

第115届 中国日用百货商品交易会

The 115th China Daily-Use Articles Trade Fair

2021.07.22-24

中国·上海新国际博览中心 (SNIEC) W1-W5, E1-E7, N5



主办单位
Organized by

RX Huabai
励展华百展览(北京)有限公司

支持单位
Supported by

 中国百货
商业协会

* 报告数据来源于 2021 年展会统计 /
Data from the post-show statistics of CDATF 2021



展会数据和亮点 Overview & Highlights

平方米 (SQM)

180,000

展示面积 / SQM Exhibition Area

2,800

参展企业 / Exhibitors

90,000

参观人次 / Attendees

33

专业买家团 / Delegation Groups

196,355

观众观看线上直播秀 /
CDATF Online broadcasts viewers

559

场线上 & 线下采购配对会 /
Multi-channel Procurement Matching Meetings

4,000

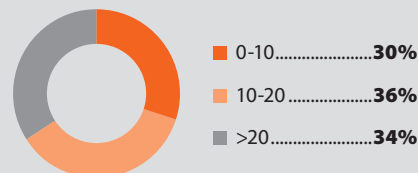
专业团购买家 /
Trade Buyers

展商统计 Exhibitor Statistics

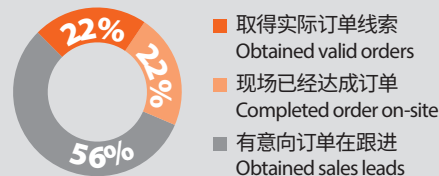
展商整体满意度 Exhibitor Overall Satisfaction



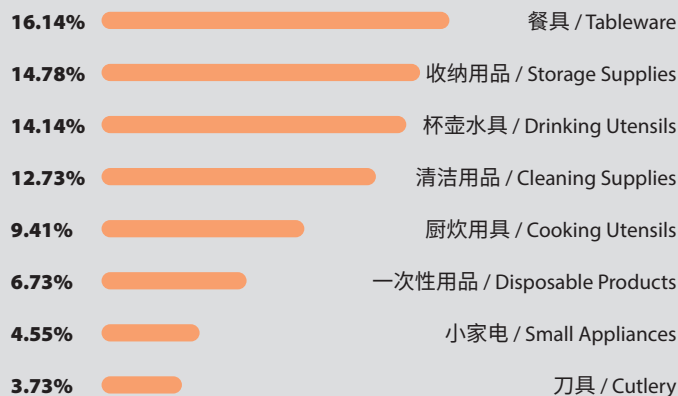
展商展会期间接待 有效买家数 Met potential buyers during the exhibition



展商展会期间订单 达成情况 Obtained valid orders during the exhibition



展品分布前 8 项 (按产品类别) Top 8 Exhibitor Distribution (By product category)

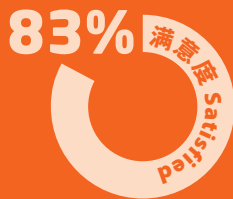




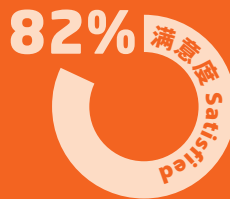
参展目标满意度 Satisfaction of Exhibiting Objectives



- 会见已有的客户，加强关系 / Meet with existing customers



- 推出新产品 / 新技术并获得市场关注和反馈 / Launch new products/technologies
- 推广现有主营产品，增加销售 / Promote and increase sales of existing products



- 拓展新的国内客户和销售线索 / Prospect new domestic customers and leads
- 发展新的经销商、代理商及合作伙伴 / Prospect new distributors, agents and partners



90%

参展企业将“百货会”视为新品发布及挖掘新商机的重要平台

90% of exhibitors regard CDATF as an **important platform** to launch new products and explore new business opportunities

部分合作展团 Partial Pavilions List

- 福建展团
- 义乌市进口商会展团
- 宁波展团
- 东莞商会展团
- 重庆大足五金商会展团
- 山西怀仁展团
- 韩国 GBSA 展团



展商高度评价 Exhibitor Testimonials

今年主办方线上宣传的力度很大，宣传效果很明显。今年人流量很大，对我们非常有帮助，可以更好的提高我们产品的曝光度。现场已经有达成合作的买家，同时一些有意向的买家订单也正在跟进中。希望百货会越来越越好。

The 115th CDATF has made great efforts in online publicity, and the publicity effect is obvious. Many people came to our booth, which is very helpful to us and can better improve the exposure of our products. Some of trade buyers had been ordered during the exhibition. In the meanwhile, some interested order from trade buyer are also being followed up. Wish the CDATF will do better!

品沐
PINMOO

我们每年都会参加上海百货展，今年感觉到参加的观众、供货商还有供应链客户都会明显的多一些，一年比一年好。我们每年会带一些新品来，每年都可以吸收一些新客户，这是对我们很好的鼓励，也是我们参加的动力。

We exhibited at CADTF every year. This year, the quantity of visitors, suppliers and supply chain customers increase significantly than last year, it is getting better every year. We always bring some new products and always can get some new customers every year. This is a good encouragement for us and a motivation for us to participate.

Yeya也雅

第115届百货会人流量非常多，我们展位一度人多到走不进去。客户也很精准，都是我们目标客户和很多做线上的客户。这次百货会达到了我们的期望，百货会已成为行业标杆，希望能不断创新，走得更远。

The 115th CDATF gathered a lot of trade buyer on-site, so our booth was too crowded to enter. The buyers is very precise. There are many target buyers who built connect with us and some buyer are doing e-commerce. This CDATF has met our expectations and also has become a benchmark in the industry. I hope CDATF can continue innovation and become better in the future.

浙江瑞康
瑞康生活
打造国民级一次性日用品品牌

关键词
曝光度
标杆
人流量大

Key Words
Exposure
Benchmark
Crowded



观众统计 Visitor Statistics



展商整体满意度 Exhibitor Overall Satisfaction



92%

买家对本届展会表示满意 /
Satisfied



70%

买家表示会推荐业内同行
来参观 /
Recommended



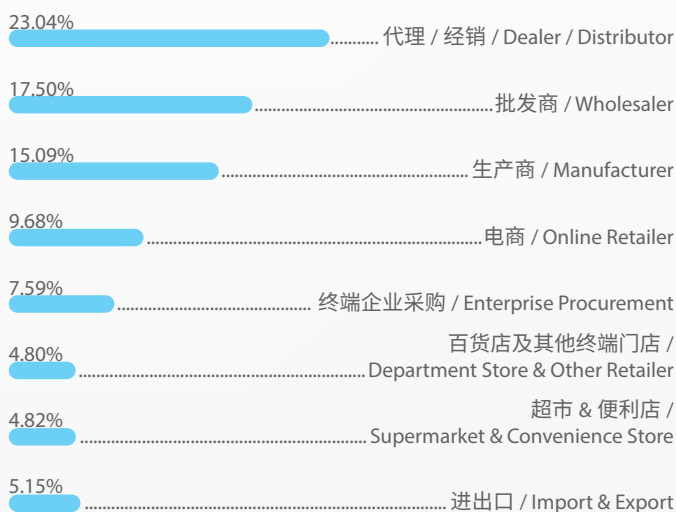
87%

买家表示将继续参观 2022
年百货会 /
Revisit Intention

上海	
Shanghai.....	29.30%
浙江	
Zhejiang.....	21.26%
山东	
Shandong.....	7.63%
江苏	
Jiangsu	6.81%
广东	
Guangdong	6.56%

河北	
Hebei.....	5.44%
安徽	
Anhui	3.42%
河南	
Henan	3.09%
京津	
Beijing & Tianjin	2.08%
湖南	
Hunan.....	1.49%

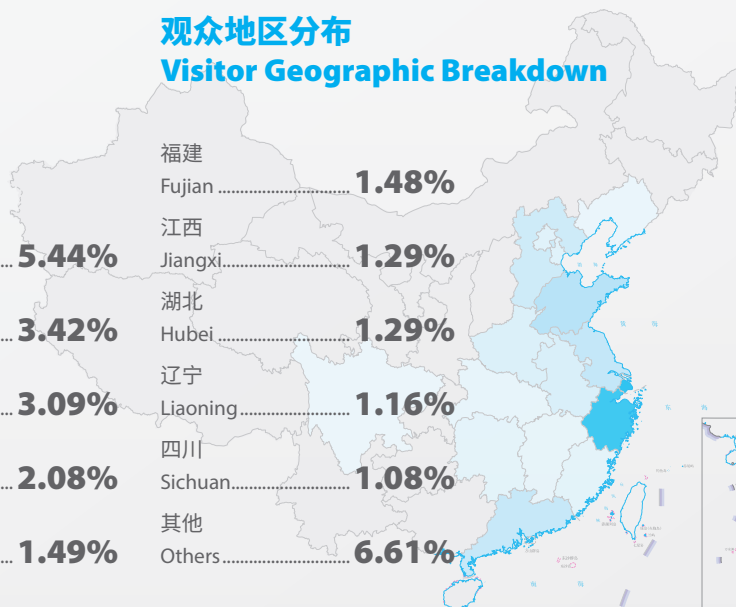
观众类型占比前 8 位 Top 8 Visitor Primary Business



92%

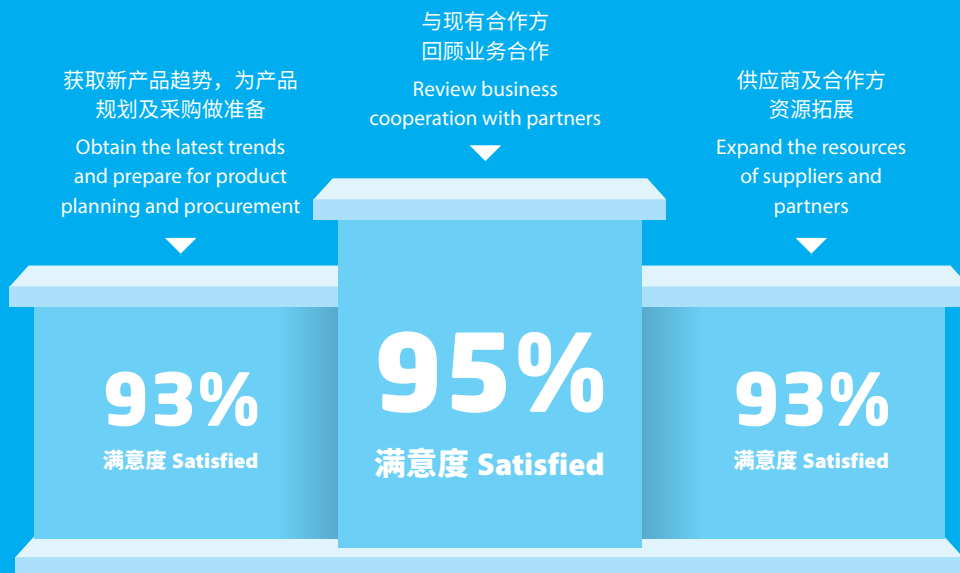
观众具有采购决策权或影响力 /
visitors play a key role in making
purchasing decision

观众地区分布 Visitor Geographic Breakdown





最主要的参观目的 Top 3 Visiting Objectives



94%

观众将“百货会”视为新品采购及获取最新趋势的**重要平台**

94% of visitors regard CDATF as an **important platform** to purchase new products and gain access to the latest trends

最受观众青睐产品 Favored Products by Visitors

前 8 项产品材质 Top 8 Categories of Base Material

- 塑料制品 / Plastic Products
- 陶瓷制品 / Ceramics
- 玻璃制品 / Glassware
- 不锈钢制品 / Stainless Steel Products
- 竹木制品 / Bamboo & Wood Products
- 五金制品 / Hardware
- 纯棉制品 / Cotton Products
- 合成纤维制品 / Synthetic Fibre Products

前 8 项产品类别 Top 8 Categories of Products

- 杯壶水具 / Drinking Utensils
- 清洁用品 / Cleaning Supplies
- 餐具 / Tableware
- 锅具 / Cookware
- 卫浴用品 / Bathroom Supplies
- 烹饪厨具 / Cooking Utensils
- 收纳用品 / Storage Supplies
- 刀具 / Cutlery

部分专业买家团 Partial Delegation List

河北省

石家庄太和南三条市场

山东省

威海小商品批发市场

烟台三站小商品批发市场

聊城香江光彩大市场

菏泽花都百货大市场

滕州真爱商城

河南省

郑州百荣世贸商城

周口华耀城

山西省

吕梁采购团

青海省

西宁市吉盛小商品批发市场

江苏省

南京苏宁商品批发市场

苏州中翔小商品批发市场

盐城招商场

南通尚美家商贸城

浙江省

黄岩电子商务协会

陕西省

西北小商品市场采购团

湖南省

邵东国际商贸城

甘肃省

宁夏商都小商品市场

安徽省

亳州农贸城采购团





TAP 钻石贵宾俱乐部

TAP Privilege Members Program

* 带有明确采购意向和计划的全国及区域商超、生活馆及电商平台等贵宾买家

Target buyers with clear procurement intention who are from shopping mall, supermarket, lifestyle store, e-commerce platform, etc.



部分 TAP 钻石贵宾俱乐部成员 Partial TAP Buyer List

* 排名不分先后 Listed in no particular order

1082^位

贵宾买家 / TAP Privilege Buyers

92%^{覆盖}

国内重点商超终端品牌 /
92% of domestic key brands of
shopping mall and supermarket
have been covered

559^场

商务采购对接活动 /
Business Match-making Meetings

其中包含 223 场线上配对会
Including 223 online
matchmaking meetings

商场 & 超市 Shopping mall & Supermarket					
生活馆 Lifestyle store					
电商平台 E-commerce platform					

买家高度评价 Buyer Testimonials

“
关键词
高效
精准
全方位

Key Words

Efficient
Accuracy
All-round

”

天虹集团·家居集合馆

作为忠实观众，每年7月我们都会以TAP钻石贵宾的身份来参加百货会，期间获得了全方位的服务，体验很棒。展前，我们与主办方沟通了天虹旗下品牌目前的情况及发展方向。主办方针对我们的采购需求和合作模式，在展期为我们量身订作了专场商务配对接会。在展期第二天，我们约见了各个品类供应商。希望百货会能持续不断的为我们终端提供好的产品。期待2022年同百货会有更多的合作！

As a loyal visitor of the CDATF, we attended this show as Diamond VIP in July every year. We got fully range of services and enjoyed a great experience. Before the exhibition, we communicated with the organizer about the situation and development direction of several brands under Rainbow Group. According to our procurement demand and cooperation mode, the organizer customized the special business purchasing match-making meeting for us. Besides, to make an appointment with various category suppliers during the exhibition. To hope the CDATF will continue to introduce more great products and manufacturers to terminals. We look forward to more cooperation with the CDATF in 2022.

RAINBOW 天虹

第一次受邀参加百货会主办方组织的商务配对接活动，以采购团形式入驻并向2000+供应商发出采购邀约计划。通过主办方在展前的合理规划、供应商按需报名，使得现场与供应商的沟通更精准。同时，为我们节省了参观时间，提高了参观效率。很感谢百货会为我们提供了一个这样的平台并提供定制化配对接服务，也希望TAP团队可以越来越棒！

北京华联·江苏省区

It was the first time to participate in the business match-making meeting organized by the CDATF and joined the exhibition as a purchasing group and issued a procurement invitation plan to 2000+ suppliers. Through the reasonable planning of the organizer before the exhibition and the registration of suppliers on demand, the on-site communication with suppliers is more accurate. At the same time, it saved the visiting time and improves visiting efficiency. Thank the CDATF provided us a great platform with customized matching services. Wish the TAP team will do better!

BHG



渠道曝光 海量传播

Media Exposure
on Various
Platform



今日头条信息流
总曝光量
2,680,187次



抖音信息流
总曝光量
3,498,465次



百度总展现量
3,812,365次



图片直播
总在线观看人数
30,995人次



权威媒体发布
发稿篇数
217篇



KOL 传播
阅读总数
188,000次



“云” 逛展直播
Live Broadcast



165,000 人次

3 天线上直播秀，各平台累计直播观众 16.5 万人次
The three days online broadcasts attracted a total of 165,000 viewers



“商务配对服务”（个性化展商推荐）成效显著 Business matchmaking services have yielded fruitful results

- 为 52,444 名预登记观众在线匹配并推荐了 2,800 家优质展商。
Recommended 2,800 high-quality exhibitors to 52,444 pre-registered visitors.
- 平均每家展商被推荐展现 13 万次。
The average exhibitor has been recommended 130,000 times.



观众认为“在线商务配对”帮助其逛展更高效
94% of visitors who participated in business-matchmaking thought it helped them to visit the exhibition more efficiently..





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精彩回顾 Highlights

扫码回顾现场精彩图片
Pictures Review



部分支持媒体

Partial Media Partners

* 排名不分先后 Listed in no particular order

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SEE YOU IN 2022! 再相会!

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中国日用百货商品交易会
The 116th CDATF 2022

2022.7.21-23

上海新国际博览中心 (SNIEC)
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