

Press release

March 2023

Interior Lifestyle China returns this September with new look and even more opportunities

Telly Cheuk
Tel: +852 2238 9956
telly.cheuk@hongkong.messefrankfurt.com
www.il-china.com
www.messefrankfurt.com.hk

ILC23 PR1 en

The dedicated event for home décor and lifestyle, Interior Lifestyle China, will return to Shanghai from 21 – 23 September 2023. Participants are expected to unveil an enhanced layout at the fair, with new display concepts and a wider spectrum of buyers to engage the thriving Chinese consumer market.

“China’s consumer market is experiencing a strong rebound after the pandemic measures were scrapped. Echoing this optimism, Interior Lifestyle China is back with a brand new scenario-based zoning to provide a better sourcing experience and a more effective means for exhibitors to reach retail channels,” Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd said, with a positive vibe when announcing the show’s new concept.

Mr Che continued: “We will also expand the existing buyer portfolio to target groups of new retail channels and end-consumers to get them up to speed on the ever-changing lifestyle trends and market. We look forward to meeting everyone in person at the Shanghai Exhibition Centre later this year.”

Each year, Interior Lifestyle China welcomes an impressive mix of international and Chinese suppliers and visitors. With the reopening of the border and the recovery of international business in China, Messe Frankfurt is expecting a healthy growth of overseas fairgoers to congregate at the fair this year.

Broader visitor groups to engage the diverse consumer market

The post-90s and silver-haired generations have emerged as new forces driving domestic demand and the consumer market. Meanwhile, Chinese people now have a growing appetite for diverse choices and healthier lifestyles. They seek immersive, personalised, innovative, and interest-driven consumption experiences.

As such, innovative retail channels have emerged to capture the rising yet decentralised market. Instead of the traditional Online-to-offline business model, a growing number of brands now operate across multiple platforms such as social media, offline immersive experiences, cross-platform advertising, traditional, and content-driven e-commerce.

Mr Che further explained: “The boundaries between B2B and B2C are

Messe Frankfurt (Shenzhen) Co Ltd
609, Building C, Dongfang Xin Tiandi
Caitian Road, Futian Street
Futian District, Shenzhen 518026

merging. Professional distributors, community leaders, livestreaming anchors and Key Opinion Leaders, can all act as both retail channels and consumers themselves at the same time. This new business model makes it easier for consumers to purchase, and for brands to increase awareness and optimise data management.”

In fact, Messe Frankfurt is putting heavy efforts into inviting visitors from different retail sources ranging from traditional trade channels and distributors to lifestyle stores, content driven e-commerce, hospitality sector professionals, content creators and influencers. This also means exhibitors can get first hand market feedback and build their business network with end-consumers.

Brand new scenario zoning to enhance visiting experience

According to the "2023 China Consumption Theme Report" released by Tianyancha¹, scenario-based consumption involving camping, pets, live action role playing games and tea gatherings are trending in China. For example, the size of the country's pet market hit RMB 493.6 billion in 2022, a year-on-year increase of 25.2% and the size of China's camping market will reach 248.32 billion by 2025².

To help local and international brands capture these changing consumer habits and find new retail channels, this edition of Interior Lifestyle China will display inspirational scenarios in four different display zones:



Four display zones: Giftique, , Home Sweet Home, Lifestyle on the Road, The Arcade

¹ "China's consumer market report 2023", Qilu Evening News, published on 27 Feb 2023

<https://baijiahao.baidu.com/s?id=1758977875792008005&wfr=spider&for=pc>

² "China camping industry research and analysis 2022 – 2023", iiMedia, published on 7 Sep 2022

<https://www.iimedia.cn/c400/88059.html>

“Giftique”

This popular zone will return with a thematic store setting for gifts, arts, handicrafts, jewelry, and design products.

“Lifestyle on the Road”

A camping site, a coffee shop and a boutique hotel welcoming visitors with the trendiest travel accessories, outdoor products, coffee essentials and hospitality products.

“Home Sweet Home”

This special area will focus on the kitchen and dining room, stylish living and bedroom, home office setups, tea room and more. Featured products include houseware, kitchen and tableware, small furniture, home appliances, home decoration, and selected stationery.

“The Arcade”

A brand-focused area for statement pieces and international lifestyle; home to international pavilions, brand stores and accent pieces.

These new thematic zones will attract a broader range of visitors to attend the fair, especially younger consumers and lifestyle enthusiasts.

Beyond the booth, exhibitors can gain additional exposure for their brands with Interior Lifestyle China's year-round promotional services such as the roadshow, business matching, pop-up store and live-streaming activities. Through these interactive events, attendees will gain inspiration on lifestyle trends.

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>

Further press information & picture material

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press.html>

Follow Interior Lifestyle China on social media

www.facebook.com/interiorlifestylechina
<http://linkedin.com/company/interiorlifestylechina>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 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

Interior Lifestyle China
China, Shanghai
21 – 23 September 2023

its headquarters 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

* Preliminary figures for 2022