



# 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    上海国际家居收纳展览会  
上海家庭清洁、洗涤及个护展览会    上海国际家纺、居家鞋服展览会  
上海国际城市礼物及名优商品展览会    上海国际户外休闲及旅行用品展览会

**2027.3.8-10**

上海新国际博览中心 (SNIEC)



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**1500+**

参展企业  
Exhibitors

**6000+**

品牌  
Brands

**10万m<sup>2</sup>**

展出规模  
Scale

**10万+**

专业观众  
Visitors

## 让优秀品牌遇上优质渠道

CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS

CCF上海国际家居及时尚生活博览会以“聚集品牌·引领创新”为定位目标，坚持长期主义发展理念，致力于为行业搭建高效、精准、面向全球的商贸对接平台。历届CCF博览会汇聚行业各品类的头部企业与新锐力量，堪称“星光熠熠”。众多品牌选择在CCF进行年度新品首发、首秀、首展，将展会作为检验市场反应、引领消费潮流的第一站。

作为全球家居生活用品旗舰大展，CCF携手行业全景呈现家居生活全球优品。同时，组委会打造“品牌-渠道”精准对接体系，让优秀品牌遇上优质渠道，让匠心之作在CCF平台找到通往市场的快车道。同期举办主题论坛/赛事、品牌发布、年会论坛及表彰盛典等10多场活动，大咖汇聚，聚焦热点，引领行业创新思维。

第六届CCF上海国际家居及时尚生活博览会将于2027年3月8-10日在上海新国际博览中心再放异彩。诚邀全球家居生活用品行业同仁，春暖花开时，沪上相聚，抢占开年先机，共赢全球商机。

CCF China (Shanghai) International Consumer Goods Fair & Modern Lifestyle Expo (Spring) positions itself with the mission of "FOCUSING ON BRANDS, DRIVING INNOVATION", adheres to the long-term development philosophy, and is committed to building an efficient, accurate and globally-oriented business matching platform for the industry. Previous editions of CCF Expo have brought together leading enterprises and emerging forces across all categories of the industry, truly living up to its reputation as a "star-studded" event. Numerous brands choose to hold the world premiere, debut and first exhibition of their annual new products at CCF, taking the expo as the first stop to test market response and lead consumption trends.

As a flagship exhibition of global home and lifestyle products, CCF joins hands with the industry to present a panoramic view of the world's finest home and lifestyle products. Meanwhile, the organizing committee has established a precise "Brand-Channel" matching system, enabling outstanding brands to connect with high-quality channels and allowing masterpieces to find a fast track to the market on the CCF platform. More than 10 concurrent events will be held, including themed forums/competitions, brand launches, annual conferences and award ceremonies, bringing together industry leaders to focus on hot topics and lead innovative thinking in the industry.

The 6th CCF China (Shanghai) International Consumer Goods Fair & Modern Lifestyle Expo (Spring) will shine again at the Shanghai New International Expo Center from March 8 to 10, 2027. We sincerely invite colleagues from the global home and lifestyle products industry to gather in Shanghai when spring blossoms, seize the first-mover advantage of the new year and win global business opportunities together.

# 精准定位 赋能品质生活

PRECISE POSITIONING FOR A BETTER QUALITY OF LIFE

## 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

## 餐厨用品

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、厨房小零件、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。



## Kitchenware & Tableware

Cookware, kitchen utensils, pots/pans, knives/scissors, stainless steel products, hardware tools, cutting boards, kitchen storage, small kitchen accessories, ceramics, glassware, bamboo/woodenware, tea sets, purple clay series, crystal tableware, and melamine dinnerware, etc.



## Home Textiles & Lounge Wear

Bedding, lounge wear, home textiles, towels/bath towels, carpets/mats, home decorations, decorative crafts, slippers, etc.



## AI家居、智能家电 时尚杯壶、 健康生活用品

咖啡机、电饭煲、空气炸锅、破壁机、电压力锅、空气净化器、净水器、电饼铛、扫地机器人、洗地机、加湿器等智能家电；AI按摩椅、智能足浴盆、护腰坐垫、瑜伽垫、跑步机、智能温控杯、IP联名杯、钛杯、塑料水杯、保温杯等。



## 家纺及居家鞋服

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。

## 香薰、家清及个护用品、 潮玩、宠物用品

香薰制品、香氛蜡烛、衣物清洁洗涤用品、家庭环境清洁用品、洗发护肤、电动牙刷、口腔护理、个人卫生护理用品、生活用纸、潮玩、宠物用品等。



## AI Home, Smart Home Appliances, Fashionable Drinkware, Health & Wellness Products

Coffee machines, rice cookers, air fryers, multifunctional blenders, electric pressure cookers, air purifiers, water purifiers, electric griddles, robot vacuums, floor scrubbers, humidifiers and other smart home appliances; AI massage chairs, smart foot baths, waist support cushions, yoga mats, treadmills, smart temperature-controlled cups, IP-co-branded cups, titanium cups, plastic water cups, insulated cups, etc.



## Fragrance, Cleaning & Laundry, Personal Care & Hygiene, Trendy Collectibles, Pet Supplies

Fragrance products, scented candles, laundry detergents & fabric care, household cleaning products, shampoo/skincare, electric toothbrushes, oral care, hygiene products, personal care items, household paper, trendy collectibles, pet supplies, etc.

## 家居收纳用品

收纳盒、收纳箱、收纳柜、收纳袋、收纳包、收纳篮、收纳架、旅行收纳用品、真空压缩袋、洗漱包、首饰盒、内衣收纳盒、手办收纳、鞋子收纳、折叠柜、洞洞板、药盒、防尘罩/膜等。



## 户外及休闲时尚、 旅行用品

户外家具、帐篷、遮阳伞、露营装备、烧烤用品、拉杆箱、箱包、一次性内裤/袜子/毛巾/浴巾、照明、安全防护、IP授权用品等。



## Outdoor & Leisure Fashion, Travel Products

Outdoor furniture, tents, sunshades, camping gear, barbecue supplies, luggage, bags, disposable underwear/socks/towels/bath towels, lighting, safety protection, IP-licensed products, etc.



## 绿色环保家居

家居用品、塑料制品、竹木制品、一次性用品、清洁用品、晾晒用品、便当餐盒等。

## 城市礼物、电商选品

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

## Home Storage

Storage boxes, storage bins, storage cabinets, storage bags, storage pouches, storage baskets, storage racks, travel storage items, vacuum compression bags, toiletry bags, jewelry boxes, underwear storage boxes, figure storage, shoe storage, folding cabinets, pegboards, pill boxes, dust covers/films, etc.

## Eco-Friendly Home

Home goods, plastic products, bamboo/wooden products, disposable items, cleaning supplies, drying tools, bento lunch boxes, etc.

## City Gifts, Live Commerce

Travel mementos, local specialties, artisanal gifts, Intangible Cultural Heritage (ICH) products, cultural & creative IP products, time-honored brand products, geographical indication & local specialty products, live e-commerce, influencer live streams, etc.



## 同期活动 Concurrent Events

### ► 主题论坛/赛事

- 2027外贸优品拓内销论坛
- 2027内外贸一体化发展论坛
- 2027家居百货全渠道创新论坛
- “巧收纳·美生活”空间收纳大赛
- 2027世界美好厨房潮流趋势发布会
- 2027家居百货跨境电商发展论坛
- AI创新与品牌增长论坛
- 渠道商专场招商交流会

### ► 品牌发布

- CCF 2027时尚生活节暨品牌好物秀
- 品牌新品发布推介会

### ► 年会论坛及表彰盛典

- 2027中百协家居生活行业分会年会暨品质生活思享会
- 2027浙商总会新零售供应链委员会年会暨商超及渠道创新发展论坛
- 百佳店长颁奖
- 优秀供应商颁奖
- 风云经销商颁奖
- 影响力品牌颁奖
- 商超及现代渠道颁奖

### ► Thematic Forum

- 2027 Forum on Expanding Domestic Sales of Premium Export Products
- 2027 Forum on the Integrated Development of Domestic and Foreign Trade
- 2027 Home and General Merchandise Omnichannel Innovation Forum
- “Ingenious Storage & Beautiful Life” Home Storage Competition
- 2027 World Better Kitchen Trend & Ecology Conference
- 2027 Home and General Merchandise Cross-border E-commerce Development Forum
- AI Innovation & Brand Growth Forum
- Special Recruitment & Exchange Session for Channel Partners

### ► Brand Launch

- CCF 2027 Fashion Life Festival & Brand Showcase
- Brand New Product Launch & Promotion Conference

### ► Annual Conference & Awards Gala

- 2027 Annual Conference & Quality Life Thought Sharing Conference of the Home & Living Industry Branch of China Commerce Association for General Merchandise
- 2027 Annual Conference of the New Retail & Supply Chain Committee of The General Association of Zhejiang Entrepreneurs & Supermarkets and Channels Innovation and Development Forum
- Top 100 Store Manager Awards
- Excellent Suppliers Awards
- Outstanding Distributors Awards
- Influential Brands Awards
- Supermarket & Modern Channel Awards

**大咖汇聚 引领风向 赋能行业**  
**INDUSTRY TITANS CONVERGE | TRENDSETTING**  
**VISIONARIES | EMPOWERING SECTOR GROWTH**

# 观众构成 Visitor Composition

## 全面覆盖行业买家

A COMPREHENSIVE COVERAGE OF THE INDUSTRY

### ► 专业买家

- 代理商/经销商
- 批发商
- 生产商
- 进出口商
- 国际贸易采购商
- 超市/社区店
- 商超百货
- 家居生活馆/集合店
- 电商
- 跨境电商
- 社区社群直播团购平台
- 积分兑付平台
- 设计公司/设计师
- 时尚买手
- 媒体
- 加盟投资
- 其他终端门店
- 邮购公司
- 电视购物
- 广告公司/4A公司
- 单位采购
- 微商

### ► Professional Buyers

- Agent/Distributor
- Wholesaler
- Manufacturer
- Importers and Exporters
- International Trade Buyer
- 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
- Wetchat Store Business

### ► 跨界渠道买家

- 餐饮连锁品牌
- 咖啡饮品/美味小吃投资店主
- 健身房/健身工作室
- 健身俱乐部
- 酒店/度假村
- 家政公司
- 养生馆
- 宠物之家
- 宠物医院
- 投资/融资公司

### ► Cross-boarder Buyers

- Franchise Restaurant Brands
- Cafe and Snack Investors
- Gym / Fitness Studio
- Fitness Club
- Hotel & Resort
- Housekeeping Company
- Health Care Center
- Pet Home
- Pet Hospital
- Investing / Financing Company





## 国内外合作媒体

### Domestic and Foreign Cooperative Media



\*排名不分先后 Listed in no particular order

## 展商寄语 Exhibitor Reviews

硕加家居是广东顺祥陶瓷旗下高端家居品牌，作为CCF上海家居生活博览会的“老朋友”，我们每年都期待这场行业开年聚会。在2026这届展会上，我们开发了国内外的高端采购商资源，赢得了客户的广泛赞誉，明春三月再相聚上海。

**深圳市硕加家居文化有限公司**

SOLECASA Home is a high-end home furnishing brand under Guangdong Shunxiang Ceramics Co., Ltd. As a long-standing friend of the CCF SHANGHAI, we look forward to this annual industry kickoff gathering each year. At the 2026 edition of the expo, we tapped into high-end buyer resources both at home and abroad and won widespread recognition from our clients. Let's meet again in Shanghai next March!

**By: Shenzhen Solecasa Home Culture Co., Ltd.**

我们是专业做家居清洁用品的工厂，旗下品牌有优洁士、优露清；今年是第2次参加CCF上海家居生活博览会。两次参展都有收获，去年通过展会对接了不少商超渠道、礼品定制渠道和电商卖家，今年现场又接触了家清个护类的采购商和跨境买家，部分已经进入样品寄送阶段。CCF展会客群精准，服务也很好，连续两年参展都拿到了一些新订单和新客户，能让我们高效触达到真正有需求的客户。

**西安优露清科技股份有限公司**

We are a factory specializing in household cleaning products, with our own brands including Youjieshi and Explution. This is our 2nd time participating in the CCF SHANGHAI, and we have reaped rewarding results from both participations. Last year, we connected with numerous supermarket channels, gift customization channels and e-commerce sellers through the expo. This year, we met on-site with purchasers and cross-border buyers in the household cleaning and personal care category, some of whom have already entered the sample delivery stage. The CCF Expo boasts a highly targeted customer base and excellent services. With our two consecutive participations, we have secured a number of new orders and customers, allowing us to efficiently reach the clients with genuine purchasing needs.

**By: Xi'an Explution Tech Co., Ltd.**

## 买家之声 Buyers' Feedback

这是我连续第五届参加CCF上海家居生活博览会。展会品牌汇聚、多元供应链覆盖全面，不仅高效选品，也是与行业新老朋友开年交流学习线下见的好时机。我们公司可将CCF纳入年度采购计划，持续到访选品，以对接家居及时尚生活行业更优秀的供应商。

**美嘉美家居生活馆创始人 王韬**

This marks my 5th consecutive participation in the CCF SHANGHAI. The expo brings together a diverse array of brands and boasts comprehensive coverage of a multi-faceted supply chain – it not only enables efficient sourcing, but also serves as an ideal offline opportunity to connect, communicate and learn with both new and old peers in the industry at the start of the year. Our company has incorporated the CCF Expo into our annual procurement plan and will continue to attend for sourcing, aiming to connect with more outstanding suppliers in the home and fashion lifestyle sectors.

**BY: Wang tao, Founder of MEIJAMEI Home Life Hall**

这是我们团队第四次参加CCF上海家居生活博览会，收获很大。展会规模大，品牌多，对我们电商企业来说，拓展供应商资源非常高效。每次到访从展位规划到现场服务，整体顺畅有序，体验很好。希望展会越办越好，期待未来继续携手，共促行业发展，CCF2027我们继续相约！

**滁州阿木小猪电子商务有限公司总经理 周山根**

This is our team's 4th time attending the CCF SHANGHAI, and we have reaped great rewards from it. The expo features a large scale and a diverse gathering of brands, making it an extremely efficient way for our e-commerce enterprise to expand supplier resources. Each time we attend, everything from booth layout to on-site services is smooth and well-organized, delivering an excellent experience for us. We wish the expo continued growth and greater prosperity, and look forward to continuing our partnership in the future to jointly promote the development of the industry. See you at CCF 2027!

**By: Zhou Shangen, General Manager of Chuzhou Amu Piggy E-Commerce Co., Ltd.**

我们是综合性家居百货贸易商——河北将者商贸有限公司，业务覆盖多省市商超及零售渠道。已多次参加CCF上海春季百货展，每次来都有新收获，能找到合适的商品。重点考察了塑料制品、家清个护、厨房小家电、家居拖鞋等品类，现场对接了十几家源头工厂和品牌方，CCF展会品类全、厂家多，能让我们第一时间把握市场趋势，筛选优质新品。希望CCF越来越好！每次的展会我们都不会错过。

**河北将者商贸有限公司总经理 刘英杰**

We are Hebei Jiangzhe Trading Co., Ltd., a comprehensive trader of home and daily necessities, whose business covers supermarket and retail channels across multiple provinces and cities. We have participated in the CCF Shanghai Spring General Merchandise Expo for many times, and we gain new rewards and source suitable products every time we attend. We focused on inspecting categories including plastic products, household cleaning & personal care items, small kitchen appliances and home slippers, and connected with more than a dozen source factories and brand owners on-site. The CCF Expo boasts a complete range of categories and a large number of manufacturers, enabling us to grasp market trends and screen high-quality new products at the first time. We wish the CCF Expo greater success! We will never miss any of its editions.

**By: Liu Yingjie, General Manager of Hebei Jiangzhe Trading Co., Ltd.**

# 展商分析 Exhibitor Analysis

CCF SHANGHAI 2026汇聚了747家国内外参展商，覆盖家居生活用品全品类。为精准把握展商需求、持续优化展会服务，组委会于展会现场面向全体参展商开展了意见征询调研，共回收有效问卷708份。调研数据显示，展商对展会整体效果给予高度评价，整体满意度达76.85%。

CCF SHANGHAI 2026 brought together 747 domestic and international exhibitors, covering the full spectrum of home and daily living products. To accurately capture exhibitor needs and continuously refine exhibition services, the organizing committee conducted an on-site opinion survey among all exhibitors, with 708 valid questionnaires collected. Survey data shows that exhibitors gave high ratings to the overall performance of the exhibition, with an overall satisfaction rate of 76.85%.



**76.85%**

展商好评

Exhibitor Praise



**63.66%**

下届确定参展

Confirmed for Next Edition



**32.53%**

下届确定扩大参展面积

Confirmed to Expand Booth Area for Next Edition



**20.58%**

下届参展待定

Undecided for Next Edition

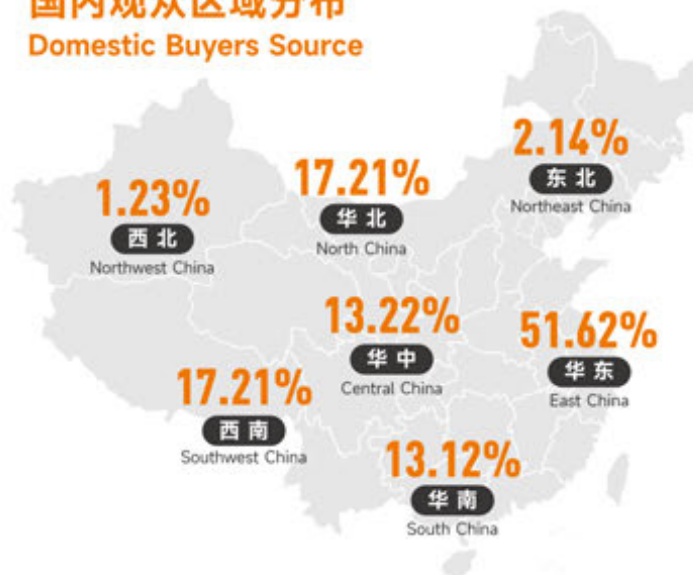


# 观众数据分析 Visitor Data Analysis

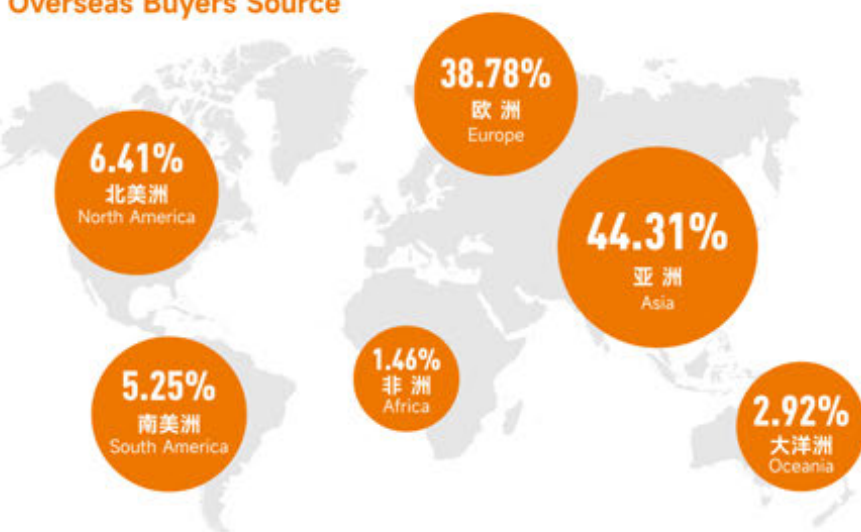
CCF SHANGHAI 2026三天盛会，来自全球各地58327专业观众前来参观，其中，境外参观商为723人，主要来自俄罗斯、韩国、日本、乌兹别克斯坦、马来西亚、哈萨克斯坦 英国、罗马尼亚、法国、德国、美国、加拿大、荷兰、中国香港、中国澳门和中国台湾等国家和地区。

Over the three-day CCF SHANGHAI 2026 event, a total of 58,327 professional visitors from across the globe attended the exhibition, among whom 723 were overseas visitors. They were mainly from Russia, the Republic of Korea, Japan, Uzbekistan, Malaysia, Kazakhstan, the United Kingdom, Romania, France, Germany, the United States, Canada, the Netherlands, as well as China's Hong Kong, Macao and Taiwan regions.

## 国内观众区域分布 Domestic Buyers Source



## 境外买家地域分布 Overseas Buyers Source



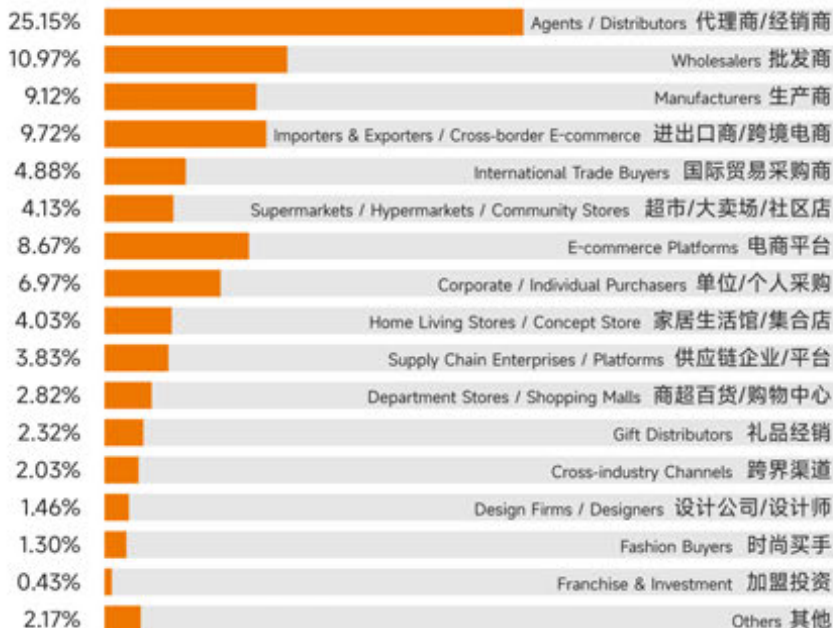
**65** 国家和地区  
Countries and Regions

**58,327** 专业观众  
Professional Buyers

**723** 海外观众  
Overseas Buyers

## 观众构成

### Visitors Category

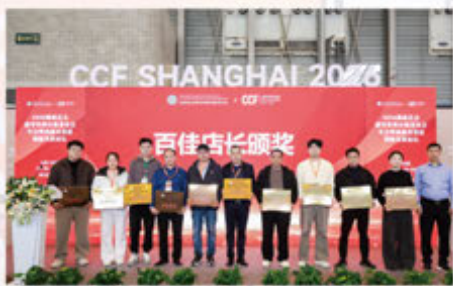


# 上届回顾 精彩活动

## Activities of CCF SHANGHAI 2026

CCF SHANGHAI 2026同期举办了2026家居百货全渠道创新论坛、2026浙商总会新零售供应链委员会年会暨商超及渠道创新发展论坛、2026世界美好厨房潮流趋势发布会、2026家居百货跨境电商发展论坛、AI创新与品牌增长论坛、CCF2026时尚生活节暨第三届中华服饰时尚大赛等近10场精彩纷呈的活动，行业大咖嘉宾共聚一堂，围绕行业创新、渠道变革等热点话题展开深度探讨，为行业未来发展领航指路，把握“大势起潮”的时代脉搏。

CCF SHANGHAI 2026 featured nearly 10 spectacular concurrent events, including the 2026 Home & General Merchandise Omnichannel Innovation Forum, the 2026 Annual Conference of the New Retail & Supply Chain Committee of The General Association of Zhejiang Entrepreneurs & Supermarkets and Channels Innovation and Development Forum, the 2026 Global Better Kitchen Trend Release, the 2026 Home & General Merchandise Cross-border E-commerce Development Forum, the AI Innovation & Brand Growth Forum, and CCF 2026 Fashion Lifestyle Festival coupled with the 3rd China Apparel Fashion Competition. Industry leaders and distinguished guests gathered here to conduct in-depth discussions on hot topics such as industrial innovation and channel transformation, chart the course for the future development of the industry, and keep pace with the prevailing trends of the new era.



# 上届回顾 精彩掠影

## Highlights of CCF SHANGHAI 2026





# 展台类型及费用 Booth Type And Cost

## 标准展位 9m<sup>2</sup> (3x3m)

- 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

## Standard Booth 9m<sup>2</sup> (3x3m)

- ① One Table
- ② Two Chairs
- ③ Exhibition Lintel (Bilingual)  
(Two Side Open With Two Lintel)
- ④ One 220V Socket
- ⑤ Two Spot Lights
- ⑥ Two/Three Panels
- ⑦ Space And Carpet



## 豪华标准展位 9m<sup>2</sup> (3x3m)

### Deluxe Standard Booth 9m<sup>2</sup> (3x3m)



## 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



\* 标准展位及豪华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 and deluxe booths add 1000RMB;

\* The picture is for your reference, the real booth comply with release onsite.

展位类型 Booth Type	标准展位 Standard (3m×3m)	豪华标准展位 Deluxe (3m×3m)	光地 (36m <sup>2</sup> 起租) Raw Space (Minimum 36m <sup>2</sup> )
国内企业 Domestic	14,800 元/展位 RMB 14,800	16,800 元/展位 RMB 16,800	1,480 元/m <sup>2</sup> RMB 1,480/m <sup>2</sup>
境外企业 Oversea	2,800 美元/展位 USD 2,800	3,000 美元/展位 USD 3,000	280 美元/m <sup>2</sup> USD 280/m <sup>2</sup>

# 展馆分布图 Hall Plan



**E1、E2** 时尚餐厨用品  
Fashion Kitchenware & Tableware

**E3** AI家居、智能家电、时尚杯壶、健康生活用品、城市礼物  
AI Home, Smart Home Appliances, Fashion Drinkware, Health & Wellness Products, City Gifts

**E4** 绿色环保家居、家居收纳用品  
Eco-Friendly Home, Home Storage

**E5** 香薰、家清及个护用品、潮玩、宠物用品、电商选品  
Fragrance, Cleaning & Laundry, Personal Care & Hygiene, Trendy Collectibles, Pet Supplies, Live Commerce

**E6** 家纺及居家鞋服  
Home Textiles, Home Slippers & Loungewear

**E7** 户外及休闲时尚、旅行用品  
Outdoor & Leisure Fashion, Travel Products

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