

Press release

May 2020

## Interior Lifestyle China 2020 offers the ideal platform to help the home and lifestyle industry rebound

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Sina Home's recent online survey targeted at homeware consumers suggests a positive outlook for the Chinese lifestyle industry following the worldwide COVID-19 disruption. And Interior Lifestyle China, China's leading fair for the mid-range and high-end consumer goods and lifestyle market, provides a platform to help the industry recover and reconnect. This year, the fair, along with its dedicated marketing solutions can benefit exhibitors more than ever, as new retail trends and buying habits emerge while a market rebound is anticipated off the back of the global pandemic. This year's edition will be held from 10 – 12 September 2020 in Shanghai.



Interior Lifestyle China 2019

An online survey carried out by Sina Home in February 2020 interviewed 13,568 Chinese consumers about their home renovation and decoration plans. Over 70% of those with plans to revamp their homes at the start of year budgeted to spend over RMB 100,000 (USD 14,100) and 62% of participants said that they will still go ahead with their plans, despite the outbreak.

There is no question that most industries worldwide have been impacted by the Novel Coronavirus pandemic and the lifestyle and homeware market is no exception. However, the Sina Home survey indicates that

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the Chinese market is expected to rebound with accumulated demand from the down period, as consumers intend to return to their prior spending habits. And whilst people have been spending more time at home, their focus has been brought inside, to products that can enhance their living environment.

Meanwhile, amid the pandemic, lifestyles and buying habits have been forced to adjust and it is key that companies are well-equipped to benefit from these changes. Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented: "Whilst the COVID-19 outbreak has posed new challenges for the lifestyle industry, it is important that brands strive to take advantage of some of the changes in consumer buying habits that have arisen, such as increased online purchasing."

She added: "Interior Lifestyle China has always been an effective platform to help exhibitors and the wider industry discover the latest trends in the market. During this difficult time, it is even more important for us to be there to assist the industry to capitalise on the expected rebound and potential changes in the market as consumers' shopping habits adjust. This year, the fair is proud to introduce a series of digital campaigns to ease the current challenges for both exhibitors and buyers."

### **The rising influence of online and e-commerce platforms and how Interior Lifestyle China helps**

In 2019, Chinese consumers spent USD 1.55 trillion on online shopping, a 16.5% increase from the previous year, according to China's National Bureau of Statistics. The growth of online shopping opens up opportunities for international lifestyle brands to engage with customers worldwide and to experiment with various marketing tools that are used within the industry.

At Interior Lifestyle China, exhibitors can benefit from these growing online trends by utilising the dedicated marketing package on offer. The series of digital platforms also allows the industry to overcome obstacles and interrupted business caused by worldwide travel restrictions. Solutions available to exhibitors include: partnering with KOLs to create videos featuring exhibitor's products ahead of the show, a virtual roadshow, a digital product launch event, onsite livestreams of brands or 'hero products' and contact with online and offline trade buyers via the matchmaking programme. Once an exhibitor's participation is confirmed, they will have access to the dedicated buyer network which includes popular e-commerce platforms such as Tmall Global, JD.com, Happigo, Youzan and SCTV Star Home Shopping among others. Exhibitors can connect with their desired buyers via this network and schedule onsite meetings ahead of the fair. The marketing package increases the business potential for exhibitors by providing convenient and effective forms of communication with buyers before, during and after the show. View the full package [here](#).

Interior Lifestyle China 2020  
Shanghai, China  
10 – 12 September 2020

around the world to showcase their latest, quality products and to access the Chinese market. The 2019 edition of the fair welcomed 431 exhibitors from 27 countries and regions along with 20,036 visitors.

Interior Lifestyle China 2020 is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>.

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Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019