

Maison Shang/ai

Design
Without
Limits

ORGANIZERS



中国家具协会
CHINA NATIONAL FURNITURE ASSOCIATION

sinsexps 上海博华展览
informa markets

2026
POST-SHOW
REPORT



01 Maison Shanghai 2026 Overview

Introduction

Maison Shanghai 2026, themed "Design Without Limits," united exhibitions, sourcing, tours, awards, forums, and networking across four halls into one design ecosystem, exploring material innovation, cross-disciplinary collaboration, and new business models with designers, brands, and global partners.

The show welcomed **54,585** visitors, up **15.95%** year-on-year, including **6,042** overseas visitors, up **27.52%**, spanning **152** countries and regions.

Across four halls, **1,000+** brands addressed contemporary Eastern heritage reinterpretation, AI innovation, sustainability, and new-channel transformation, alongside **24** special exhibitions, **112** forums and salons, and **5** design awards—delivering answers that balanced intellectual depth with commercial viability.

Date and Venue

07-10 September 2026 | SWEECC

80,000+

sqm Exhibition Area

1,000+

Exhibiting Brands

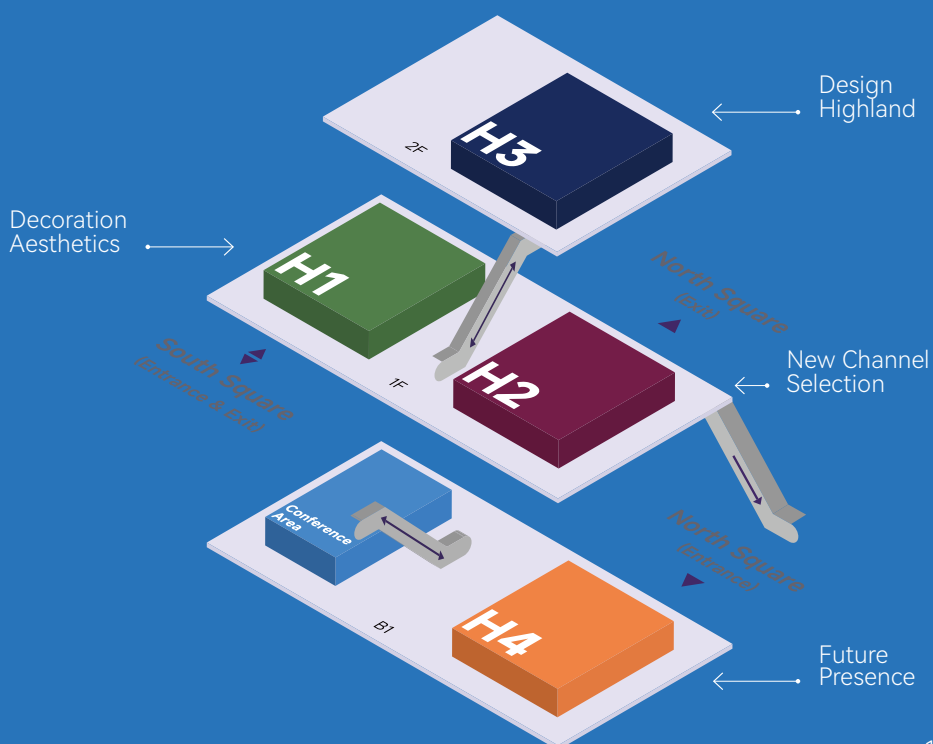
54,585

Global Trade Visitors

24

Theme Exhibitions

02 Hall Layout



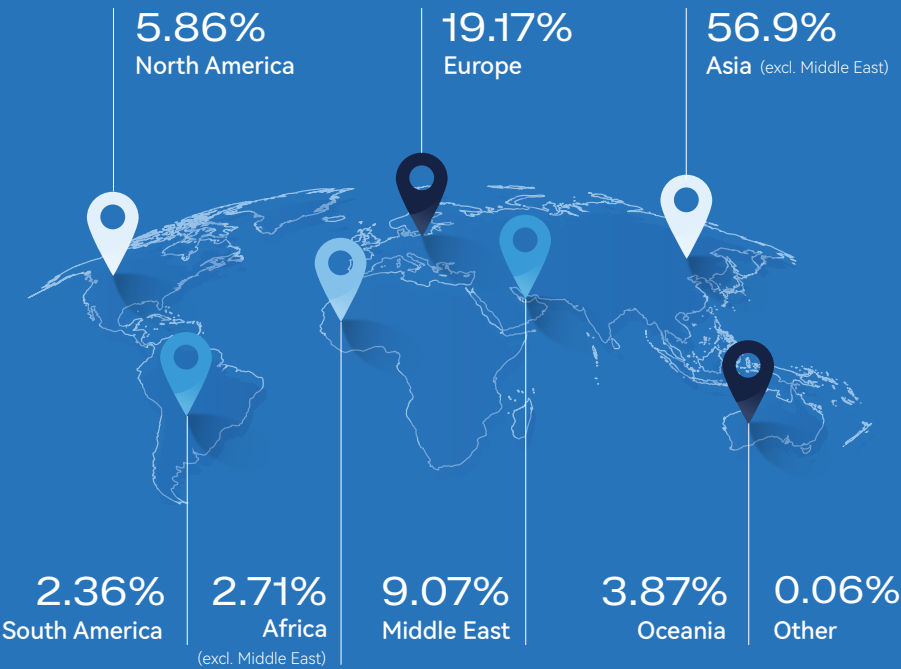
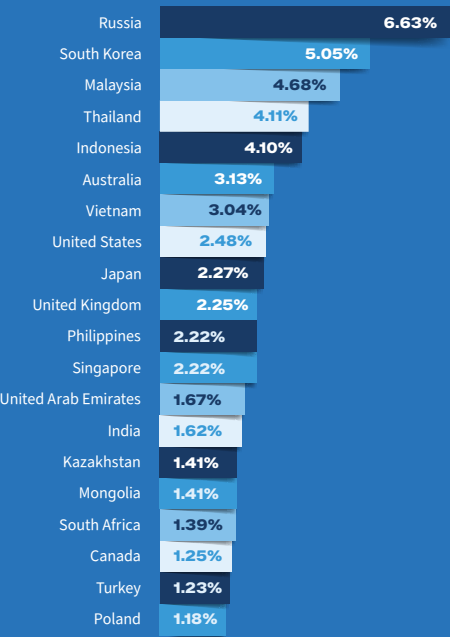
03

Visitor Attendance

This year's show drew **54,585** visitors over four days, up **15.95%** year on year, representing **152** countries and regions. Overseas attendance hit **6,042**, up **27.52%** year on year, drawing **5,687** unique overseas visitors and underscoring the event's strong global reach.

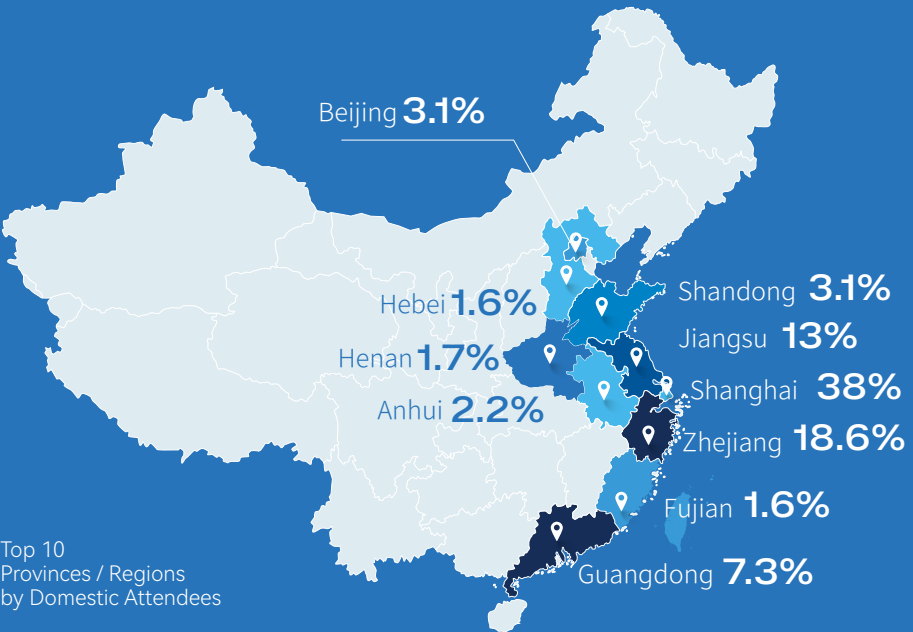
Overseas Visitor

Top 20 Countries by Overseas Attendees



China Domestic Visitor

Domestic attendance reached **48,543** trade visitors from across China, up **14.6%** year on year.



Visiting Purpose

24.89%

Gather market intelligence

23.85%

Discover new products and keep up with the latest industry trends

19.60%

Source suppliers, distributors and business partners

12.01%

Attend conferences & forums for design inspiration and industry insights

7.90%

Purchase products / place orders

7.83%

Others

2.59%

Evaluate potential exhibition participation

1.33%

Strengthen cooperation with existing business partners

Visitor Profile

31.85%

Professional Buyers

Brand Agents

Large Retail Stores /
Domestic E-commerce Platforms

Furniture Manufacturers & Brands

Group Procurement
& Supply Chain Management

Wholesalers & Distributors

High-end Concept Stores
& Multi-brand Galleries

Importers, Exporters & Traders

Mid-to-high-end Commercial
Space Owners & Operators

Multi-brand Retailers & Select Shops

Real Estate & General Contractors

Group Buyers / KOLs

42.36%

Designers & Design Institutions

Interior & Soft Furnishing Design

Furniture & Product Design

Creative & Visual Design

Architectural & Engineering Design

Integrated Design Services

Public Space & Landscape Design

Lighting Design

Urban Planning Design

4.85%

Industry Services
& Relevant OrganizationsMaterials, Equipment
& Technology Suppliers

Other Professional Service Agencies

Logistics & Supply Chain
Service Providers

Government & Industry Associations

Education & Research Institutions

3.64%

Media & Content Creators

Self-media Creators / Bloggers

Industry Media & Journalists

Specialised Design Media & Institutions

Home & Design KOLs

17.30%

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

04

Awards

The exhibition championed innovation and design excellence across the home and furniture sector, recognizing leading companies, creative designs, and emerging talents through its flagship awards — the China Furniture Gold Idea Design Award, the China Build & Deco Gold Idea Award, the GOLDAXE China Household Products Innovation Competition, and the GOLDAXE China Furniture Materials Innovation Competition — which honoured and advanced outstanding achievements in product, material, interior design, and architecture.



China Furniture
Gold Idea Design Award

China Build & Deco
Gold Idea Award



GOLDAXE China
Household Products
Innovation Competition

GOLDAXE China
Furniture Materials
Innovation Competition



第十二届 地建师设计大奖

CREDAWARD

Maison 100+
Maison 100+



05

Forums & Events

A New Benchmark for Content and Connectivity

This year, Maison Shanghai brought together world-renowned master designers, industry leaders, and thought pioneers. Through in-depth forum sessions spanning diverse themes, the show set a new benchmark for content richness and resource connectivity, redefining the boundaries of homeliving and design perception.

112

Forums

382

Guest Speakers

10,000+

Forum Attendees

1 Main Conference

·Maison Design Conference



N Sub-Forums

·China-Latin America Culture and Art Summit

·2026 Modern CMF International Color Summit

·2026 AI Archi-Design International Forum (AADIF)



X Customized Events

·VIP Buyers Tour

·Overseas Buyer Matchmaking Session

...and more



06

Theme Exhibitions

Redefining the Boundaries of Home-Living and Design

Beyond products, the 2026 theme zones redefined the show as a complete living environment and a working laboratory for the new furniture economy, reflecting a deeper evolution from object to lifestyle, from inheritance to contemporary translation, and from material as backdrop to material as protagonist. Its flagship exhibitions and events spanned diverse creative dimensions, presenting rich spatial narratives that continually expand the imaginative boundaries of home design.

24

Theme Exhibitions

20

Curators

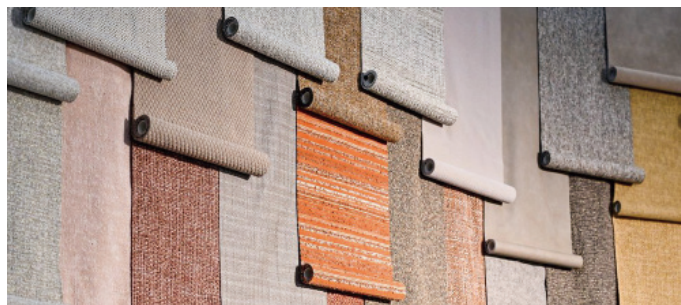
43

Special Events

H1

Decoration Aesthetics

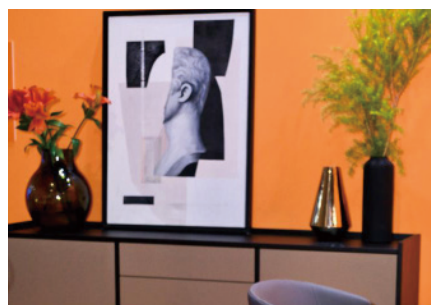
- Artistic Villa Space
- Modern Luxury Residence
- Home Scent
- Heritage Craft — The Ingenuity of Home
- The Art of Zen Living
- Deconstruction & Reconstruction — WEAVING HOME



H2

New Channel Selection

- The Rental Era 2.0 & Total Transformation
- Designer's Home
- The Third Place
- Solo Living



H3

Design Highland

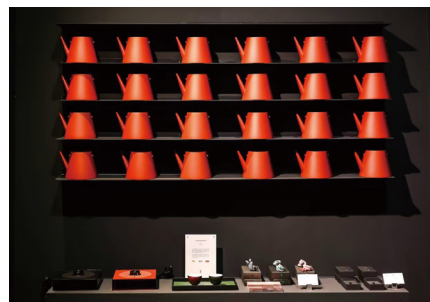
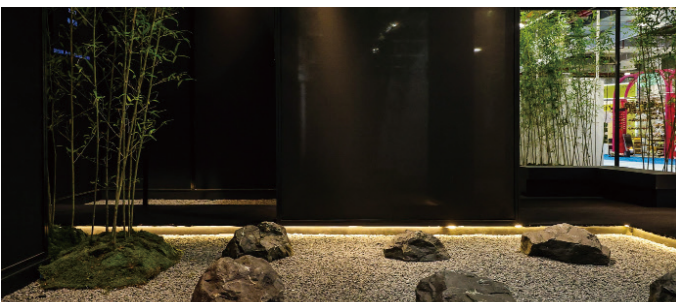
·INNER GARDEN | Chi Wing Lo ·No Bamboo No Home
·PUSU · "Return (回)" — The Spirit of Eastern Dwelling
·MORELESS 18th Anniversary Exhibition



H4

Future Presence

·RE.d Contemporary Design Exhibition ·Borderless Symbiosi ·Outdoor Escape
·Design of Designers (DOD) ·HOME+ Better Home · Better Life ·Wild in Maison
·All In IP Pop-up ·Modern Better Life Special Exhibition ·Modern Limited Pavilion ·Gift+



07

Designers' Night

An Exclusive Gathering of Design Elites

Designers' Night brought the industry's elite together for the dual show's most anticipated gala. With design as its wings and industry as its direction, the evening amplified design's voice and deepened brand-designer exchange. The 2026 Gold Idea Design Award Ceremony was held during the event, featuring legendary Dutch designer Marcel Wanders, co-founder and Artistic Director of Moooi, in an in-depth dialogue with Stella Zhong of Sinoexpo Informa Markets on global design trends.





08

Factory Direct Sales New Channel Festival

The New Channel Festival, Maison Shanghai's first dedicated event **focused on new channels**, serves as the home industry's "sales engine" and "connection hub." Through an omni-channel, city-wide model spanning online and offline, it brought together over **100** private-domain group leaders, sourcing buyers, content creators, and professional designers. **304** exhibitors met demand face-to-face and negotiated efficiently, matching quality products with targeted channels and closing the loop from awareness to partnership.

09

Continue Sourcing with DTS

Your Sourcing Journey Continues After the Show



DTS is the 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+

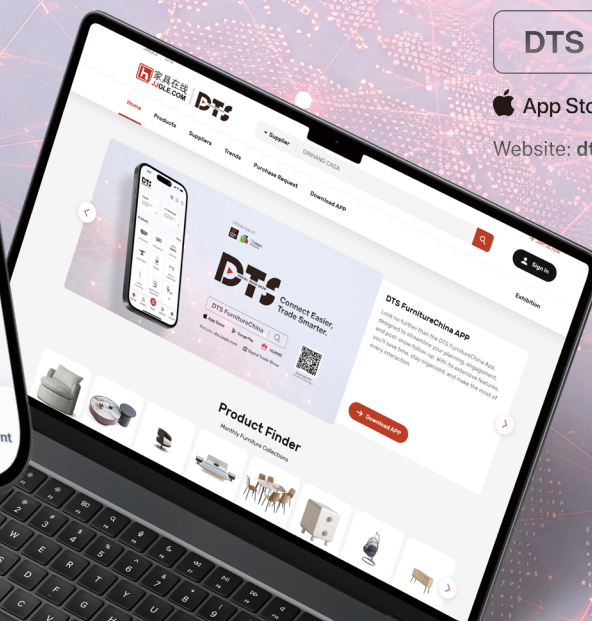
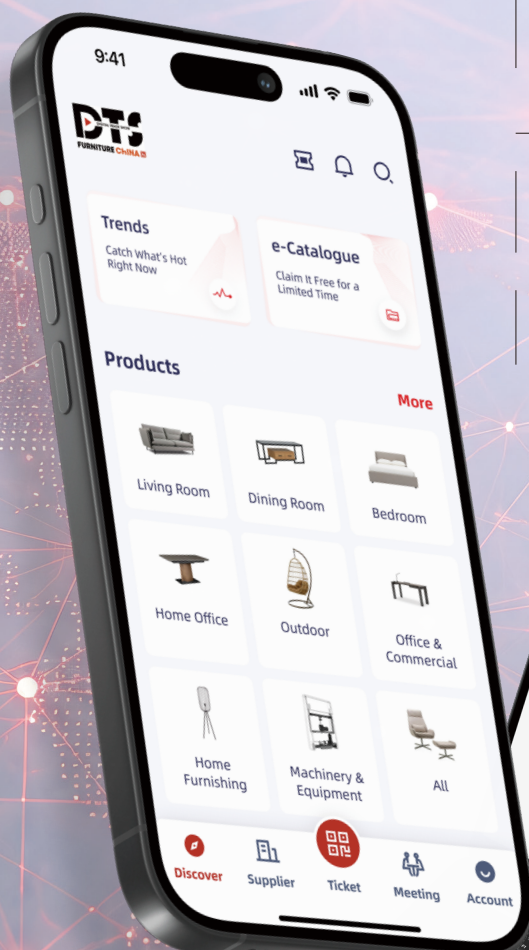
Cumulative Downloads

13,000+

Total Registered Users

1,600+

Total Business Inquiries



DTS FurnitureChina



App Store

Google Play

HUAWEI

Website: dts.jiagle.com

Digital Trade Show



Download DTS FurnitureChina App



MAISON SHANGHAI 2027
07-10 September 2027 | SWEECC

See You in Pudong in 2027

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