

CCF SHANGHAI 2026

NEWLY UPGRADED

2026
3.19-21

SHANGHAI NEW
INTERNATIONAL
EXPO CENTRE

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

China (Shanghai) Household Cleaning, Washing and Personal Care Exhibition
China (Shanghai) International Tissue Paper & Personal Care Products Exhibition
China (Shanghai) International City Gifts & Premium Products Exhibition

CCF 上海日用百货展
CHINA CONSUMER
GOODS FAIR

Organizing unit:



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 德钛展览
EXHIBITION

CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS

1500+

Exhibitors

6000+

Brands

10万m²

Scale

10万+

Visitors

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.



NEWLY UPGRADED FOR CONSUMPTION BOOST

**Premium Export-Quality
Products to Energize
Local Markets**

**Innovative Products
Driving Brand Growth**

**AI Technology
Empowering
Fashionable Living**

**Expanded Categories
& Omnichannel Reach**

**Scaled Growth with
Venue Expansion**



EXHIBIT RANGE

Fashion Kitchenware

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



Fashion Tableware

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



Fashion Houseware

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



Fashion Lifestyle Appliances /Drinkware

Robot vacuums, massagers, fans, irons, hair dryers, humidifiers, etc.

Rice cookers, air fryers, coffee machines, soy milk makers, juicers, pressure cookers, electric griddles, toasters, steam ovens, yogurt makers, egg steamers, etc.

Plastic cups, insulated cups, titanium cups, stainless steel cups, thermoses, sports bottles, etc.



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.



Cleaning & Laundry / Household Paper / Personal Care & Hygiene

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, household paper, travel essentials, disposable underwear/socks/towels/bath towels, eye masks, eye patches, etc.



Home Textiles /Decor /Footwear

Bedding, lounge-wear, towels, carpets, decorative crafts, slippers, etc.



City Souvenirs Live Commerce

Travel mementos, Local specialties, artisanal gifts, Intangible Cultural Heritage (ICH) Products, live e-commerce, influencer live streams, etc.





CCF 2026 FASHION HOME LIVING ANNUAL GALA & AWARDS CEREMONY

- 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



**INDUSTRY TITANS CONVERGE | TRENDSETTING
VISIONARIES | EMPOWERING SECTOR GROWTH**

VISITOR COMPOSITION - A COMPREHENSIVE COVERAGE OF THE INDUSTRY

Professional Buyers

- Agent/Distributor
- Wholesaler
- Manufacturer
- Importers and Exporters
- International Trader
- Supermarket / Community Store
- Supermarket and Department Store
- Home Lifestyle/Aggregated Store
- E-commerce
- Cross-border E-commerce
- Community Live Group Buying
- Point Redemption Platform
- Design Company/Designer
- Fashion Buyer
- Media
- Franchise & Investment
- Other Terminal Stores
- Mail Order Company
- TV Shopping
- Advertising Agency / 4A
- Units Purchase
- Wechat Store Business



Cross-boarder Buyers

- Franchise Restaurant Brands
- Cafe and Snack Investors
- Gym/Fitness Studio
- Fitness Club
- Hotel&Resort
- Health Care Center
- Investment/Financing Company



POWERFUL PROMOTION PRECISE BUYERS INVITATION



DOMESTIC AND FOREIGN COOPERATIVE MEDIA

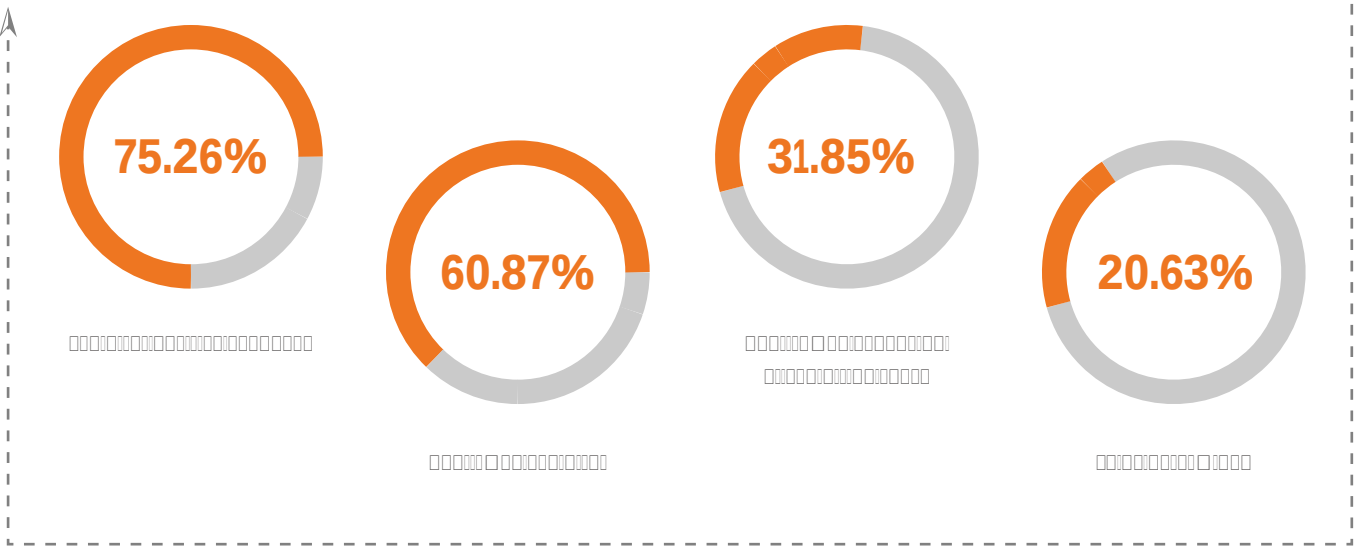
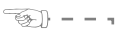


*Listed in no particular order

EXHIBITOR ANALYSIS

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.

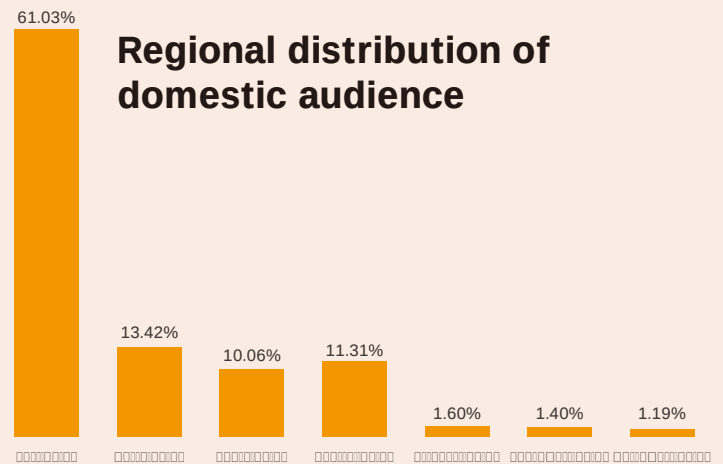
On-site exhibitor inspection report



AUDIENCE DATA ANALYSIS

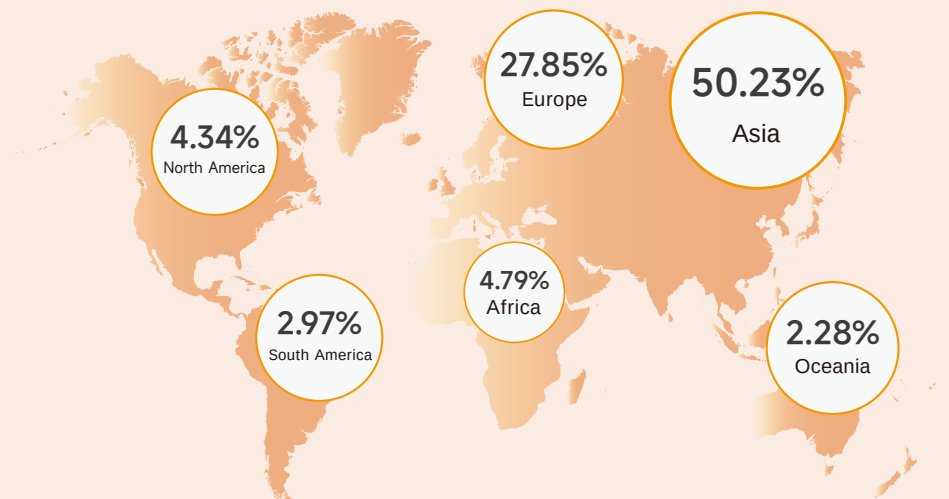
65
Countries
and Regions

55,086
Professional
Buyers

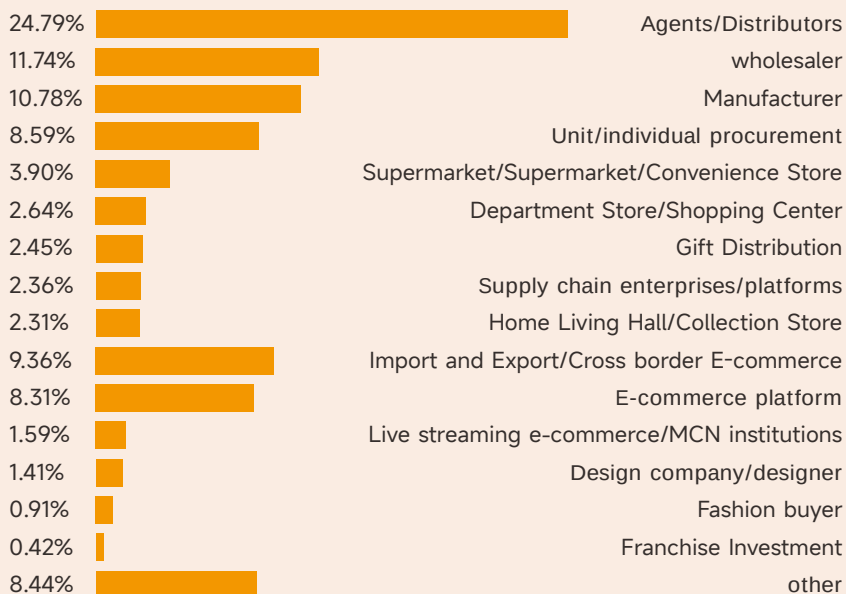


Geographical distribution of overseas buyers

689
Overseas Buyers



Audience category analysis

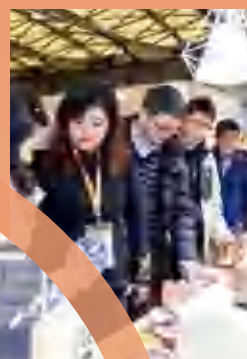


ACTIVITIES OF CCF SHANGHAI 2025

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.



HIGHLIGHTS OF CCF SHANGHAI 2025



PREVIOUS PARTICIPATING BRANDS



*Only partial display, ranking in no particular order

EXHIBITORS SERVICES



Comprehensive Exhibitor Services

Recommending Booth Builders
Recommending Transporters
Renting Meeting Room
Exhibitor Manual



Convenient Online Services

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



Effective Promotion Service

Advertisement Sponsor
Show Directory
Media Report
Activity Promotion



Helpful Business Travel Service

VISA Assistant (Exhibition Invitation)
Discounted Hotel Booking
Shuttle Bus
Floorplan And Brochure



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

BOOTH TYPE AND COST

Standard Booth 9m² (3m×3m)

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

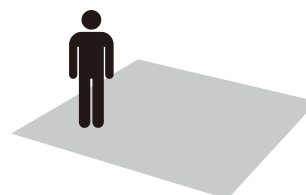


*The double-open standard booths add 1000RMB

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

Raw Space (Minimum 36m²)

Exhibiting space and no furniture package



Area/Type	Standard (3m×3m)		Raw Space	
	A Area	B Area	A Area	B Area
Domestic	14800元/9m ²	12800元/9m ²	1480元/m ²	1280元/m ²
Oversea	2800 USD/9m ²		280 USD/m ²	

HALL PLAN

SHANGHAI NEW INTERNATIONAL EXPO CENTRE



Line 7
Huamu Station
Gate 5

Visitor Registration
2# Entrance Hall

N1

N2

N3

N4

N5

3# Entrance Hall

W5

FASHION HOUSEWARE

W4

FASHION LIFESTYLE
PRODUCTS
/ TRENDY COLLECTIBLES

W3

FASHION LIFESTYLE
APPLIANCES / DRINKWARE

W2

STYLISH DINNING SUPPLIES

W1

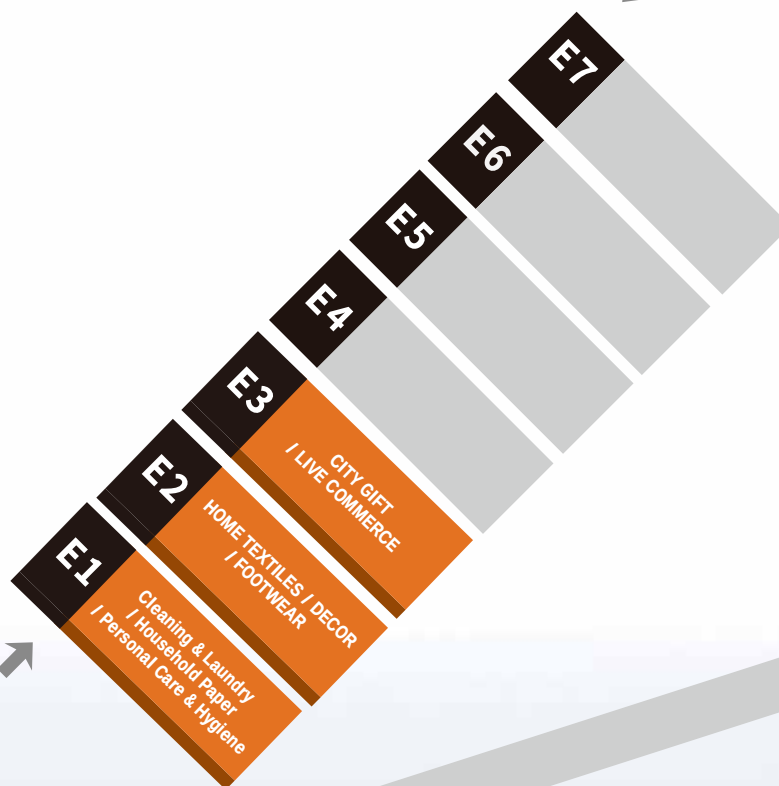
FASHION KITCHENWARE

Visitor Registration
1# Entrance Hall

1# Entrance Hall



Subway shuttle bus
Pick-up and drop off points



FangDian Road

LuoShan Road

LongYang Road



FOCUSING ON BRANDS DRIVING INNOVATION

CONTACT THE ORGANIZING COMMITTEE

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

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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

Official website: www.ccfsh.net/en/



LINKEDLN



WECHAT