

FURNITURE
CHINA
2025



Maison
Shanghai

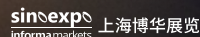
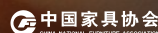
2025 Show Report



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.

The image displays three logos. The top left logo is for 'FURNITURE CHINA 2025' with a small 'th' icon. The top right logo is for the '30th' anniversary, featuring a large '30' and the word 'th'. The bottom left logo is for 'FMC PREMIUM CHINA 2025'. The bottom right logo is for 'FURNITURE MANUFACTURING & SUPPLY CHINA 2025' with a gear icon.

2#入口厅
Entrance Hall

国际餐桌椅
睡眠概念馆
Sleeping Plus
N1

户外空间/餐桌椅馆
Outdoor / Table & Chair
N2

餐桌椅馆
Table & Chair
N3

餐桌椅馆
Table & Chair
N4

精品材料馆 (FMP)
FMC Premium
N5

3#入口厅
Entrance Hall

E8A
布艺定制与设计
Design Fabric

客厅/卧室概念
Living Plus / Bedroom Plus
W5

沙发品牌馆
Upholstery Furniture
W4

沙发品牌馆
Upholstery Furniture
W3

沙发品牌馆
Upholstery Furniture
W2

沙发品牌馆
Upholstery Furniture
W1

W10 软体家具馆
Upholstery Furniture

W9 软体家具馆
Upholstery Furniture

W8 软体家具馆
Upholstery Furniture

W7 家具皮革面料馆
Furniture Leather Fabric

W6 国际品牌馆
International Brand

W12 家具面料馆
Furniture Fabric

N8 乳胶家居软体材料及机械馆
Latex Home Soft Material & Machinery

N9 现代家具馆
Contemporary Furniture

N10 家具五金馆
Furniture Hardware

N11 家具五金馆
Furniture Hardware

N12 板材表面装饰、五金和化工馆
Board Surface Decoration, Hardware and Chemicals

室外观
OUTDOOR HALLS

E1 现代家具馆
Contemporary Furniture

E2 现代家具馆
Contemporary Furniture

E3 现代家具馆
Contemporary Furniture

E4 现代家具馆
Contemporary Furniture

E5 现代家具馆
Contemporary Furniture

E6 商用高定整装馆
Commercial High-end Contract Furniture

E7 品牌设计馆
Brand Design

E8 品牌设计馆
Brand Design

E8A 布艺定制与设计
Design Fabric

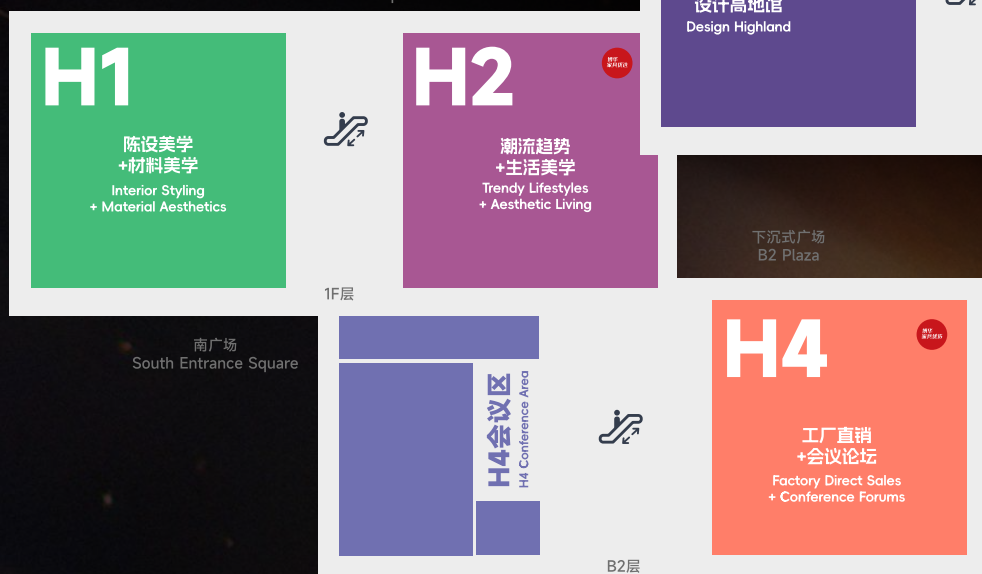
1#入口厅
Entrance Hall



Maison
Shanghai

Shanghai World Expo Exhibition & Convention Center (SWEECC)

北广场
North Entrance Square



H1 陈设美学 Interior Styling + 材料美学 + Material Aesthetics

陈设美学 Interior Styling [工艺室、装饰室、软装、布艺、陈设艺术、桌品摆件、家居陈设]	大宅高定 Luxury Residential Design Project	东方禅意 Oriental Zen Aesthetics	非遗手作 Intangible Cultural Heritage Crafts	香薰氛 Aroma Fragrance	金奖展 展示区 Gold Idea Design Awards
Dele & Cofre, Decorative Paintings, Carpets, Fabrics, Candles, Pottery & Brass Design, Tableware, Furniture, etc2	卫浴瓷 Ceramic Bathroom	智能家居 Smart Home	新材料 Innovative Materials	照明灯饰 Decorative Lighting	地建师设计大 展展示区 CREDAWARD Exhibition

H2 潮流趋势 Trendy Lifestyles + 生活美学 + Aesthetic Living

中国国际 设计师作品 展示交易会 Design Of Designers	未界寓所 Unbound Dwelling	智能 生活 Intelligent Life	Re'd 健康生活 Healthy Life	IP	工厂直销 长租时代 Factory Direct Sales Long-Term Rental Era	
	洋潮 YOUNG CHAO	疗愈 生活 Healing Life	人户外 人户外 Outdoor Living Outdoor Storage	创意 收纳 创意 收纳 Creative Storage		美陈 供应链 美陈 供应链 Creative Supply Chain
	数字艺术 Digital Art					

H3 设计高地馆 Design Highland

设计师个展 Design Studio	设计品牌 Design Brands	不可屈无竹 No Bamboo No Home	老友新会 Re-Connections
		跨界艺术 Hybrid Art	CIA中国设计 智识大奖 Design Intelligence Award

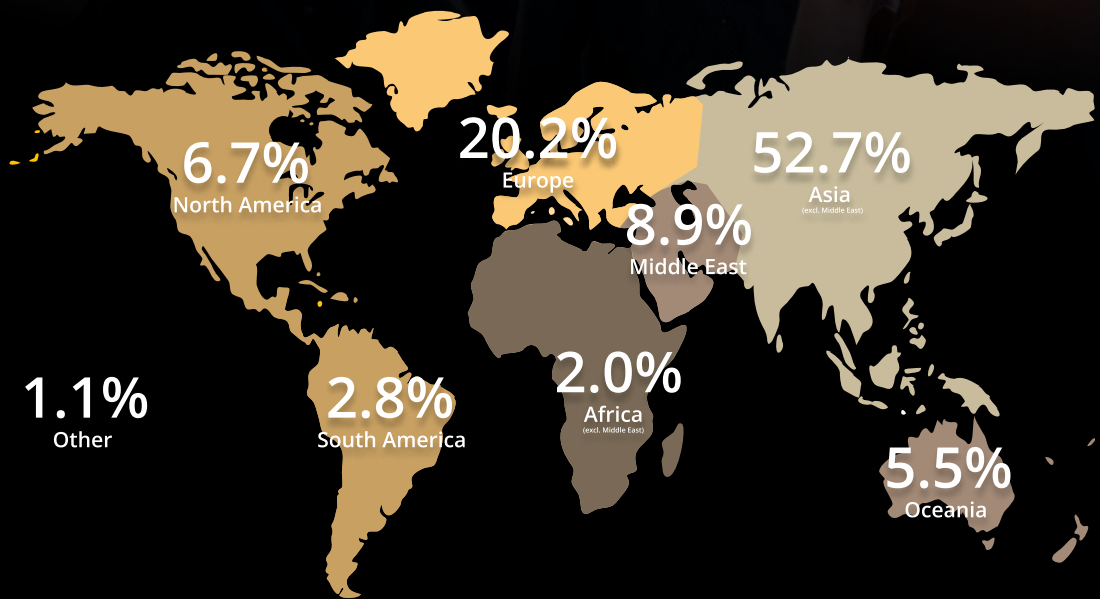
H4 工厂直销 Factory Direct Sales
+ 会议论坛 + Conference Forums

会议
论坛
Events
and
Forums

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.

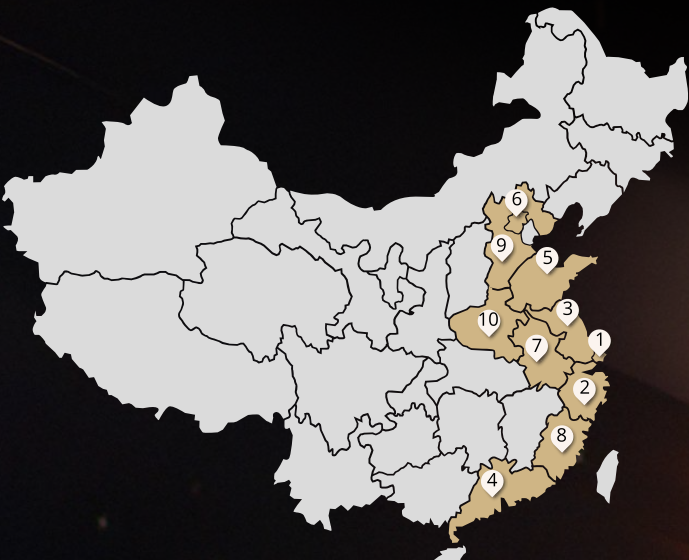
Overseas Visitor Distribution



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

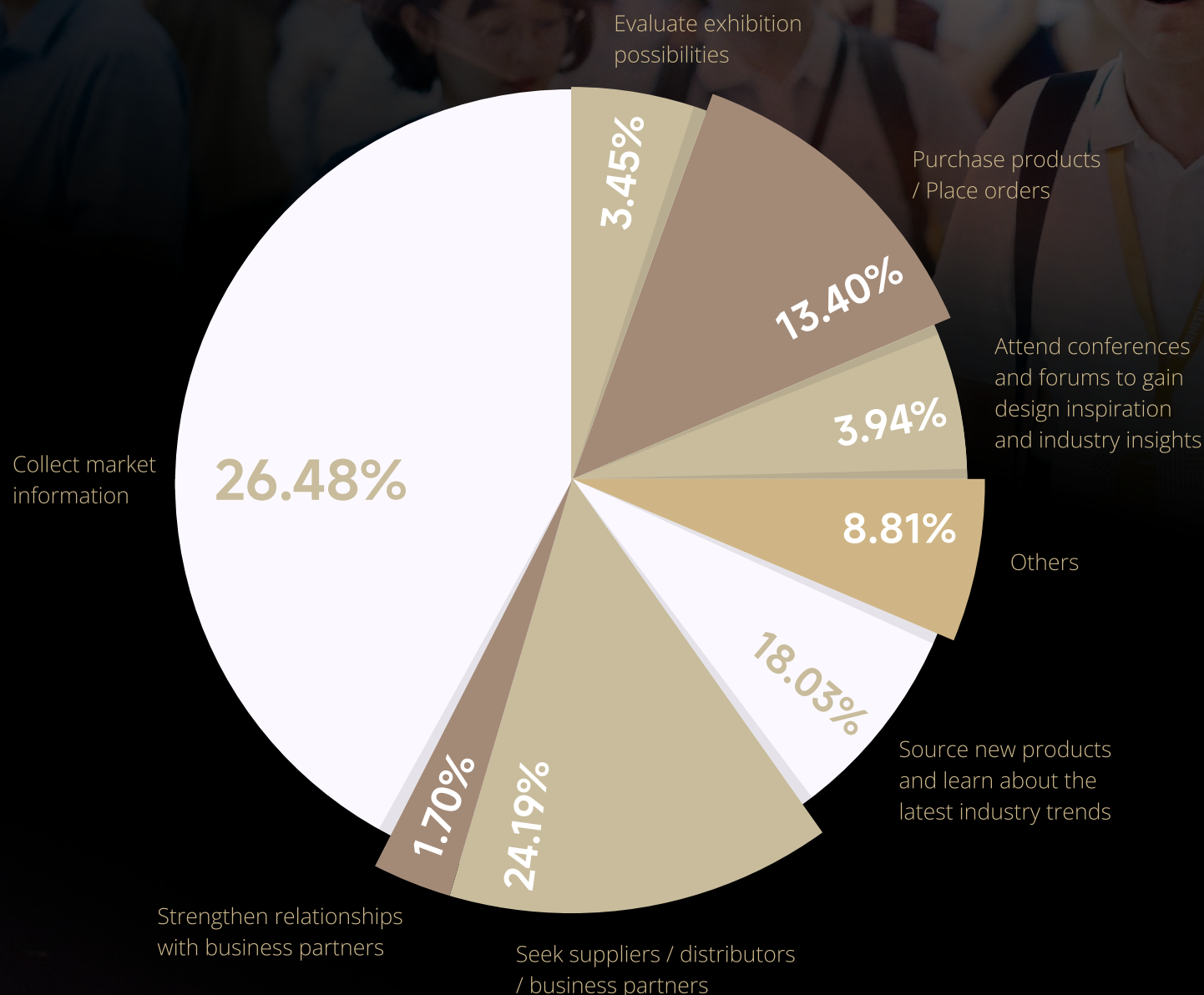


Domestic participation of **130,909** visits from across the country.

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.



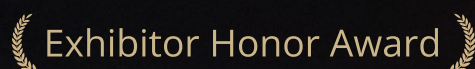
Awards

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

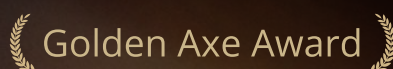
Key awards including **Gold Idea Design Award**, **Golden Axe Award**, **CREDAWARD**, Exhibitor Honor Award, and Green Booth Construction Award, celebrate excellence and promote sustainable practices.



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



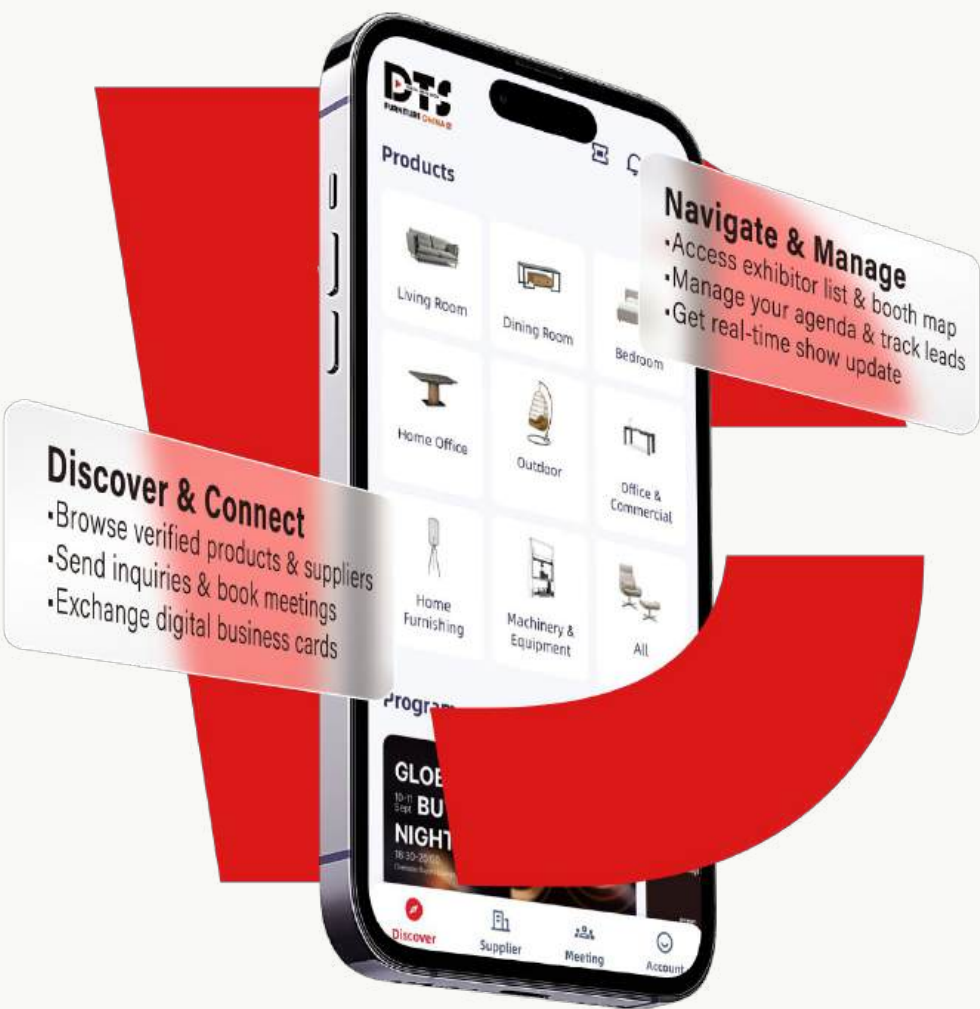
This year, honors were awarded to 124 exhibitors for their 10 to 20 years of commitment.



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.

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

DTS FurnitureChina |

Website: dts.jiagle.com



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

**FURNI
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CHINA
2025**



Maison
Shanghai

See You Next Year in Pudong!



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