

The 47th Jinhan Fair for Home & Gifts

Post Show Report

The 47th Guangzhou (Jinhan) Home and Gifts Fair (Jinhan Fair for short) is a world-renowned one-stop trade platform for home furnishing and gifts. We achieved this by creating a "mutual attraction" in the industry through a strong brand appeal and accurate market analysis.

Leading the Industry with quality and quantity

Overview



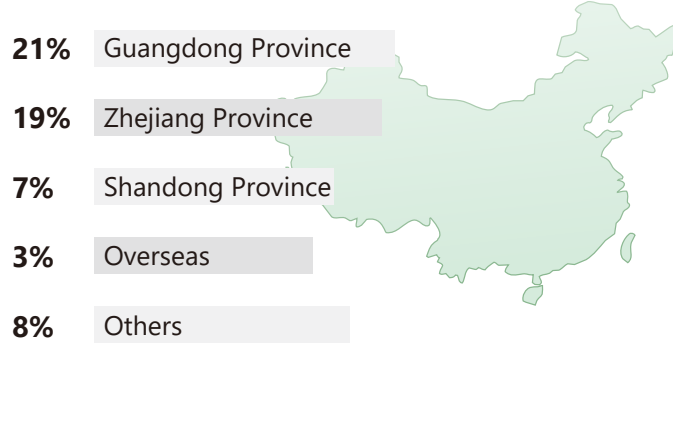
Online



Main Products



Exhibitors' Geographical Distribution

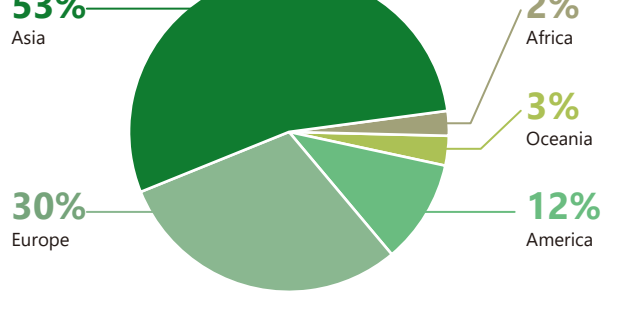


The number of buyers exceeds expectations

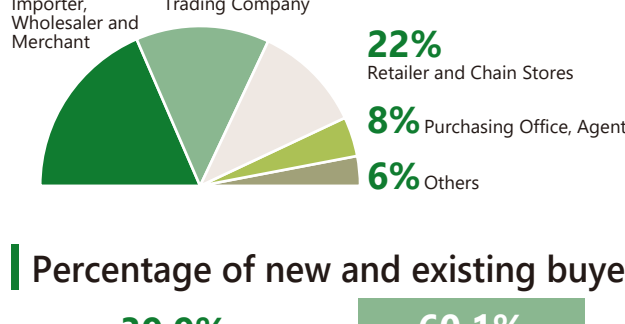
Top 10 Countries / Regions of Buyers



Buyers' Geographical Distribution



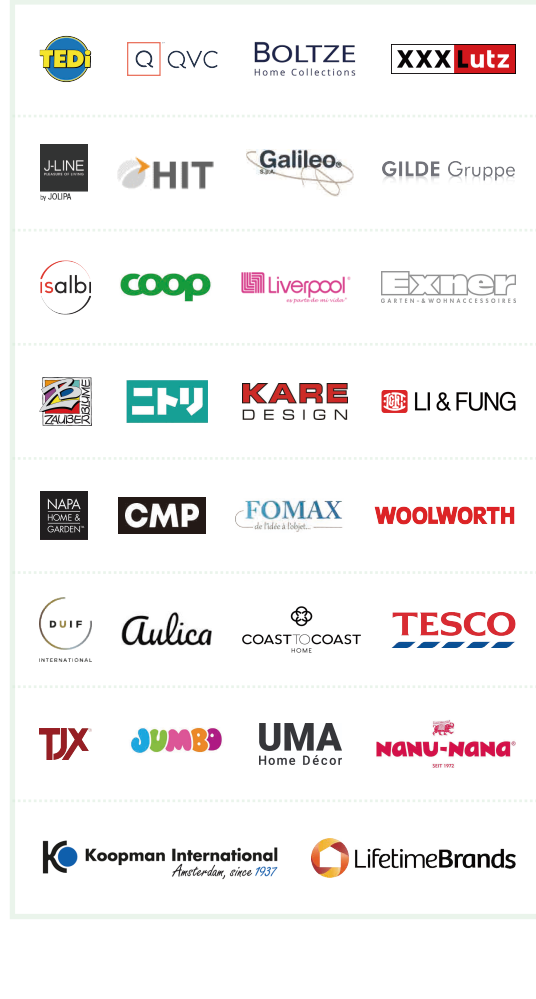
Buyers' Business Type



Percentage of new and existing buyers



Top Buyers

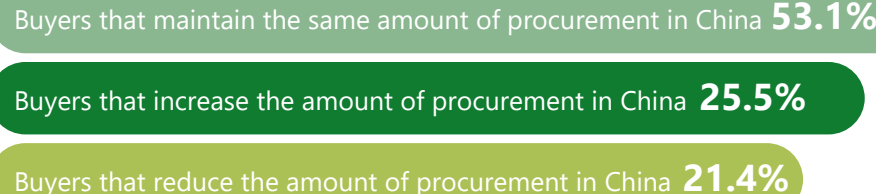


China remains a major sourcing hub for buyers

Buyers source mainly in China

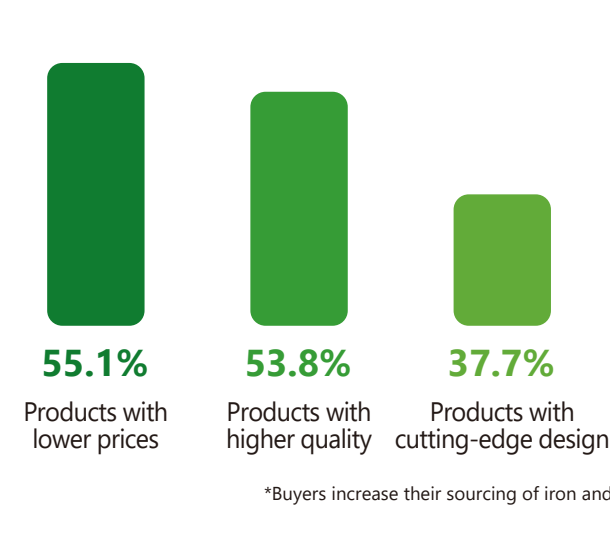


Nearly 80% of the buyers increase or maintain the same amount of procurement in China



Cost-effective products are more popular among buyers

Increased focus on price and quality



Home furnishings, furniture, and gardening are the key categories for buyers at the event this year



*Buyers increase their sourcing of iron and wood crafts, and ceramics products in countries and regions other than China



Industry confidence has gradually restored

Over 80% of buyers plan to visit JINHAN FAIR in October

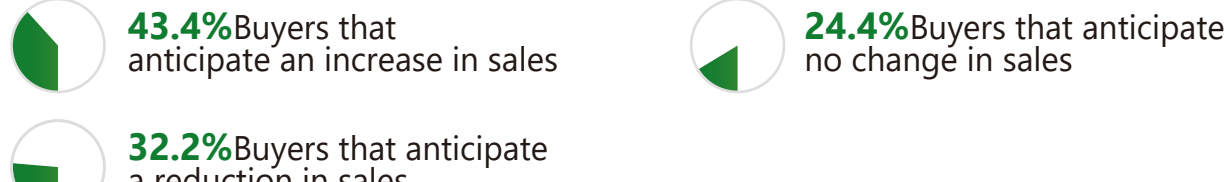


*Includes all registered buyers from both online and offline exhibitions.

Nearly 70% of buyers maintain or increase their amount of procurement in 2023 compared to last year

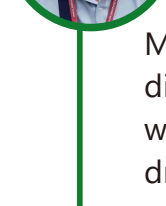


More than 40% of buyers anticipate an increase in sales in 2023 compared to last year



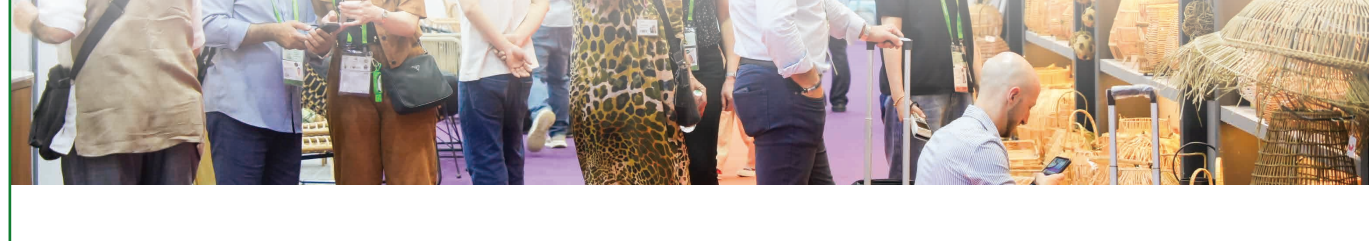
[UMA ENTERPRISES INC USA]

We have been coming to JINHAN FAIR for more than 25 years, We may have more than thirty suppliers at JINHAN FAIR. They can do better display, and they can show more products to the buyers. So that way JINHAN FAIR is better for us.



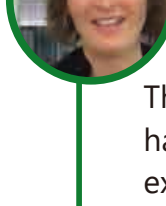
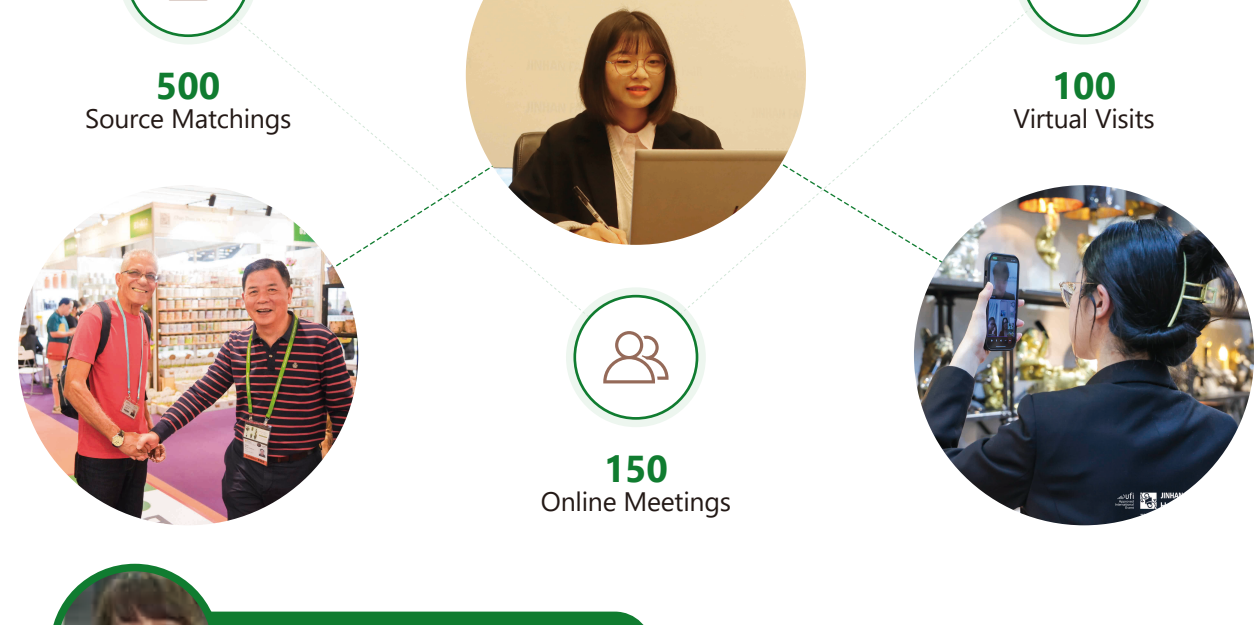
[GILDE Gruppe Germany]

Members of the German EVL and I have met several times to discuss the situation. We believe that the overall retail sales this year will not decline, but the growth will be slow. We won't see the same drastic fluctuation in sales as last year. As for our company, our sales for the first quarter have exceeded expectations. Although we have a smaller procurement team here this time, we do make more purchases than in previous years.



Effective online interfacing

This year, JINHAN FAIR has adopted an integration of online and offline platforms to provide more than 100 buyers with online source matchmaking sessions, online exhibitions, and other forms of interfacing services.



[Innova Living Italy]

Thanks to the accurate matching of JINHAN FAIR in advance, I can have more options to select a better-suited supplier. The online exhibitions has allowed me to readily see the new products displayed by on-site suppliers, which is a very good form of presentation.



See you in this October

THE 48th JINHAN FAIR FOR HOME & GIFTS
Oct.21-27,2023 | PWTC Expo, Guangzhou



JINHAN FAIR
Home & Gifts



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