



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

Shanghai International Home Storage Conference  
Shanghai International Home Textiles, Loungewear & Slippers Exhibition  
China (Shanghai) Household Cleaning, Washing and Personal Care Exhibition  
China (Shanghai) International City Gifts & Premium Products Exhibition  
Shanghai International Outdoor Leisure & Travel Goods Exhibition

**2027.3.8-10**

Shanghai New International Expo Centre (SNIEC)



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**1500+**  
Exhibitors

**6000+**  
Brands

**100Km<sup>2</sup>**  
Scale

**100K+**  
Visitors

## CONNECTING PREMIUM BRANDS WITH PRIME CHANNELS

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 step 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.

# ***Precise Positioning for a Better Quality of Life***



**Innovative Products  
Driving Brand Growth**

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

**AI Technology  
Empowering  
Fashionable Living**



**Expanded Categories &  
Omnichannel Reach**

**Scaled Growth with  
Venue Expansion**

# Exhibit Range

## 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.



## 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.



## 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.



## Home Textiles & Lounge Wear

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

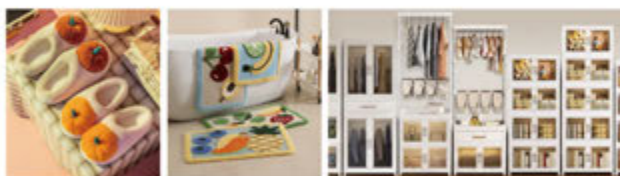
## Fragrance, Cleaning & Laundry, Personal Care & Hygiene, Trendy Collectibles, Pet Supplies

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.



## 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.



## 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.





## Concurrent Events



### ► 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

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 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



### ► 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





## Domestic and Foreign Cooperative Media



\*Listed in no particular order

## Exhibitor Reviews

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.**

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.**

## Buyers' Feedback

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**

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.**

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.**

# Exhibitor Analysis

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%**

Exhibitor Praise



**63.66%**

Confirmed for  
Next Edition



**32.53%**

Confirmed to Expand  
Booth Area for Next Edition



**20.58%**

Undecided for  
Next Edition



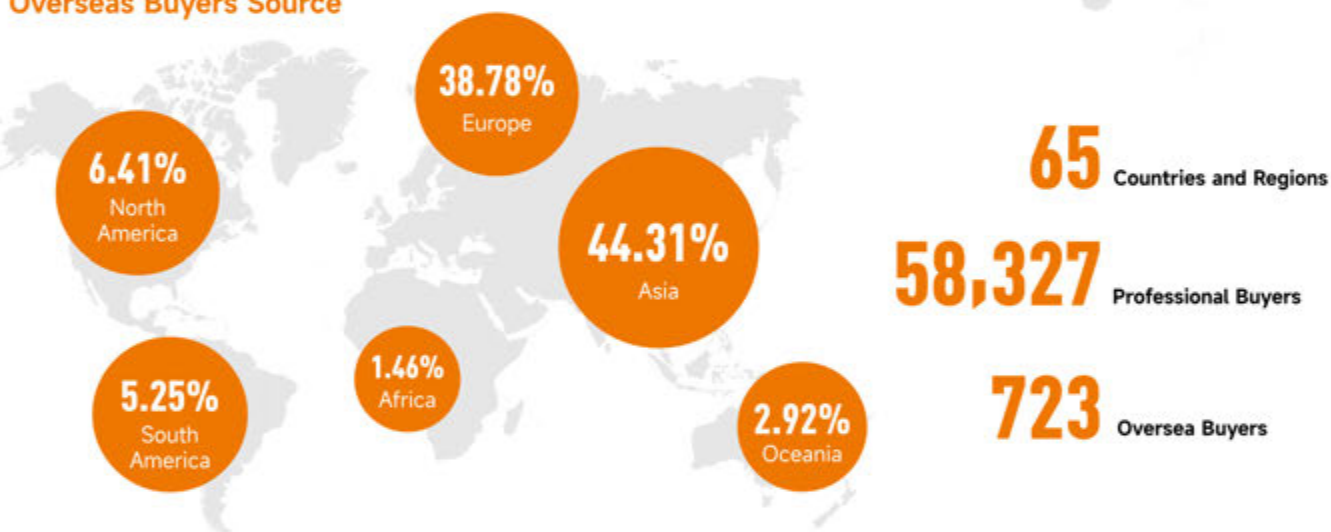
# Visitor Data Analysis

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.

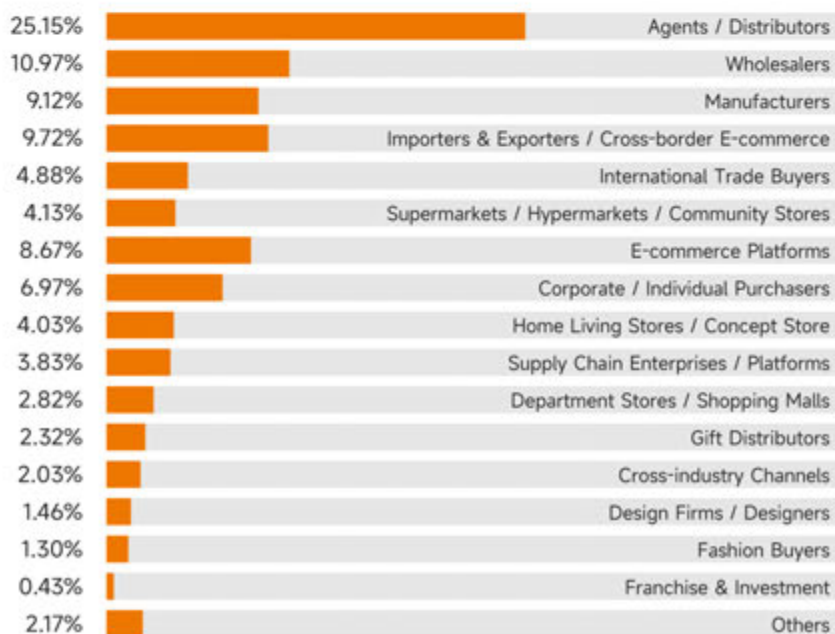
## Domestic Buyers Source



## Overseas Buyers Source



## Visitors Category



# Activities of CCF SHANGHAI 2026

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.



# Highlights of CCF SHANGHAI 2026





# Brands United Brilliant Showcase

# Booth Type And Cost

## 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



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



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

Exhibiting space and no furniture package



\* The double-open standard booths and deluxe booths add 1000RMB;

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

Booth Type	Standard (3m×3m)	Deluxe (3m×3m)	Raw Space (Minimum 36m <sup>2</sup> )
Domestic	RMB 14,800	RMB 16,800	RMB 1,480/m <sup>2</sup>
Oversea	USD 2,800	USD 3,000	USD 280/m <sup>2</sup>

# Hall Plan

## Shanghai New International Expo Centre (SNIEC)



**E1、E2** Fashion Kitchenware & Tableware

**E3** AI Home, Smart Home Appliances, Fashion Drinkware, Health & Wellness Products, City Gifts

**E4** Eco-Friendly Home, Home Storage

**E5** Fragrance, Cleaning & Laundry, Personal Care & Hygiene, Trendy Collectibles, Pet Supplies, Live Commerce

**E6** Home Textiles, Home Slippers & Loungewear

**E7** Outdoor & Leisure Fashion, Travel Products

# FOCUSING ON BRANDS DRIVING INNOVATION

## GLOBAL HOME & LIVING FLAGSHIP EXPO

### 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/](http://www.ccfsh.net/en/)



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