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Event



JINHAN FAIR
Home & Gifts

The 52nd Jinhan Fair for Home & Gifts Post Show Report

Oct. 21-27, 2025
PWTC Expo, Guangzhou, China

 www.jinhanfair.com



Fair Overview

One-stop Sourcing Fair with 1,000 Manufacturers

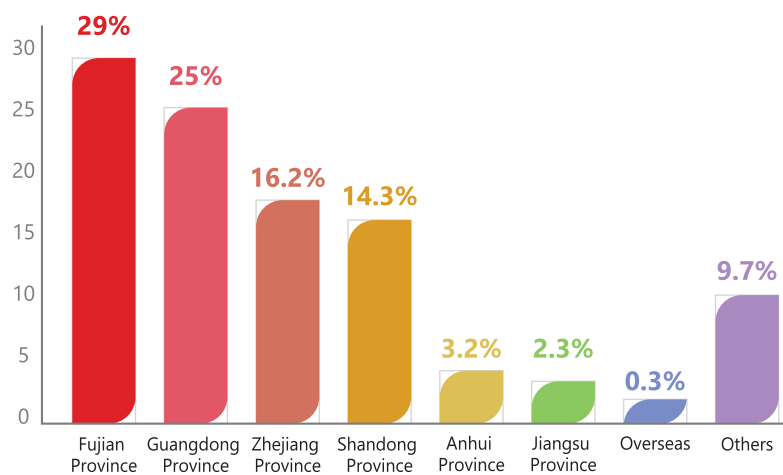
Overview



Main Products



Exhibitors' Geographical Distribution



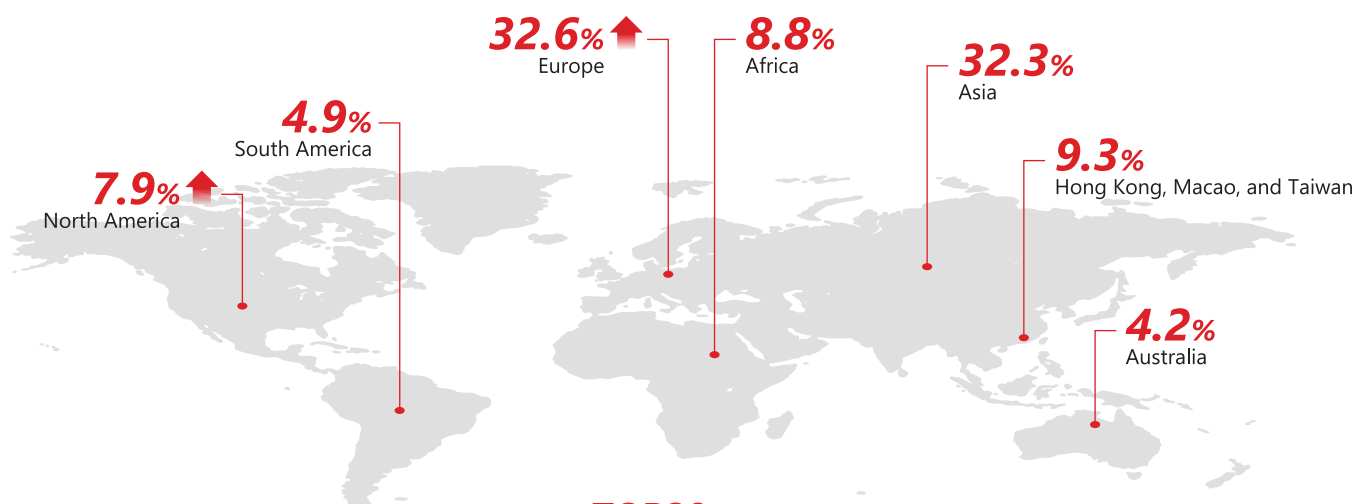
Four Special Exhibitions














About the Buyers

High Loyalty among Core Market Buyers,
with a Growing Proportion of First-Time Visitors

Buyers' Geographical Distribution



TOP20 Countries / Regions of Buyers

 Hong Kong, China	 United States	 Italy	 Germany	 Australia
 France	 Russia	 Japan	 Netherlands	 United Kingdom
 Brazil	 Turkey	 Taiwan, China	 Canada	 Spain
 Poland	 Saudi Arabia	 South Korea	 Israel	 United Arab Emirates

Top 10 Countries for New Buyers

Russia	33.9%	Hong Kong, China	11.8%	United States	34.5%	Australia	29.7%	France	56.8%
Turkey	24.8%	Brazil	44.1%	United Kingdom	4.5%	Italy	19.1%	Canada	2.8%



Market Feedback

Focus on Sustainability and New Materials Buyers' Preference for Flexible Supply Options and Overseas Production Capacity

In response to the current international trade landscape, buyers are continuously optimizing their procurement strategies, leading to evolving demands on suppliers.

Priorities for Buyers



China remains the primary sourcing hub, but supply chain layout shows a "China + N" trend.

Over 40% of buyers are restructuring their supply chains, with increased attention on suppliers possessing overseas production capacity. Among them, about one-quarter consider overseas factories a crucial factor, showing a preference for suppliers with overseas manufacturing capabilities when comparing similar products.



Sustainability is a key procurement priority, with greater focus on products made from eco-friendly and recyclable materials.

The concept of sustainable development is gaining momentum globally. More buyers are prioritizing the environmental attributes of products, while natural materials, recyclability, and circularity have become important considerations in product design.



Product materials are trending toward modern options, with novel and textured materials preferred by buyers.

Younger buyers show an inclination toward novel and textured materials such as velvet and acrylic when selecting products. They also favor home product materials that align with current trends.



Given buyers shifting from "price-only" to "multi-value" considerations, suppliers offering flexible MOQs are more favored.

Buyers are continuously optimizing their procurement strategies. Downstream markets are placing smaller order sizes but more frequent orders. This is particularly true for the growing segment of small retailers, who prefer suppliers that offer low minimum order quantities (MOQs) and flexible options in dimensions and colors.

Gardening Accessories



Seasonal Decorations



Popular
Categories



Creative Gifts

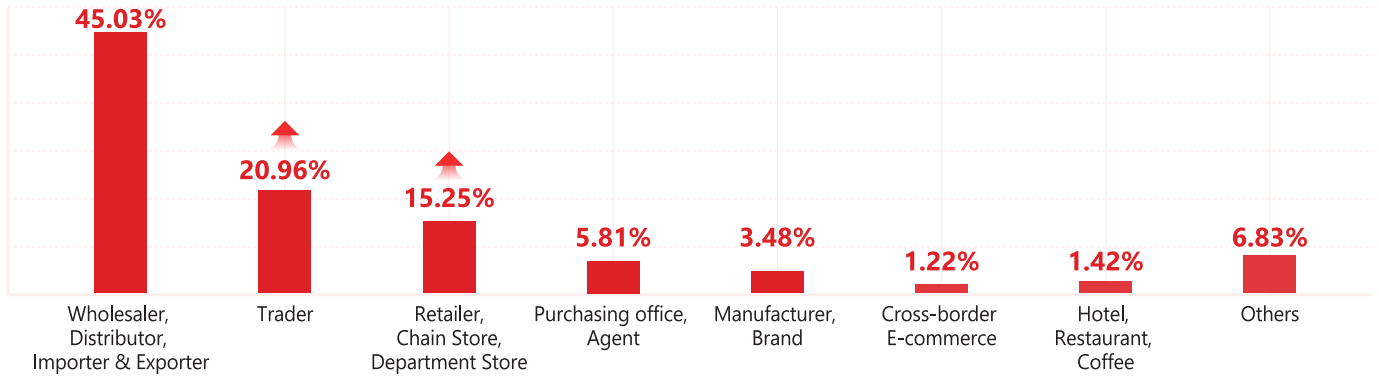


Pet Items

*Source: A Survey on Buyers at the 52nd JINHAN FAIR

Stable Participation of Global High-Quality Buyers

Buyers' Business Type



Notable Buyer Participation



*The above rankings are in no particular order

Industry Insights

Gaining Insights into Evolving Buyer Procurement Strategies, Listening to Exhibitors' Market Plans



TAG U.S. Importer

We have maintained a steady sourcing pace to continue supplying the market. Considering cost control and logistics efficiency, we now prefer products that are "small yet refined" and easy to transport. At this edition of JINHAN FAIR, we discovered many innovative and cost-effective new products that perfectly align with our latest sourcing direction.



Easygift UK E-commerce

We primarily source new products at trade exhibitions. In the past, we mainly worked with wholesalers, but the increasingly flexible MOQs offered by Chinese suppliers now allow us to collaborate with them directly. This is our second time attending JINHAN FAIR, and we aim to expand our sourcing scope and seek more new suppliers here. The new layout and additional exhibitors have been very rewarding for us.



Lavida Australian Importer

This edition of JINHAN FAIR has improved both supplier quality and product layout compared to the past, which significantly enhanced our sourcing efficiency. We are also eager to join JINHAN FAIR's tours of Chinese industrial bases and visit factories in person, to expand our network of high-quality suppliers.



FLORARTE Brazilian Wholesaler

The Christmas market in Brazil continues to grow, and approximately 90% of our products come from China. We hope to further deepen our collaboration with Chinese suppliers in the future. JINHAN FAIR is not just a sourcing platform for us, but also a source of inspiration for developing new products. Each visit sparks many innovative ideas.



Li Xiaoqiang, Marketing Manager, Suzhou Zilai New Energy Technology Co., Ltd.

Innovation, cost reduction, and meeting demand are key to our sustained growth. We focus on the future of the outdoor market and continuously improve our products by integrating trends like sustainability and new energy technologies. JINHAN FAIR provided a welcoming atmosphere that attracted many clients, resulting in numerous inquiries.

Jane Zhou, Sale Manager, Zhongshan Uniarts Home Decor Co., Ltd.

We value creative freedom alongside original design and are always open to experimentation. Each year, we explore new materials for our products. This was our first time exhibiting at JINHAN FAIR, and the response exceeded expectations, with significant interest from clients in the Middle East, Europe, and the U.S. The exhibition's layout, which groups lighting products together, greatly improves efficiency for buyers.



Ling Jialiang, General Manager, Guangzhou Artlex Furniture Co., Ltd.

As the global trade environment evolves rapidly, innovation and development have become crucial for breakthroughs. We focus on a differentiated strategy, emphasizing the development and application of new materials to expand our business. Meanwhile we continue to launch new product lines in response to market demands.

Wu Jing, General Manager, Quanzhou J & W Giftwell Imp & Exp Co., Ltd.

Maintaining a stable core is crucial. We place great importance on product development, quality improvement, and customer service, believing that we can maintain steady growth by excelling in these three core areas. JINHAN FAIR always brings pleasant surprises, helping us connect with influential clients and expand into new buyer segments such as e-commerce and project design companies.



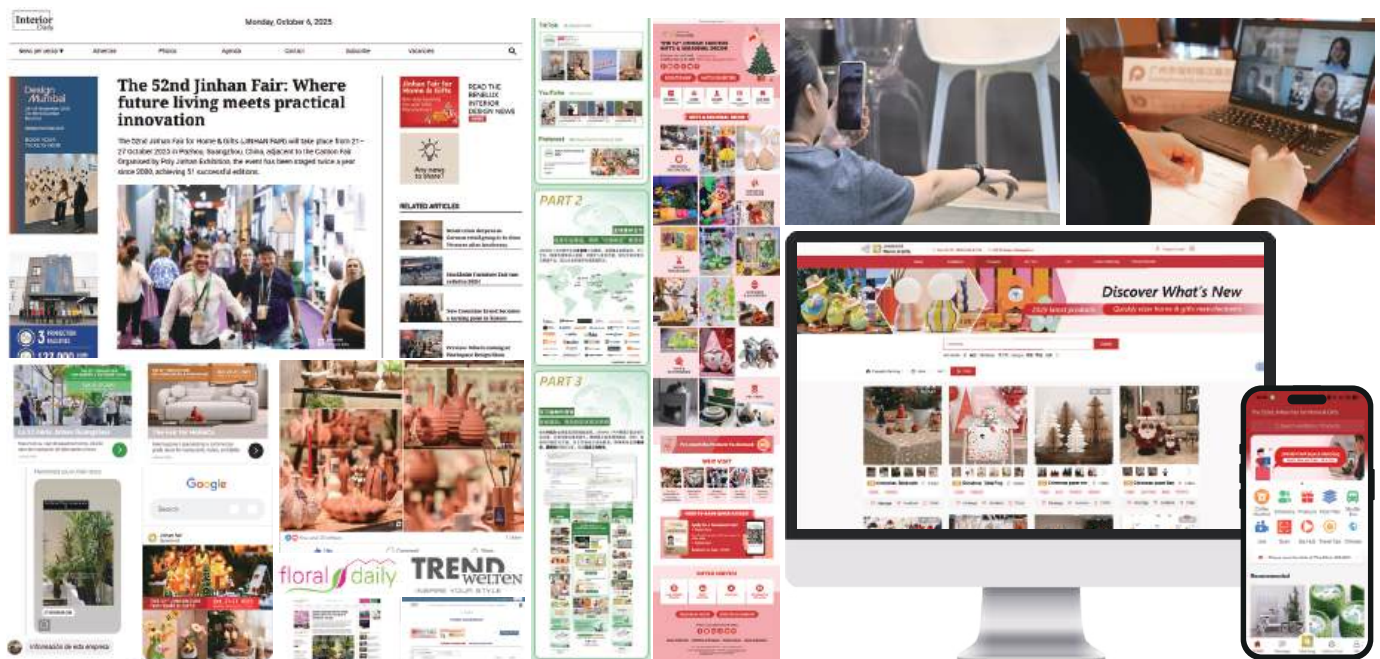
Fair Highlights

Dual Online and Offline Efforts Enhancing Precision Matching and Service Depth

JINHAN FAIR continuously strengthens its pre-exhibition and at-exhibition matching services. Through dual online and offline promotion, it creates more cooperation opportunities for both suppliers and buyers.

| Accelerated Digital Trade Application

Leveraging diverse online channels such as email marketing, Google, Facebook, Instagram, LinkedIn, and TikTok, the FAIR precisely reaches target buyers and continuously uncovers procurement needs. Simultaneously, through the JINHAN FAIR Online Exhibition Hall, APP, and source matching services, online and offline activities are integrated to further broaden trade channels and create more cooperation opportunities for both suppliers and buyers.



| Precise, In-depth Matching Services Offline

The JINHAN FAIR team, along with enterprise representatives, conducts on-site visits to target markets for in-depth engagement with top-tier buyers, building a high-quality bridge for international trade.





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Booth Application