

The 51st Jinhan Fair for Home & Gifts

Post Show Report



New Buyers Show Breakthroughs in Quality and Quantity

45% Buyers from Europe/America

More Diversified Buyer Profile

Upgraded Special Exhibition

Accelerated Digital Transformation

Overview

1,018
Exhibitors

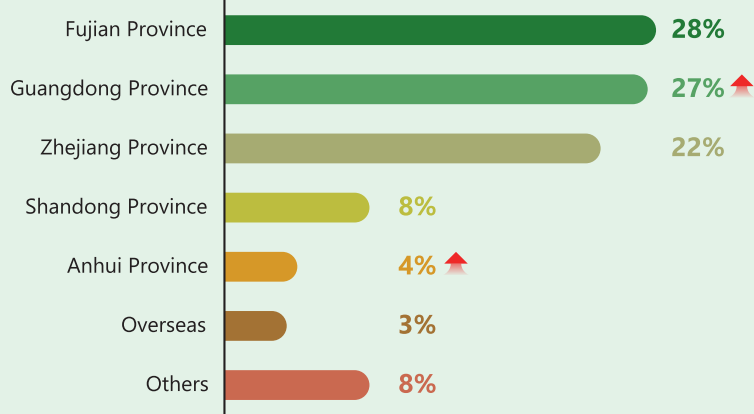
40,110
Total Visits

85,000m²
Exhibition Area

Main Products



Exhibitors' Geographical Distribution



This edition of JINHAN FAIR saw further expansion of the Flowers & Greens and Lighting Zone, showcasing an exquisite array of lifelike artificial flowers and plants, along with diverse decorative and seasonal lightings. Numerous buyers were attracted by the novel designs and immersive experience.



Artificial Flowers
Hall 5, Gallery 2, Gallery 3



Decorative Lightings
Hall 2



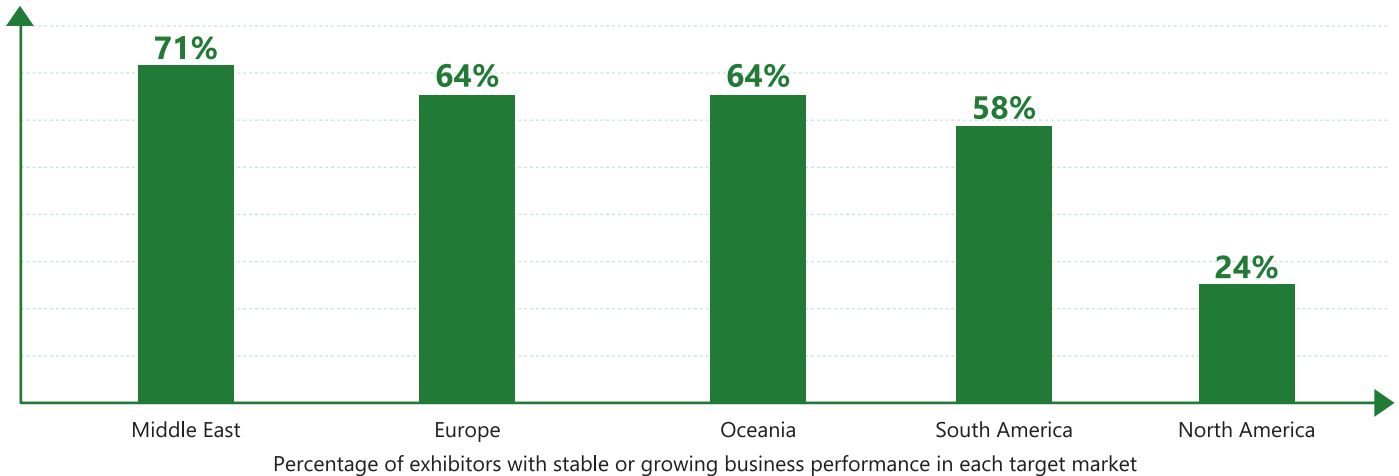
Seasonal Lightings
M2



Exhibitor Survey & Analysis

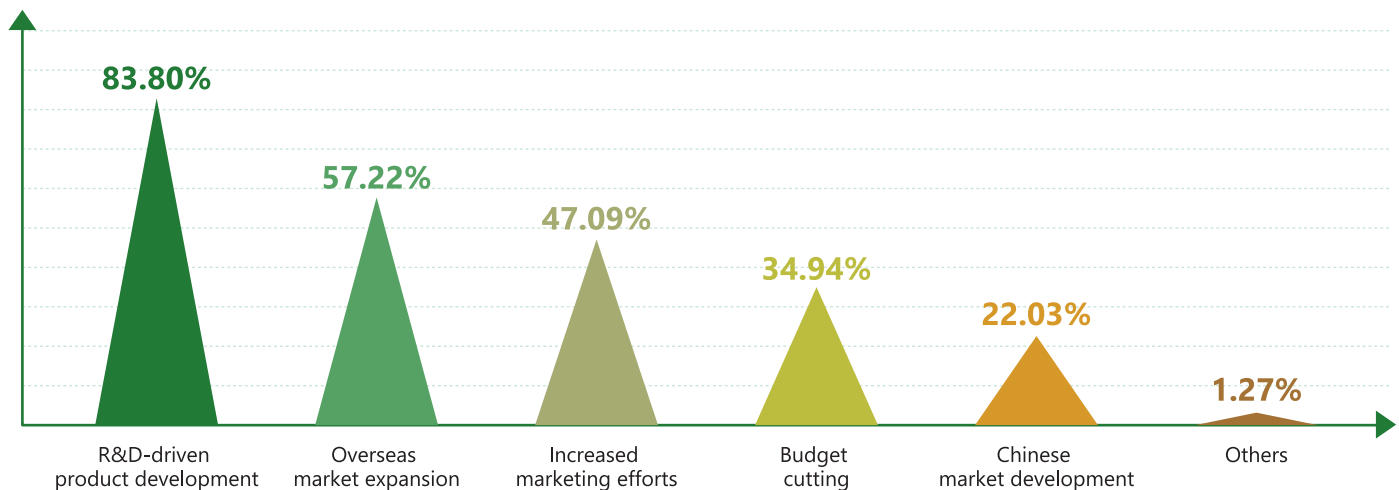
Shifting Target Markets: Steady growth in emerging markets, high growth potential in multiple regions

Survey results indicate that exhibitors are optimistic about growth in emerging markets including the Middle East, Oceania, and South America, demonstrating stable performance and strong appetite for market expansion. In established markets like Europe, exhibitors have also delivered consistent results as well. A multi-regional growth approach thus becomes a key strategy for exhibitors moving forward.



Market Adaptation Strategies: Innovation and diversification leading the way

Survey results reveal that most exhibitors are proactively addressing market changes through two primary approaches: strengthened innovation and new market expansion. Fewer exhibitors choose to cut their budgets, suggesting their preference for active innovation over defensive cost-cutting measures.

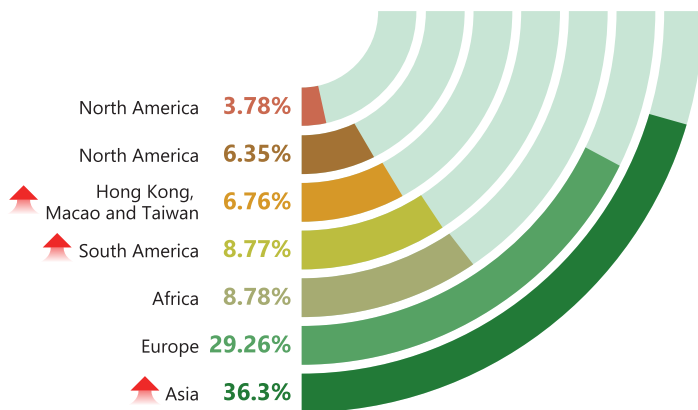


Diversified Buyer Profile, Strong Retailer Participation

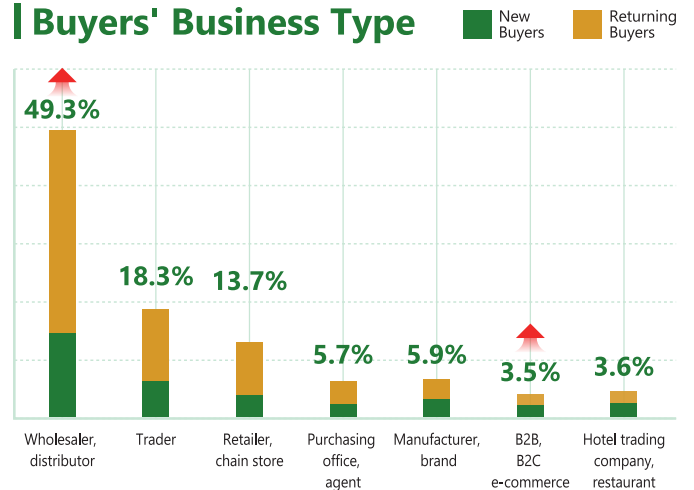
TOP20 Countries / Regions of Buyers



Buyers' Geographical Distribution



Buyers' Business Type



Notable Buyer Participation



*The above rankings are in no particular order

Buyer Survey & Analysis

Response to Tariff Changes:

Adjustments in products and supply chains

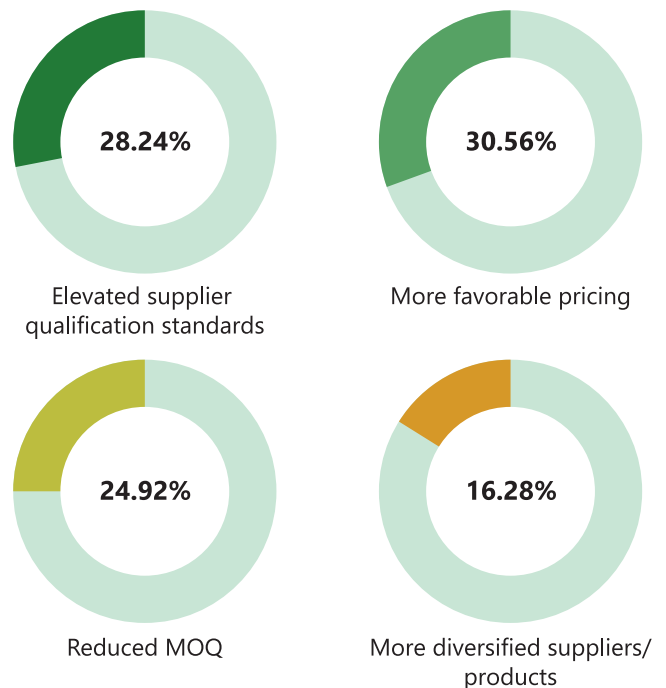
To address tariff challenges, many buyers have initiated structural adjustments. On the product front, they are shifting toward high-value-added, compact-sized products with more competitive pricing. While supply chain enhancement measures include optimizing supplier structures, redistributing production bases and reinforcing evaluation standards for greater resilience and flexibility.



Tariffs as Structural Optimization Opportunities:

Enhanced negotiation leverage and resource consolidation

While presenting challenges, tariffs are also regarded by buyers as an opportunity for structural optimization. On the one hand, buyers are securing more favorable pricing through renegotiation. On the other hand, more premium suppliers are attracted to local markets. Moreover, the adjustments to minimum order quantities (MOQ) and the diversification of product portfolios lead to higher procurement efficiency and superior partnerships.



Four Priorities for Buyers:

Overseas Production Sites, Value-Added Products, Ho-Re-Ca Expertise, and Eco-Friendly Protocols

Suppliers with Overseas Factories Gain Preference

Some buyers show stronger preference for suppliers with manufacturing facilities abroad.



High Value-Added Products Attract More Attention

Besides decorative appeal, products with practical functionality draw greater interest.

Suppliers with Ho-Re-Ca Expertise Are More Welcomed

Suppliers that possess expertise in hotel, restaurant, and catering sectors and offer ODM services, customization services, and flexible MOQ show stronger appeal.



Eco-Friendly Practices Become Critical

Buyers increasingly value products that comply with environmental standards, reduce waste, and align with sustainability principles.

| Voice of Buyers

United Arab Emirates Home Centre Sajeve Singh



Most exhibitors at JINHAN FAIR are already our partners, making this our most crucial sourcing destination. For each edition, we send a team of dozens of members. The majority of products offered by Home Centre originate from JINHAN FAIR. We are delighted to reach all kinds of valuable collaborations here.

United States C&F Enterprise Stephanie



We will never stop visiting the JINHAN FAIR, as China remains our primary procurement destination. Especially during challenging times, face-to-face interactions with suppliers become crucial to our shared growth. Meanwhile, we will continue seeking new products and ideas to sustain our business vitality.

United Kingdom Mulberry Studios Ltd Adrian Boyle



We heavily rely on physical exhibitions for business expansion, insisting on offline procurement to facilitate on-site product inspection. Affected by U.S. tariffs, we're restructuring our supply chain, prioritizing Chinese suppliers that run facilities in Southeast Asia to circumvent trade barriers. We also hope that JINHAN FAIR could expand its product categories to attract a larger audience.

| Voice of Exhibitors

Lin Guiyang, General Manager, Xiamen Hanka Home International Co., Ltd.

In view of high tariff barriers, we start tapping into emerging markets like Europe and South America, where new opportunities have already been uncovered. Product design remains core. Given that home decoration is non-essential, we target more economically robust markets. Facing challenges, survival comes first, followed by overcoming path dependency. JINHAN FAIR is a professional home & gifts export platform. Hope we work together to weather market storms.



Zhang Danhong, Business Director, Shanghai Respot Co., Ltd.

Establishing presence in emerging markets demands a deep understanding of local business environments and consumer preferences. Copying Euro-American styles won't work; instead, products must be tailored to regional characteristics. Uphold a product-centric approach, focus on your expertise, and stay true to your mission. Persistence leads to success. We were satisfied with the outcomes at this edition. JINHAN FAIR's dedication to the home and gifts sector is exemplary.



Nick Thompson, General Manager, Astley Zhongshan Manufacturing Co., Ltd.

We constantly seek opportunities amongst changes. When some markets turn unfavorable, we shift to new breakthroughs. We've established a factory in China to facilitate our global expansion, and JINHAN FAIR offers unparalleled access to clients from South America, the Middle East, and East Asia. We view current dynamics as a chance for transformation, pushing us to expand business in more markets through novel products and styles.

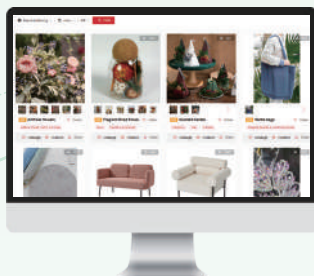


Digital Technology Application Accelerates, Cloud-Based Trade Gains Momentum

Pre-show: Buyers completed preliminary selection via online showrooms and the JINHAN FAIR App, which made on-site procurement more efficient. During the show: The “virtual visit” feature enabled online matching, real-time product browsing and instant communication, marking a step further towards offline-online fusion. Post-show: Buyers continued exploring new products and placing procurement requests via the platform, fueling long-term engagement and transactions.

371,013

Online Exhibition Visits



2,432

Virtual Visit

27,620

Jinhan Fair APP Downloads

856

Business Matching

698

Inquiries/Matching



THE 52nd JINHAN FAIR FOR HOME & GIFTS

ONE-STOP SOURCING FAIR WITH 1,000 MANUFACTURERS

 www.jinhanfair.com

Oct. 21-27, 2025

PWTC Expo, Guangzhou, China



Booth Application

