

FURNITURE
CHINA
2025



Maison
Shanghai

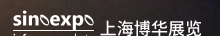
2025 Show Report



Concurrent Exhibitions



Organizers



The 30th Edition of Furniture China

Held under the theme "BEYOND NEXT", successfully concluded with a vibrant showcase of global design, innovation, and trade.

Date and Venue

10-13 September, 2025 ———> SNIEC

9-12 September, 2025 ———> SWEECC

Exhibition Scale

3,200+

Exhibitors

350,000+ m²

Exhibition Area

The year 2025 marks the 30th anniversary of China International Furniture Expo (Furniture China). As a premier global furniture trade platform, it showcases a comprehensive range of home, office, and outdoor furniture, along with premium materials, innovative designs, and decorative products from leading manufacturers.

Furniture China is dedicated to fostering industry innovation and building trusted partnerships worldwide. Together with Maison Shanghai, it strengthens its position as a global hub for the furniture and lifestyle sector by integrating sourcing excellence with design advancement.

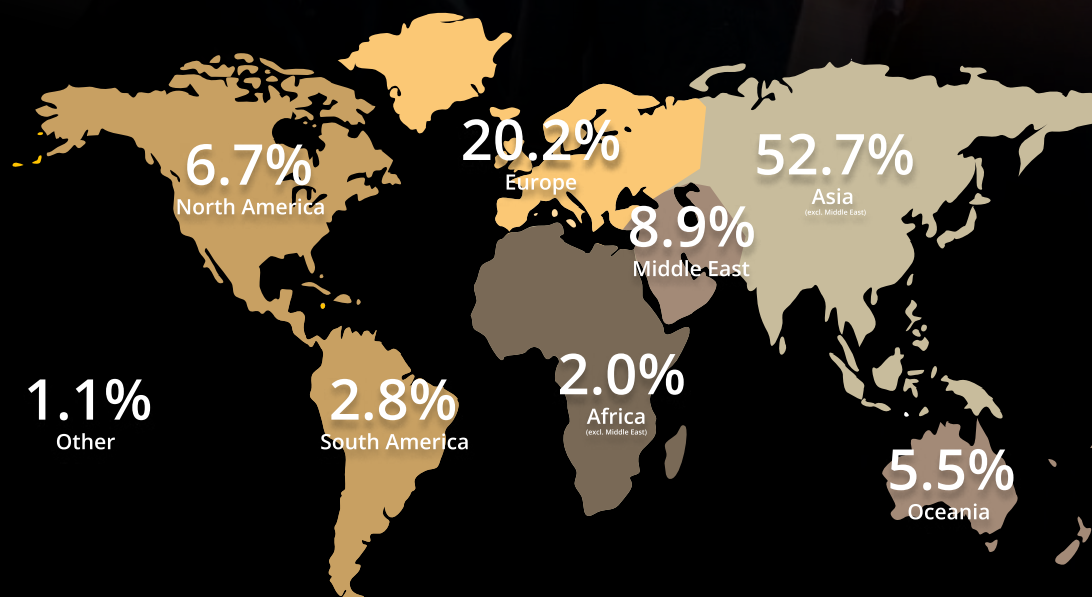
Visitor Attendance

163,527 total visits from **174** countries and regions over five days.

Overseas attendance reached **32,618**, a **13.9%** YOY increase.

19,634 international visitors from around the world attended the event, demonstrating its global appeal.

Overseas Visitor Distribution



Top 20 Countries by Overseas Attendees

7.75%	4.68%	4.62%	4.60%	4.40%	4.19%	3.61%	3.36%	2.88%	2.54%
South Korea	India	Japan	Australia	Malaysia	Russia	Indonesia	Thailand	USA	Philippines
2.43%	2.32%	1.75%	1.57%	1.57%	1.47%	1.46%	1.40%	1.30%	1.25%
UK	Vietnam	Canada	Saudi Arabia	UAE	France	Spain	Singapore	Mongolia	Germany

China Domestic Attendance

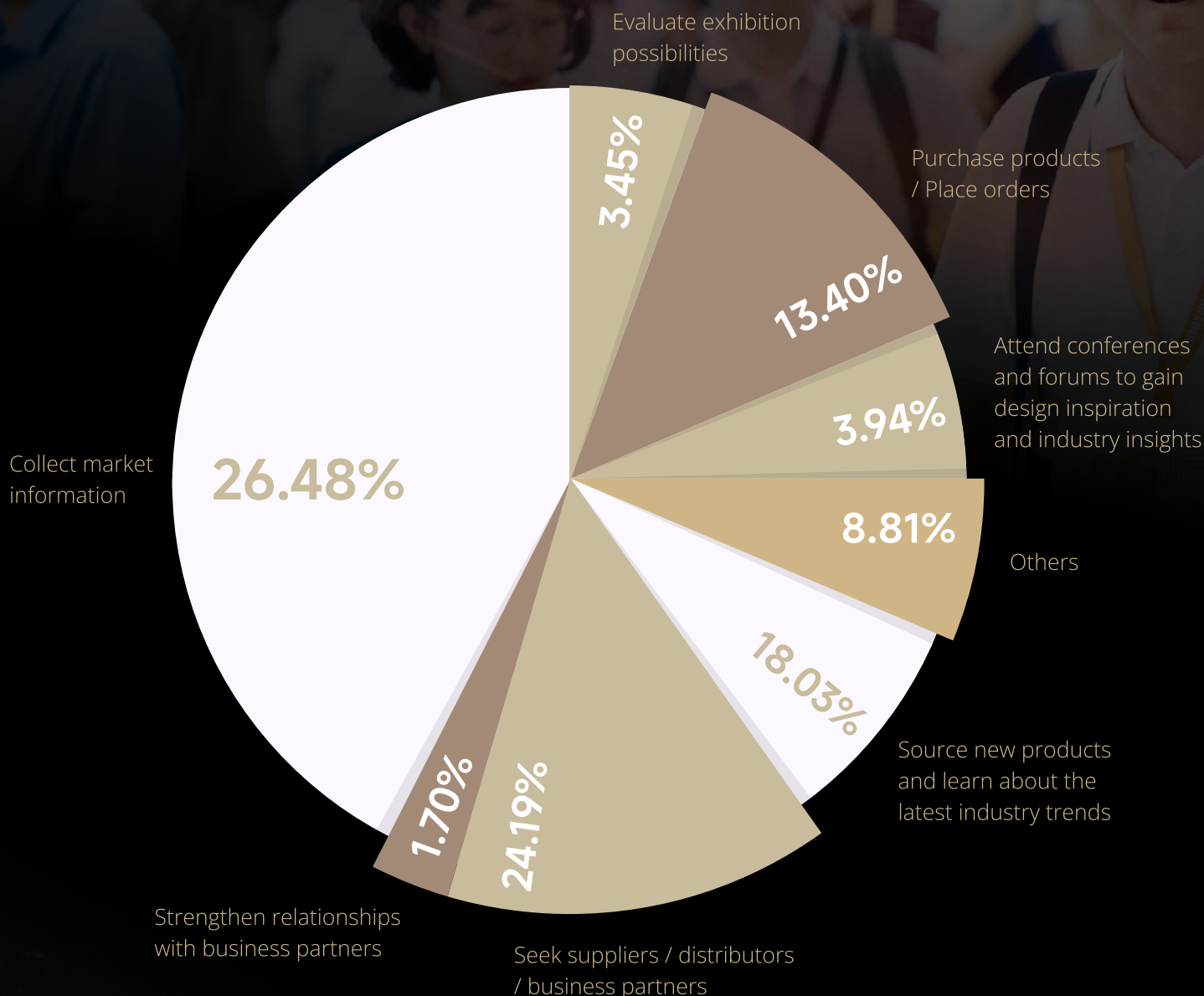
Domestic participation of **130,909** visits from across the country.



Top 10 Provinces/Regions by Domestic Attendees

1. Shanghai	29.5%
2. Zhejiang	23.2%
3. Jiangsu	12.8%
4. Guangdong	10.3%
5. Shandong	3.6%
6. Beijing	3.2%
7. Anhui	2.3%
8. Fujian	2.1%
9. Hebei	2.1%
10. Henan	1.6%

Purpose of Visit



- Collect market information 26.48%
- Seek suppliers / distributors / business partners 24.19%
- Source new products and learn about the latest industry trends 18.03%
- Purchase products / Place orders 13.40%
- Attend conferences and forums to gain design inspiration 3.94%
and industry insights
- Evaluate exhibition possibilities 3.45%
- Strengthen relationships with business partners 1.70%
- Others 8.81%

Business Nature

49.27%

Trade Buyers

1.73%

Media

22.66%

General Public

26.34%

Designers & Architects



13.54%

Furniture Manufacturer / Furniture Company

10.94%

Purchaser / Group Purchaser / Group Supply Chain Management

6.69%

Home Furnishings Manufacturer / Soft Furnishings Company

3.93%

Homeware Store / Department Store / Retail Outlet / Physical Store

3.09%

Wholesaler / Retailer / Distributor

2.77%

Importer & Exporter / Trading Company / International Trade Firm

2.49%

E-commerce / Cross-border E-commerce Company

2.13%

Agent / Agency

1.33%

Custom Furniture End-user

0.85%

Design Company

0.43%

Real Estate Developer / Contractor / Property Development Company

0.34%

Restaurant / Bar / Premium Entertainment Venue / Café

0.25%

Hotel / Guesthouse / Club

0.13%

Inspection / Maintenance Company

0.13%

Buyer / Influencer / Blogger

0.11%

Airport / Hospital / Cinema & Theater / Sports Venue

0.08%

Financial Institution / Bank

0.04%

Government Agency

0.01%

Decoration / Renovation Company

8.15%

Interior Designer

7.50%

Home Decoration & Soft Furnishing Designer

6.12%

Product / Finished Product Designer

2.20%

Architect / Engineering Designer

1.07%

Packaging / Illustration/ Animation/ Advertising Graphic Designer

0.77%

Public Art / Landscape / Exhibition Designer

0.30%

Lighting Designer

0.24%

Urban Planning Designer

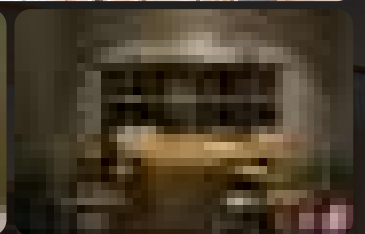
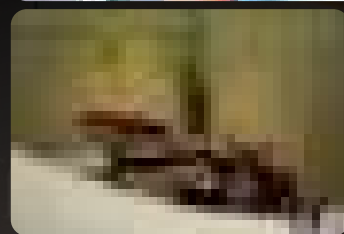
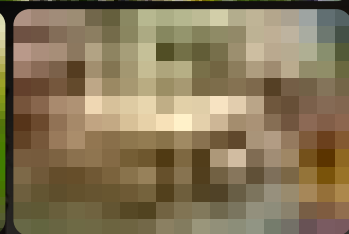
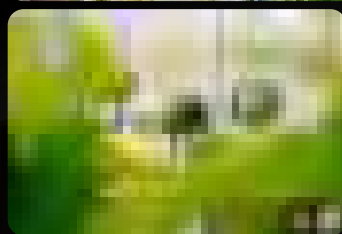
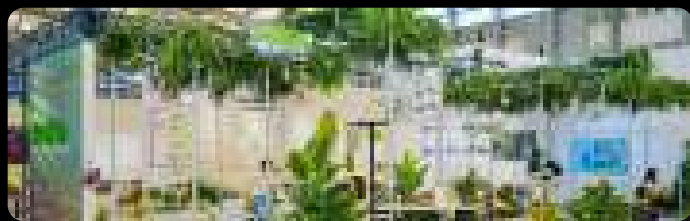
Exhibition Highlights

30+ Curated Exhibitions | A Content Matrix

Showcasing the latest transformation practices in the furniture and home furnishing industry.

At Furniture China 2025, a diverse range of high-quality furniture collections captivated buyers and seamlessly met varied market needs. The lively fairground became a dynamic platform for establishing new business ties, securing major orders, and strengthening collaborations. The vibrant ambiance highlighted the event's key role in advancing the industry and boosting global trade.

At SNIEC



ReMe: ESG Sustainability Themed Exhibition

China Top Ten Furniture Brands Exhibition

At SWEECC

H3 Design Highland: featuring top designers alongside leading brands



Chi Wing Lo



Lv Yongzhong



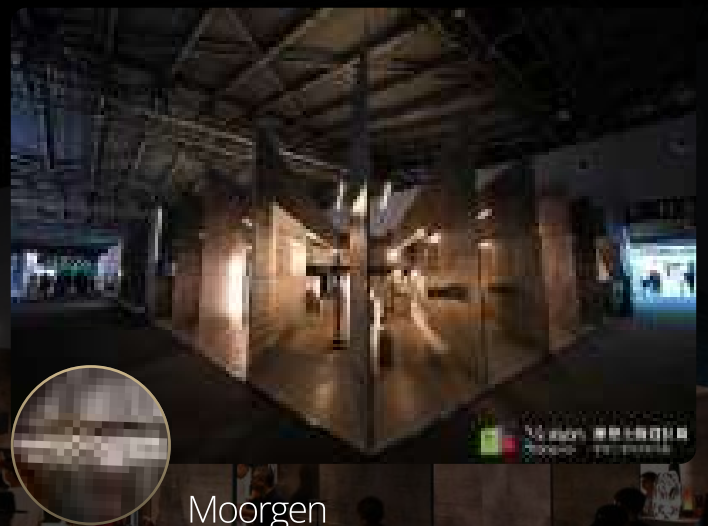
Yang Mingjie



Zhong Song



Zeng Jianlong



Moorgen

Going beyond products, these curated exhibitions presented holistic scenario-based solutions and business model innovations, mapping out the sector's evolution from multiple perspectives and reflecting China's strategic shift from "manufacturing advantage" to "systematic capability export."



RE.d 6 Exhibition



Long-Term Rental Apartments



YOUNG CHAO



Blossom Scent Garden



Deconstruction & Reconstruction 2.0



Design of Designers (DOD)

Forums & Events

108 Forums | An Interactive Hub for Ideas, Thoughts & Insights

Maison Design Forum



Elemental Evolution: Genetic Reconstructing of Future Luxury Living



2025 China Furniture Gold Idea Design Award Summit Forum—Be Well, Live Well

Global THINK-LAB



ASIAN DESIGN: CULTURE × TECHNOLOGY × SUSTAINABILITY



Pioneer Design



Design Theatre



Living Trends



Maison City Forums

Special Events

Furniture China 30th Anniversary Gala Dinner

- Brought together over 500 industry leaders, exhibitors, and designers
- Honored long-term exhibitors
- Featured signings for the Gold Idea Design Award's new five-year strategy and a partnership with the Design Intelligence Award (DIA)
- Culminated with the "30 Years · 30 People" awards, celebrating key figures who have shaped China's furniture industry



Designers' Night

Designers' Night concluded successfully at Hall 3 of SWEECC, gathering over 200 design luminaries to witness the inaugural Gold Idea Design Awards under its new dual-track system. The evening featured Chi Zhang's "CHI[∞]" Fashion Show, an innovative crossover experiment by the pioneering Chinese designer, and peaked during the "Modern Song King" musical segment, which showcased the diverse personalities of designers and brand partners in an immersive networking space.

Global Buyers' Night

Attracted over 120+ international buyers for an evening of refined networking in a relaxed yet productive atmosphere.



Awards

Furniture China drives innovation and design excellence in the furniture industry, recognizing each year outstanding companies, creative designs, and emerging talents.

Key awards including **Gold Idea Design Award**, **Golden Axe Award**, **CREDAWARD**, Exhibitor Honor Award, and Green Booth Construction Award, celebrate excellence and promote sustainable practices.



Gold Idea Design Award

2025 China Furniture Gold Idea Design Award & China Build & Deco Gold Idea Award



Exhibitor Honor Award

This year, honors were awarded to 124 exhibitors for their 10 to 20 years of commitment.



Golden Axe Award

28 individual products, 3 combined product sets, and 2 "Annual Selections" were awarded in 2025.

Official Digital Platform

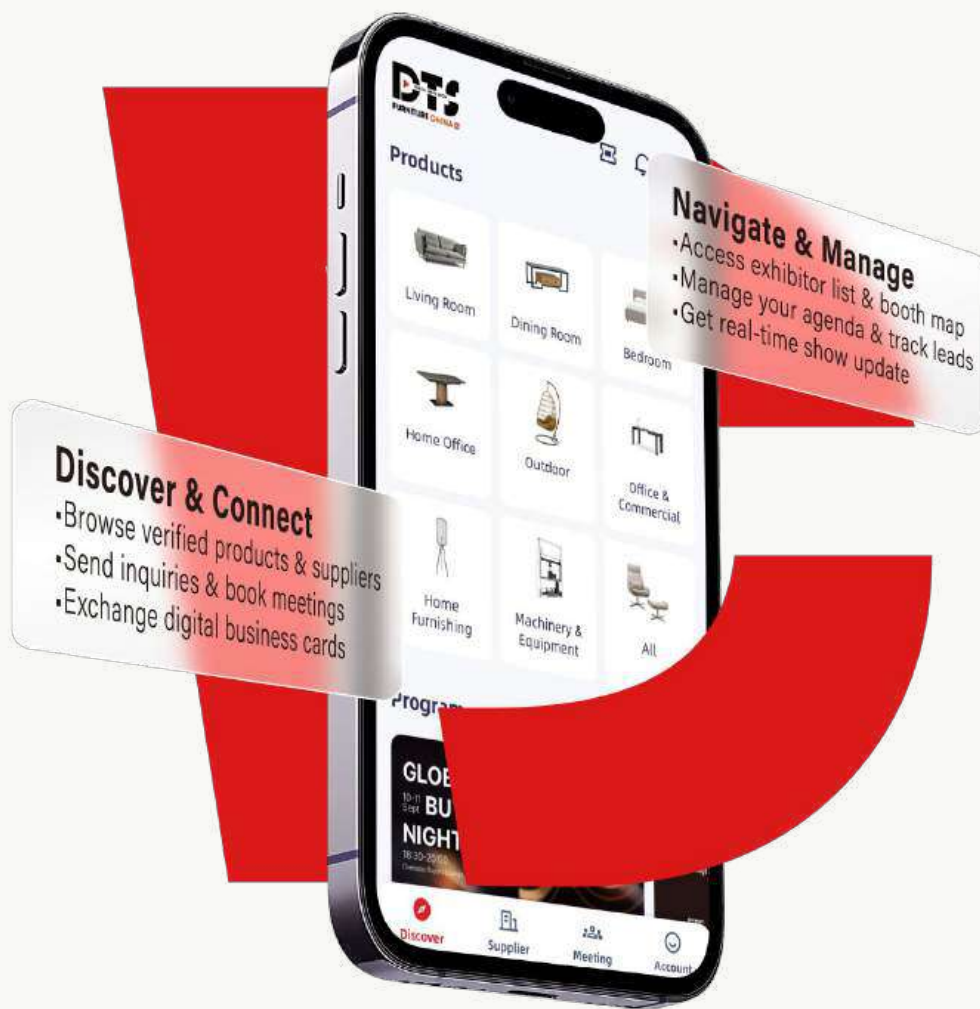
Connect Easier, Trade Smarter.



As the digital hub for Furniture China, DTS (dts.jiagle.com) and its official app, DTS FurnitureChina, seamlessly connect furniture buyers and suppliers worldwide.

Integrating advanced technology with intuitive design, DTS bridges online and offline trade while enabling smart global matchmaking.

With a clean interface, high-definition visuals, VR showrooms, and built-in inquiry and booking tools, DTS streamlines sourcing with accuracy, delivering an end-to-end procurement experience that is transparent and reliable.



Discover & Connect

- Browse verified products & suppliers
- Send inquiries & book meetings
- Exchange digital business cards

Navigate & Manage

- Access exhibitor list & booth map
- Manage your agenda & track leads
- Get real-time show update

47,000+

Downloads

2,400+

Registered Users

400+

Business Inquiries

124,000+

Pageviews

18,000+

Active Users

130,000+

User Engagement

*Data as of September 2025



Website: dts.jiagle.com



Digital Trade Show

2026 Edition – Event Info

Date and Venue

8-11 September, 2026
SNIEC



The 31st China International Furniture Expo (Furniture China 2026)



FMC China 2026

FMC Premium China 2026

7-10 September, 2026
SWEECC



Maison Shanghai 2026

Guided by the dual-circulation strategy of boosting both export and domestic sales, Furniture China will leverage its cluster effect to gather worldwide resources and innovation.

By advancing systematic upgrades in manufacturing, design, and business models, we are committed to strengthening China's furniture industry, enhancing its competitive edge and influence on the world stage.



第三十一届中国国际家具展览会
FURNITURE CHINA 2026

See You Next Year
2026.9.8-9.11

**FURNITURE
CHINA
2025**



**Maison
Shanghai**

See You Next Year in Pudong!



+86 18221901614

dts.jjagle.com/furniturechina

Furniture@imsinoexpo.com

@Furniture China | @Maison Shanghai - Lifestyle