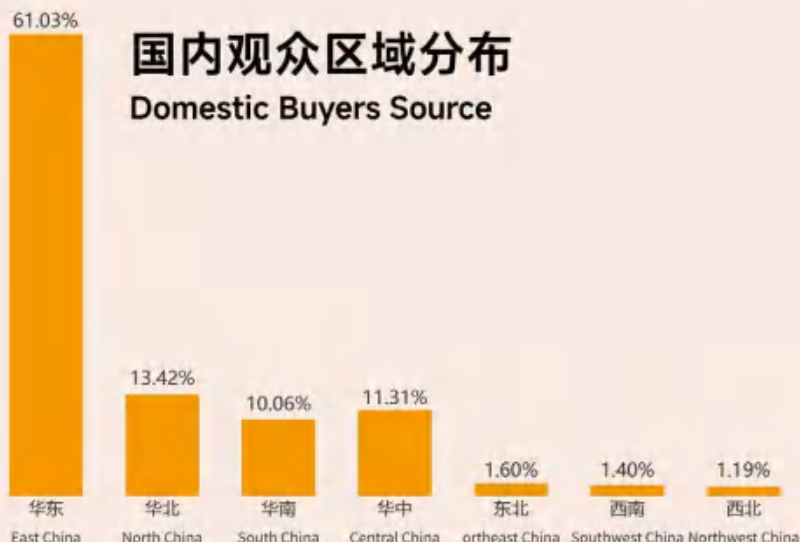
国家和地区
65 Countries
and Regions

55,086

专业观众
Professional
Buyers 55086

国内观众区域分布

Domestic Buyers Source

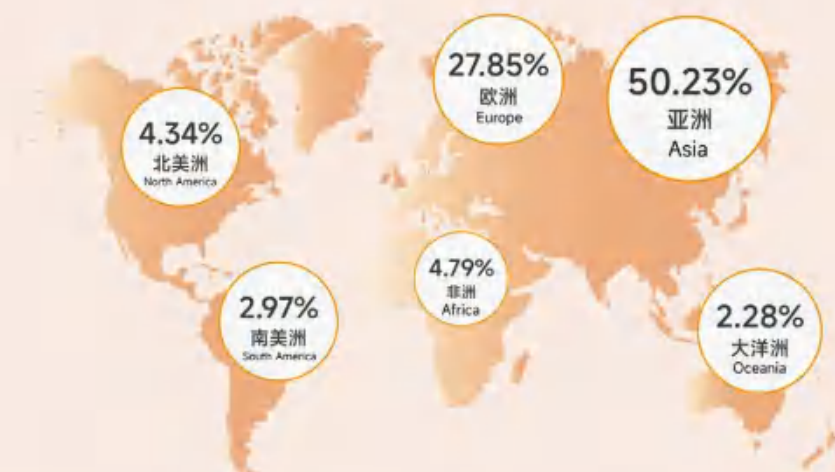


境外买家地域分布

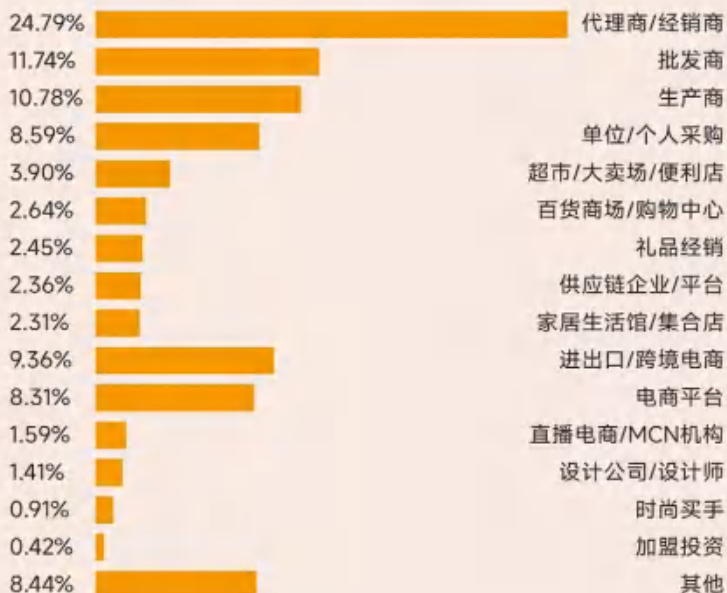
Overseas Buyers Source

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



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 (3m×3m) Standard Booth 9m² (3m×3m)

- 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
- 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 booths add 1000RMB

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



光地 (36m²起租)

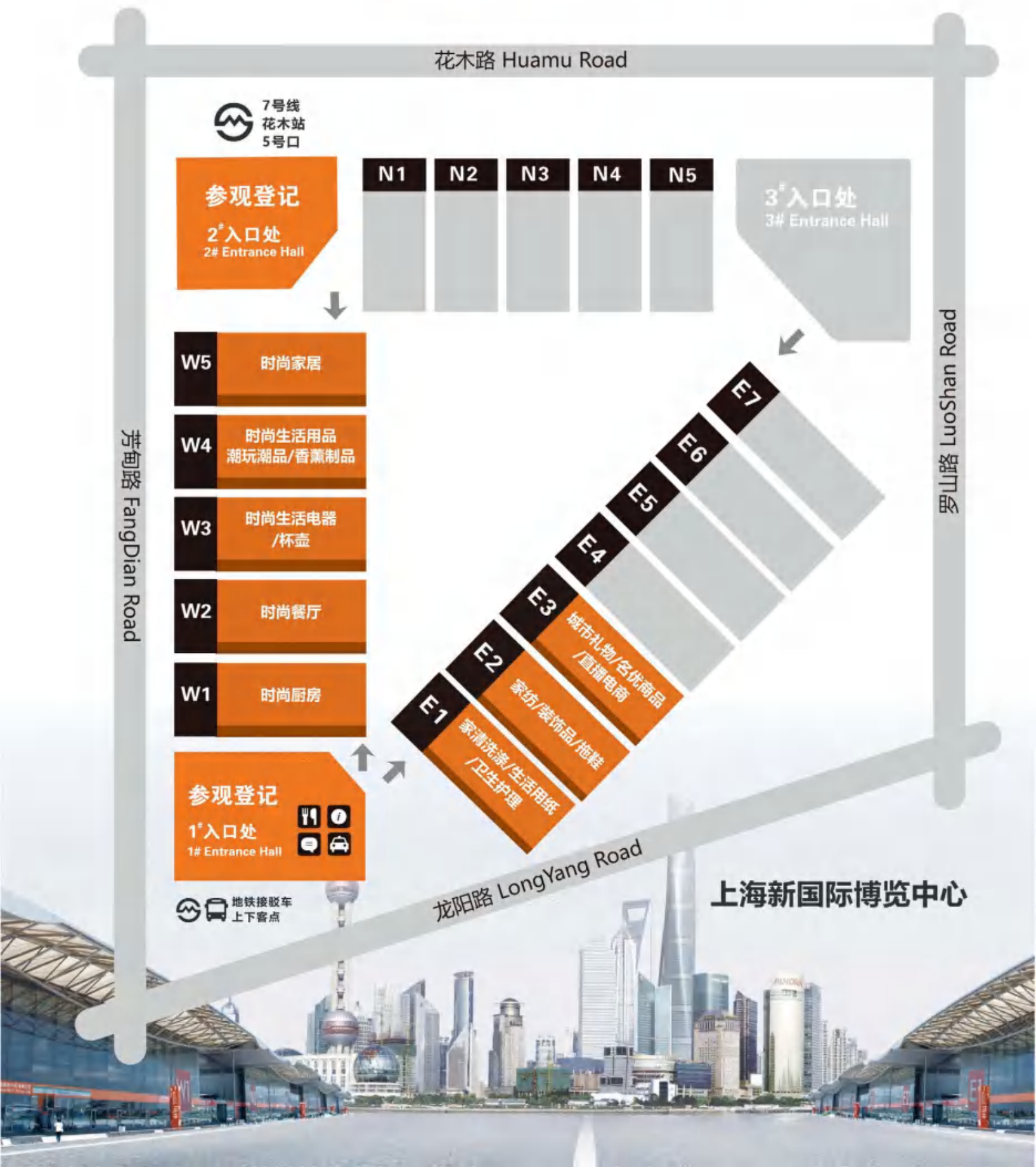
展出场地，无任何设施

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



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