



Maison
Shanghai

FURNITURE CHINA 2026

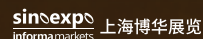
CONCURRENT EXHIBITIONS



ORGANIZERS



中国家具协会
CHINA NATIONAL FURNITURE ASSOCIATION



sinsexpo 上海博华展览
informa markets

2026

POST-SHOW
REPORT



01

Furniture China 2026 Overview

Introduction

The 31st China International Furniture Expo (Furniture China) and 2026 Maison Shanghai once again converged in Pudong alongside FMC China 2026, forming a complete industry landscape—from manufacturing foundations and finished-product trade to original design and channel innovation—and positioning the platform as a vital hub for the entire furniture value chain.

This edition spanned **350,000** sqm across 50 halls, bringing together **3,200+** exhibiting brands from 26 countries and regions. In parallel, **24** themed special exhibitions, **112** industry forums, and **5** prestigious award competitions were staged, collectively showcasing China's home furnishing industry's strengths in manufacturing, design, trade, and innovation.

Date and Venue

Furniture China 2026

08–11 September 2026 | SNIEC

Maison Shanghai 2026

07–10 September 2026 | SWEECC

Exhibition Figures

350,000

sqm Exhibition Area

3,200+

Exhibitors | 26 Countries & Regions

180,448

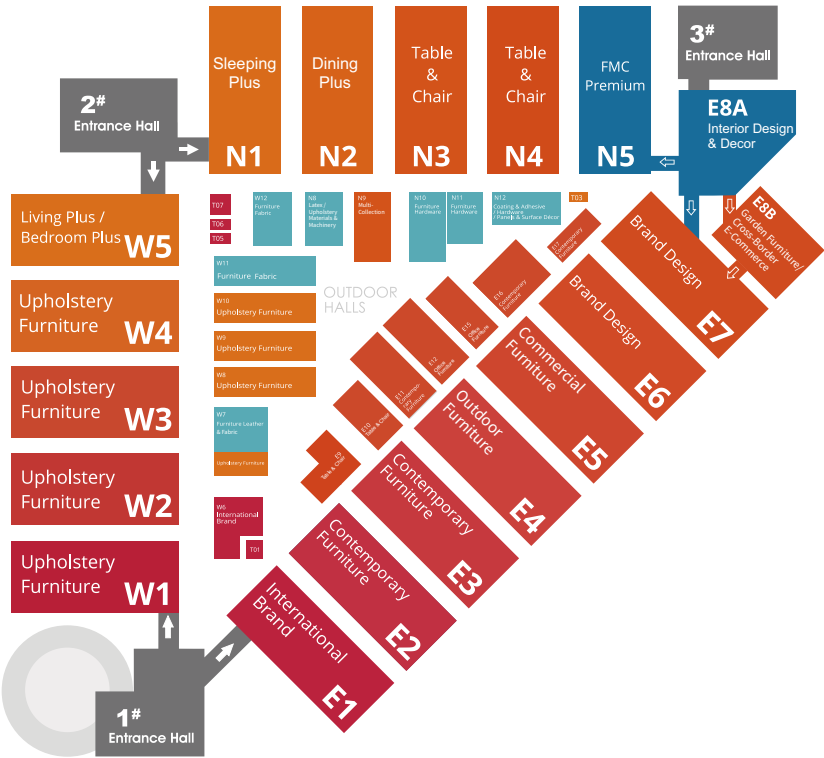
Global Trade Visitors



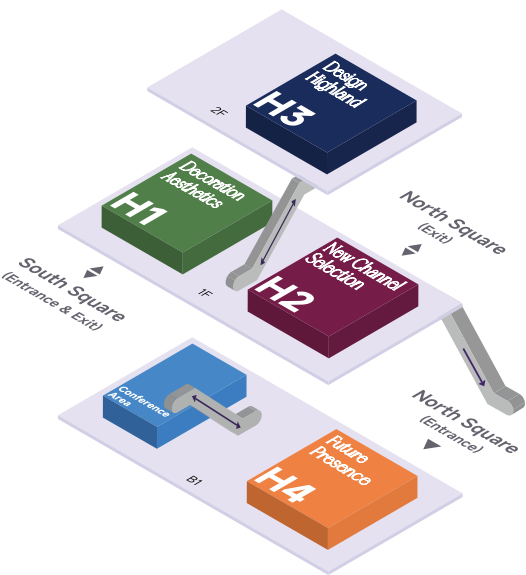
02

Hall Layout

Furniture China 2026



Maison Shanghai 2026



H1

Decorations Aesthetics

Home Furnishing

Artistic Villa Spaces

Modern Luxury Residence

Home Scents

Decorations Materials

Heritage Craft

Decorations & Restoration

The Art of Bedding

Award Winning Display

H2

New Channel Selection

The Third Space

Designer's Home

The Rental Era 2.0 & Total Transformation

Market Selection

Style Living

H3

Design Highland

PRIDE GARDEN | CH WILLO

NO BAMBOO NO HOME

"Secret" —The Spirit of Urban Dwelling

Offer for Design

Design Brands

Meetings 185 Anniversary Exhibition

SEBASTY

WANGYIHAO Global Forum

2025 Design Intelligence Award

H4

Future Presence

Design of Design Cities

Home Living Pavilion

Outdoor Spaces

HOME+

All in IP Project

Blockchain Synthesis

VR in Maison

Real Estate Company's Design Exhibition

City

Chapman's Business Project

03

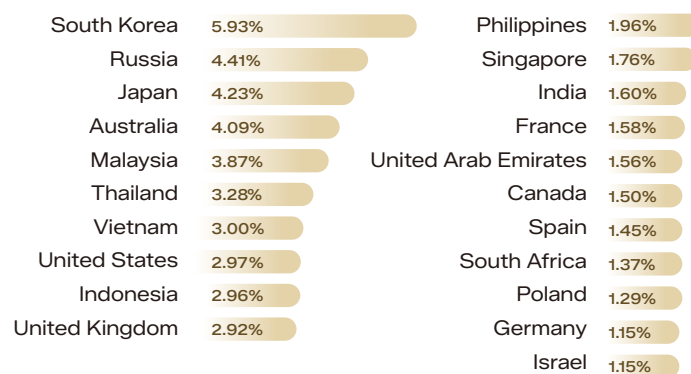
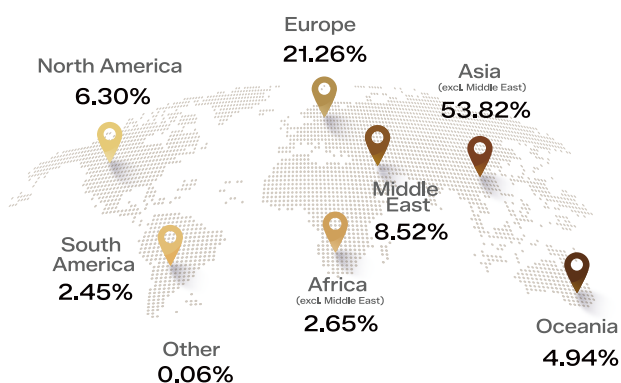
Visitor Attendance

Over the five-day show, the two Pudong venues (SNIEC and SWEECC) welcomed **180,448** trade visitors in total, up **10.3%** year on year. International participation was particularly strong: overseas visitors reached **37,394** from **184** countries and regions, up **14.6%** year on year to a new record high. **22,080** unique visitors attended, underscoring the platform's sustained global appeal and its value in connecting supply and demand worldwide.

Overseas Visitor

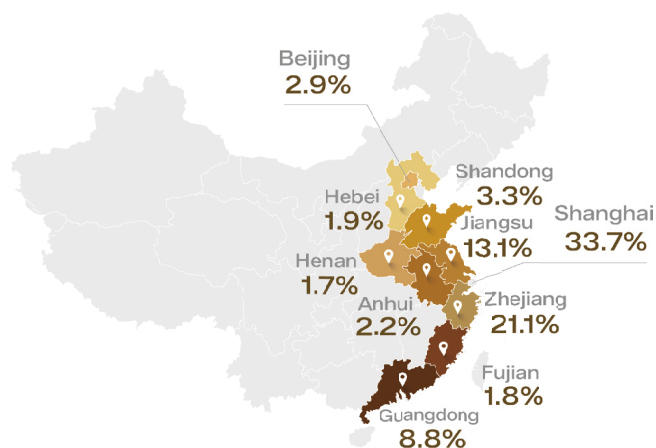
Top 20 Countries

by Overseas Attendees



China Domestic Visitor

Domestic attendance reached **143,054** trade visitors, up **9.2%** year on year, reflecting growing engagement across China.



Visiting Purpose

25.43%

Source suppliers, distributors and business partners

24.79%

Gather market intelligence

21.14%

Discover new products and keep up with the latest industry trends

11.49%

Purchase products / place orders

5.97%

Attend conferences & forums for design inspiration and industry insights

5.64%

Others

3.73%

Evaluate potential exhibition participation

1.81%

Strengthen cooperation with existing business partners

Visitor Profile

48.30%

Professional Buyers

Furniture Manufacturers & Brands

Brand Agents

Large Retail Stores / Domestic E-commerce

Group Procurement & Supply Chain

Wholesalers & Distributors

Importers, Exporters & Traders

High-end Concept Stores & Multi-brand Galleries

Cross-border E-commerce

Multi-brand Retailers & Select Shops

Mid-to-high-end Commercial Space Operators

Turnkey Furnishing Solution Providers

Real Estate & General Contractors

Smart Home Integration Providers

Office Eco-system Service Providers

Group Buyers / KOLs

29.12%

Designers & Design Institutions

Interior & Soft Furnishing Design

Furniture & Product Design

Architectural & Engineering Design

Creative & Visual Design

Integrated Design Services

Public Space & Landscape Design

Lighting Design

Urban Planning Design

13.72%

General Public & Design Enthusiasts

Design Enthusiasts & Academics

Apartment / Villa Property Owners

End-users for Custom Furniture

Small Commercial Space Owners

High-net-worth Individuals / Collectors

6.17%

Industry Services & Relevant Organizations

Materials, Equipment & Technology Suppliers

Other Professional Service Agencies

Logistics & Supply Chain Service Providers

Government & Industry Associations

Global Cross-border E-commerce Consultancy

ESG Sustainable Furniture Development

AI-powered Smart Home Solutions

Education & Research Institutions

2.69%

Media & Content Creators

Self-media Creators / Bloggers

Industry Media & Journalists

Specialised Design Media & Institutions

Home & Design KOLs

04

Furniture China 2026 Highlights

A Focused Route for Global Furniture Sourcing

Furniture China 2026 combined global sourcing, brand showcases, and industry exchange, giving buyers a broader view of products, suppliers, and emerging market directions. It brought finished furniture, export manufacturing, and commercial applications into **a more focused sourcing route**, enabling buyers to compare suppliers across upholstery, living and dining, bedroom, office, commercial, and outdoor furniture, while exploring product development and manufacturing capabilities for different markets.

Three upgraded zones made category discovery more targeted: **Hall E4** expanded **outdoor** living, garden, resort, and leisure offerings; **Hall N2 Dining Plus** presented tables and seating through coordinated living scenarios; and **Hall E5 Commercial Furniture** focused on workplace, contract, hospitality, and project applications, including ergonomic seating and adaptable commercial solutions.

Together, these zones streamlined the sourcing journey—from broad market discovery to focused comparisons in outdoor, dining, and commercial furniture, and onward into manufacturing and material solutions via **FMC China and FMC Premium**.

GLOBAL SOURCING

Exhibitors from 26 countries and regions, featuring dedicated pavilions from France, Singapore, Turkey and Malaysia—brought together international and Chinese brands, export-ready manufacturers, and emerging players, offering buyers a broad view of products, production capabilities, and market positioning.



BRAND HIGHLAND

Under the themes of Coexistence and New Horizons, leading Chinese brands presented their evolution from individual products to complete home and workplace solutions at Hall E7.



INDUSTRY INSIGHTS

Co-presented with the Chinese edition of INTERNI, the World Summit on Home Globalization for Industry Leaders gathered industry leaders and international perspectives to explore global brand development, overseas expansion, design localization, and China–international collaboration.



DTS x HAPPY HOUR

Held at the new Overseas Buyer Lounge (E8A, 2F), the event welcomed overseas visitors from over 45 countries and regions, offering a relaxed setting for buyers and exhibitors to connect, exchange ideas, and continue conversations beyond the show floor.



FURNITURE CHINA 2026 AFTERPARTY EXCLUSIVE VIP NIGHT

On 9 September, 18:00–20:00, the After Party at Hall E7 offered an evening to meet participating exhibitors, discover the people behind the brands, and connect with industry peers in a relaxed setting.



05

FMC China and FMC Premium 2026

The Supply Chain Behind the Finished Product



FMC China and FMC Premium brought the upstream furniture industry into the same sourcing route as Furniture China. More than **810** supply-chain companies across **22,000 sqm**, covered materials, components, fabrics, leather, hardware, wood resources and smart manufacturing, allowing visitors to examine the technologies and inputs behind the finished product.

Exhibitors from **13** countries, including the US, France, Italy, Germany, Poland, Japan, Denmark, Switzerland, and the UK, showcased panels, surface materials, fabrics, leather, hardware, upholstery components, and office accessories.

Leading drive-system companies and renowned overseas fabric and adhesive brands participated, while AHEC, the French Timber Association, the Quebec Wood Export Bureau, and the North Carolina Wood Association brought over **40** overseas member companies to Hall N5. Domestic surface-material leaders and **200+** fabric companies from the Linping, Haining, and Tongxiang clusters further reinforced the show's position as a global sourcing and innovation platform.

Exhibition Hall Layout



Images From the Exhibition



06

Awards

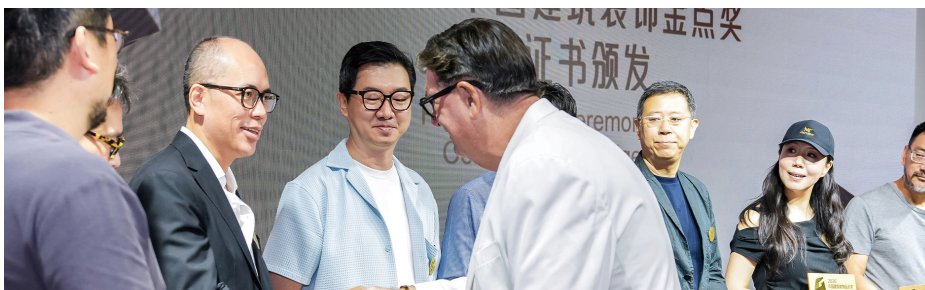
Furniture China continued to recognise outstanding product design, manufacturing quality, commercial relevance, and responsible exhibition practice. The awards and ceremonies spotlighted products and companies selected for design, craftsmanship, quality, market performance, and long-term contribution.

Major awards connected expert evaluation with public presentation, giving buyers and industry professionals a concise view of selected work from the 2026 edition.



China Furniture
Gold Idea Design Award

China Build & Deco
Gold Idea Award



GOLDAXE China
Household Products
Innovation Competition

GOLDAXE China
Furniture Materials
Innovation Competition



Exhibitor Honor Award

Excellent Green
Building Award



07

Maison Shanghai 2026

Design Without Limits



Co-located with Furniture China 2026 as part of Shanghai's flagship furniture and lifestyle dual exhibition, Maison Shanghai ran from 7 to 10 September at SWEECC. The two shows form a complementary yet clearly differentiated ecosystem: Furniture China centres on finished furniture and large-volume sourcing for distributors, wholesalers, and full-home fit-out buyers, while **Maison Shanghai** extends the sourcing journey into **interior solutions, contemporary design, and premium lifestyle segments**, targeting interior designers, space creators, high-end retailers, and design-driven brands.

80,000+

sqm Exhibition Area

1,000+

Brands

112

Forums

24

Theme Exhibitions



08

Continue Sourcing with DTS

Your Sourcing Journey Continues After the Show

DTS is the Furniture China's official digital sourcing platform, connecting global buyers with furniture manufacturers, brands and products. With the updated **DTS FurnitureChina App**, buyers can discover exhibitors and products, save sourcing shortlists and contact suppliers anytime, anywhere.

2026 DTS DATA

1,100+

Suppliers

31,400+

Products

APP

20,980+

Pageviews

10,070+

Active Users

1,140+

Registered Users

Website

3,376,500+

Pageviews

2,893,200+

Active Users

520+

Registered Users

670+

Business Inquiries

**Data as of September 2026*

3,800+

Total Registered Users

52,000+

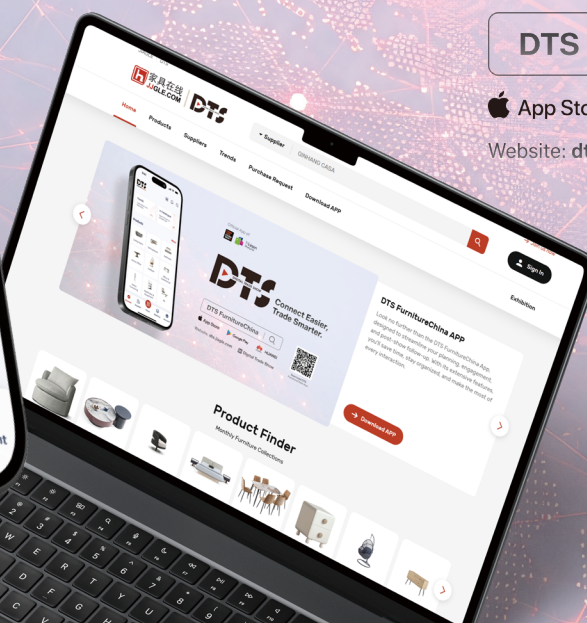
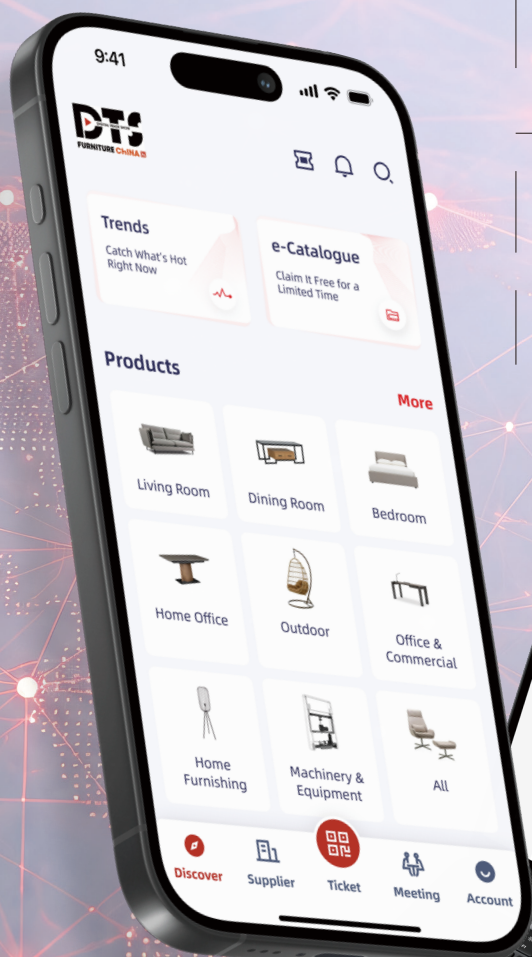
Cumulative Downloads

13,000+

Total Registered Users

1,600+

Total Business Inquiries



DTS FurnitureChina



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Google Play

HUAWEI

Website: dts.jiagle.com

Digital Trade Show



Download DTS FurnitureChina App



07-11 September 2027

SNIEC & SWEECC, Pudong, Shanghai

THE 32ND CHINA INTERNATIONAL FURNITURE EXPO

08-11 September 2027 | SNIEC

Concurrent Event:



MAISON SHANGHAI 2027

07-10 September 2027 | SWEECC

See You in Pudong in 2027

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