

Fact sheet



interiorlifestyle
CHINA

12–14.9.2025
SHANGHAI, CHINA

Fair Name	Interior Lifestyle China
Location	Shanghai Exhibition Centre
Fair Date	12 - 14 September 2025
Exhibiting Brands	188 from 26 countries / regions (2024)
Visits	9,016 (2024)
Fair Theme	Lifestyle Alive
Zoning	[Home] - <i>Everything related to our daily lives</i> Glass, crystal / porcelain, ceramics / silverware, silver plated / plastic ware / cookware / kitchen equipment and appliances / table equipment and decorations / small electrical appliances / furniture and accessories / wall decorations / lightings and accessories / mirrors, clocks, photo frames / garden & accessories / furnishing / home textiles [Travel] - <i>Integration into Everyday Living</i> Consumer electronics / beauty and wellness products / coffee-ware and coffee equipment / coffee shops / bar and drinks-related equipment / camping and outdoor products / travel accessories / hospitality products [Gifting] - <i>A Celebration of Self-Care</i> Arts & crafts / stationery / floral art & accessories / room fragrances, candles / jewellery / trend-oriented gift articles / designer works / gourmet gifts / designer toys
Visitor Groups	Trade and public buyers <u>Offline channels</u> Traditional retail channels: Retail stores / chain stores / department stores / home and furniture stores / supermarkets / mail-order business / e-commerce / wholesale trade / distributors / commercial agents / importers / exporters / design studios / interior designers / architects / hotel and catering industry / construction and housing industry / manufacturing industry / organisations / associations / public authorities / universities / colleges Emerging retail channels: Lifestyle stores / buyer stores / gift stores / cross-border retail stores / pet stores / mother-and-baby stores / tourist souvenir stores / 3C video game experience stores / art bookstores <u>Online channels</u> KOLs / KOCs / e-commerce platforms / content-driven e-commerce / community sellers / specialty e-commerce / community e-commerce <u>Other channels</u> Lifestyle enthusiasts / "prosumers" / content creators / extended lifestyle sectors
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