

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  UFI

DATTOR  田

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

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, etc.



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, etc.



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.



AI家居·智能家电/时尚杯壶

AI语音交互家电、自动烹饪机器人、智能咖啡机等智能厨房电器；扫地机器人、洗地机、窗户清洁机器人、电风扇、电熨斗、电吹风、加湿器、智能衣物护理机等生活小家电；电饭煲、空气炸锅、咖啡机、豆浆机、榨汁机、电压力锅、电饼铛、烤箱包机、电蒸炉、酸奶机、蒸蛋器等厨房小家电；AI按摩椅、智能睡眠监测系统、智能健身镜、空气净化器等智能健康家电；智能温控杯、IP联名杯、钛杯、塑料水杯、保温杯、不锈钢杯、保温壶、运动水杯等杯壶水具；

AI-Integrated Home & Smart Appliances / Trendsetting Drinkware

AI voice-interactive kitchen appliances, automatic cooking machines, smart coffee machines, and other smart kitchen appliances; Robot vacuums, floor washers, window-cleaning robots, electric fans, irons, hair dryers, humidifiers, smart garment care systems, and other small household appliances; Rice cookers, air fryers, smart coffee makers, soy milk makers, juicers, electric pressure cookers, griddles, toasters, steam ovens, yogurt makers, egg cookers, and similar products; AI massage chairs, smart sleep monitors, smart fitness mirrors, air purifiers, and other connected health-focused appliances; Smart temperature-control mugs, IP licensed cups, titanium cups, plastic cups, vacuum flasks, stainless steel bottles, sports bottles, and other drinkware.

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、箱包、皮具、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, luggage, leather goods, fragrance products, scented candles, green plants, artificial flowers, pet supplies, outdoor products, tents, sunshades, outdoor furniture, yoga mats, treadmills, etc.

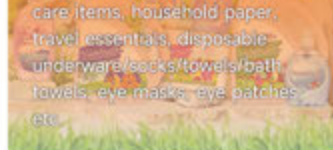


家清洗涤/生活用纸/卫生护理

衣物清洗洗涤用品、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、生活用纸、旅行用品、一次性内裤/袜子/毛巾/浴巾、眼罩、眼贴等

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.



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, etc.



城市礼物/名优商品/直播电商

城市礼物、地方特产、手工艺礼品、非遗精品、文创IP产品、老字号产品、直播电商、达人直播等

City Gifts /Premium Products /Live e-commerce

City gifts, local specialties, artisanal gifts, intangible cultural heritage, creative IP products, time-honored brand products, live e-commerce, influencer live streams, etc.





CCF 2026 中国家居百货年度盛典 暨颁奖晚宴

CCF 2026 CHINA HOME LIVING ANNUAL GALA
& AWARDS CEREMONY

- 中国家居百货年度风云经销商颁奖
- 中国商超及现代渠道颁奖
- 家居百货影响力品牌颁奖
- 中国百货商业协会家居生活行业分会成立大会暨风云经销商峰会
- 2026浙商总会新零售供应链委员会年会暨中国商超及现代渠道融合发展峰会
- 世界美好厨房潮流趋势发布会
- 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
- 渠道商专场招商交流会
- 品牌新品发布推介会
- China Home & General Merchandise Annual Leading Distributors Awards
- China Supermarkets & Modern Channels Awards
- Home & General Merchandise Influential Brand Awards
- Inaugural Conference of the Home & Living Industry Branch of the China Commerce Association for General Merchandise & Leading Distributors Summit
- 2026 Annual Meeting of the New Retail & Supply Chain Committee of the General Association of Zhejiang Entrepreneurs & Retail Innovation and Development Summit
- Global Kitchen Trends Release Conference
- 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
- 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	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

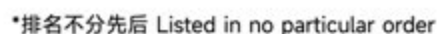
餐饮连锁品牌	Franchise Restaurant Brands
咖啡饮品/美味小吃投资店主	Cafe and Snack Investors
健身房/健身工作室	Gym/Fitness Studio
健身俱乐部	Fitness Club
酒店/度假村	Hotel&Resort
养生馆	Healthe Care Center
投资/融资公司	Investing/Financing Company



POWERFUL PROMOTION,PRECISE BUYERS INVITATION



Domestic and Foreign Cooperative Media



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

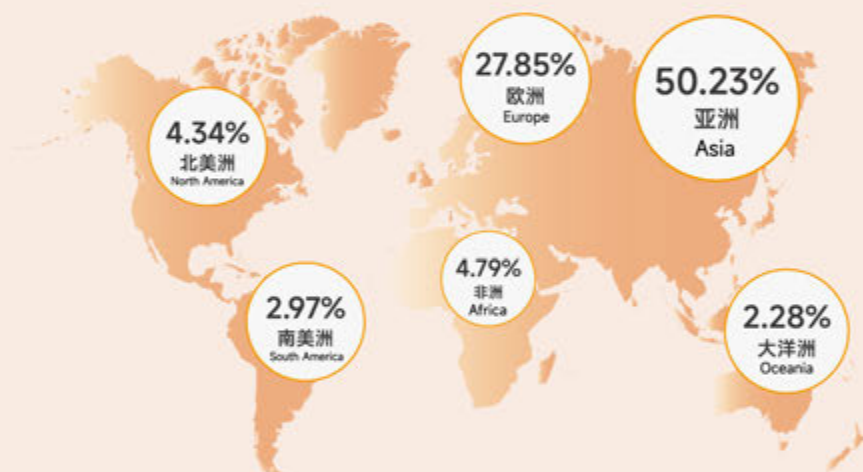


境外买家地域分布

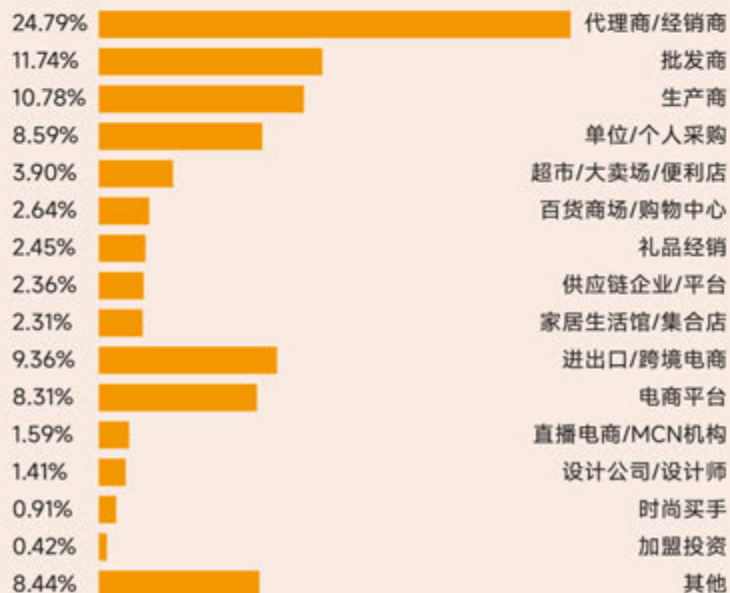
Overseas Buyers Source

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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