

interiorlifestyle

CHINA

Interior Lifestyle China 2024 to pave the way for boundless business opportunities this October

Shanghai, 24 April 2024. Interior Lifestyle China is set to make a dazzling comeback from 10 – 12 October 2024 as it aims to draw an even more diverse range of enthusiastic visitors to the Shanghai Exhibition Centre. Coinciding synergistically with the well-known Shanghai Fashion Week, these events will create a vibrant atmosphere in Shanghai, capturing the attention of buyers seeking stylish and fashionable items. With a strategic focus on expanding into the growing domestic retail landscape, this year's show presents an unparalleled opportunity for exhibitors to access traditional retail channels, which remain vital, as well as emerging segments, including influencers from live-streaming platforms, fashion buyers, and buyers from the hospitality sector.

To cater to diverse lifestyles and growing consumer needs, the show has expanded its product categories to include jewellery, accessories, coffee, packaged food, and cultural and creative IP products. Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd, expressed his enthusiasm for the October show: "We're thrilled to welcome a greater number of new brands and product offerings this year. The show is poised to unveil a meticulously curated collection of exquisite lifestyle products, as the show will spotlight elegance and refinement – perfectly aligning with evolving consumer demand for unique, personalised products that elevate their quality of life."

The modern Chinese families and younger consumers place a high priority on aesthetics and functionality, resulting in an increasing demand for spaces that cater to their modern lifestyles. On top of that, the demand is further driven by self-pleasing consumers who actively seek out products that also contribute to their overall well-being and happiness. Consequently, the need for quality lifestyle products continue to soar.

Another pivotal force fuelling this growth is the rising disposable income of the Chinese middle class. In 2023, the Chinese middle class reached an impressive figure of approximately 400 million individuals¹. As their income and lifestyle continue to evolve significantly, their expenditure on interior products has witnessed a corresponding surge. Recent market research projects the revenue in China's home décor market segment to reach USD 20.2 billion in 2024, with an estimated annual growth rate of 9.2% (CAGR 2024-2028)². These statistics underscore the immense potential and significance of the

¹ China Daily, <https://epaper.chinadaily.com.cn/a/202302/27/WS63fc0326a310777689886f1f.html>, published on 27 February 2023

² Statista, <https://www.statista.com/outlook/cmo/furniture/home-decor/china>, retrieved January 2024

Chinese home décor market, positioning Interior Lifestyle China as an ideal platform for exhibitors to seize lucrative opportunities within this thriving sector.

Expanding horizons with emerging buyer channels

Chinese social media platforms such as Xiaohongshu have emerged as powerful platforms for individuals to showcase their aesthetic styles by sharing images and videos of lifestyle and interior design. The influence of social media has not only elevated people's awareness but also intensified their desire to create meticulously decorated living spaces and high-quality personal lifestyles that exude individuality. This trend has prompted brands to strategically prioritise these consumer groups in both their direct and indirect sales efforts.

Taking full advantage of this growing trend, Mr Edward Che adds, "In response to the dynamic market landscape, the show has broadened its horizons beyond the core group of professional buyers from retail sector. It will now embrace business practitioners from a diverse range of emerging retailing channels, including social media and live streaming platforms, lifestyle concept stores, cross-sector retail stores, content-driven e-commerce platforms, and group buying sellers. Furthermore, we are reaching out to buyers from hospitality sector, commercial projects and interior designers. These carefully selected channels seamlessly align with the rising demand from these segments and ever-changing consumer habits. As the range of channels have expanded, we have enhanced the product categories to effectively adapt to the shifting market trends."

In addition to the onsite business opportunities, Interior Lifestyle China offers exhibitors an array of year-round promotional services, including captivating roadshows, tailored business matching sessions, pop-up stores, as well as engaging social media and e-newsletters. These events offer exhibitors a valuable chance to connect with end users and trade buyers, and to get insight on up-to-date trends from retailing and lifestyle, opening up a myriad of business opportunities throughout the year.

Interior Lifestyle China is a leading international fair for homeware and lifestyle products, gathering mid-range and high-end exhibitors from around the world to showcase their latest, quality products and to access the Chinese market. The fair is organised by Messe Frankfurt (Shenzhen) Co Ltd. For more information, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>

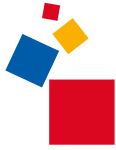
Press information and photographic material:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2023