



第116届 中国日用百货商品交易会

The 116th China Daily-Use Articles Trade Fair

2023.07.20-22

上海新国际博览中心 (SNIEC) W1-W5, E1-E7, N1-N2

CDA 116

展后报告

POST SHOW REPORT

展会数据和亮点

Overview & Highlights



爆火出圈, 人气超高, 汇聚10万+名观众, 再创历史新高! 第116届中国日用百货商品交易会于2023年7月20-22日在上海新国际博览中心成功举办。本届百货会囊括8大主题展区, 覆盖14大展馆、18万m²展示面积, 盛况空前。数十场高峰论坛, 华山论剑; 国际观众组团参观; 达人直播云上看展, 高光时刻接连闪现。

The 116th China Daily-Use Articles Trade Fair was successfully held at the Shanghai New Int'l Expo Center from July 20 to 22, 2023. The CDATF has 8 themed exhibition areas, 14 exhibition halls, and a display area of 180,000 m², bringing together over 100,000 visitors and setting a record high.

平方米 (SQM)

180,000

展示面积
SQM Exhibition Area

2,900

参展企业
Exhibitors

45

批发市场组团参观
Delegation Groups

100,000+

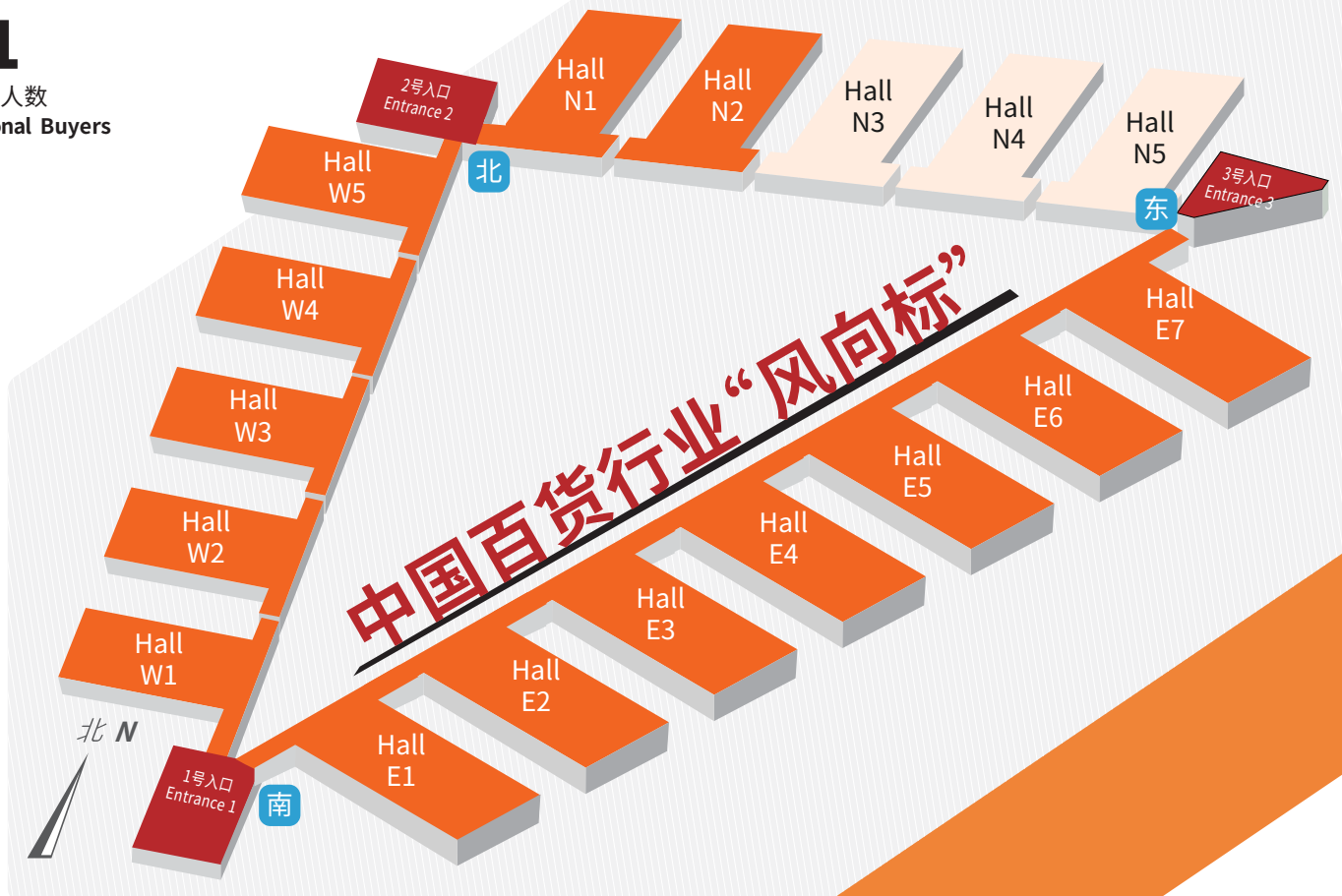
到场买家人数
Attendees

260,726

线上观众人数
Online broadcasts viewers

451

国际买家人数
International Buyers





展商统计

Exhibitor Statistics

92%

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

92% of exhibitors regard CDATF as an **important platform** to launch new products and explore new business opportunities.

展商整体满意度 Exhibitor Overall Satisfaction



87%

展商对本届展会表示满意
Satisfied



83%

展商已经或有计划预订下届展位
Reserved



70%

展商表示会推荐商业伙伴来参展
Recommended



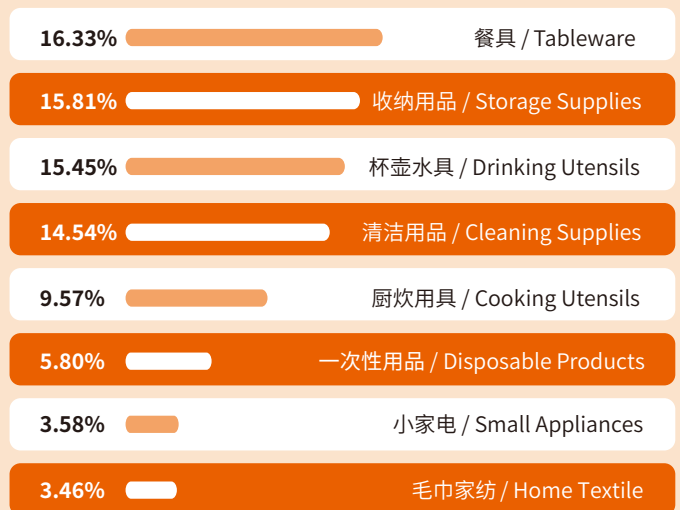
87%

展商认同展会推进低碳、绿色展会的宣传和举措
Satisfied With Go Green

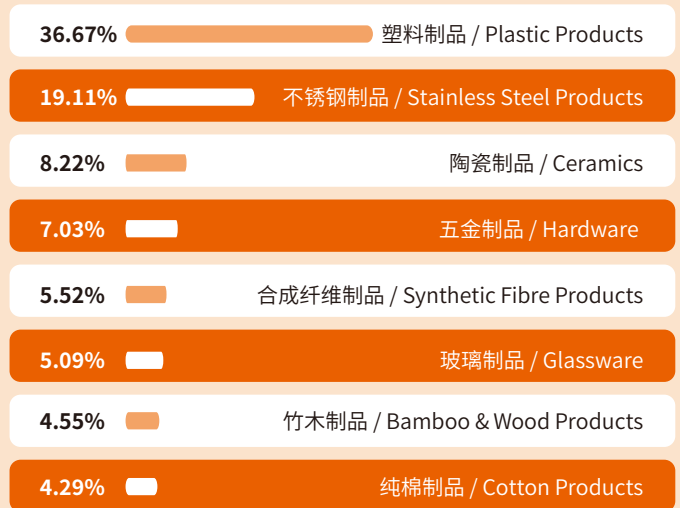
展品分布前8项 Top 8 Exhibitor Distribution



按产品类别
By product category



按材质类别
By material category



参展目标满意度 Satisfaction of Exhibiting Objectives



部分合作展团 Partial Pavilions List

杯壶专区

东莞展团

高阳展团

重庆展团

怀仁展团

国际展团



展商高度评价 Exhibitor Testimonials

关键词

Key Words:

“新品发布、顺利交易、线上渠道”
New product launch, successful transactions, online channels”

每年7月的上海百货会是哈尔斯年度新品发布的重要平台，百货会是交易的盛会，今年现场客户非常多，我们也获得了很多订单和潜在的业务机会，未来我们也会继续推进和百货会的深入合作，期待明年7月我们上海再相聚！

The 116th CDATF is an important platform for Haers' annual new product launch. The CDATF is a grand event for trade. This year, there are so many on-site customers, and we have also received many orders and potential business opportunities. In the future, we will continue to promote in-depth cooperation with the CDATF. Look forward to meeting again in Shanghai in July next year!

今年的上海百货会我们收获颇丰，展会多种形式的宣传方式和完善的服务都让我们很满意，很多之前在犹豫的渠道，这次在7月百货会上完成临门一脚，顺利交易，效率很高，非常精准高效的展会。祝愿百货会越办越好。

We have gained a lot from the 116th CDATF, and we are very satisfied with the various forms of promotion and comprehensive services provided. Many channels that were previously hesitant, this time we completed a successful transaction at the CDATF. A highly efficient and precise trade fair. Wishing the CDATF a better and more successful event.

作为百货会的忠实展商，我们每年都会参加。百货会专业度高，知名度大，认可度也高，今年最大的惊喜是人气比往年更高，观众质量也很好，我们还接触了很多线上渠道，电商平台。感谢主办方提供的平台，祝上海百货会越办越好。

As a loyal exhibitor of the CDATF, we participate every year. The CDATF is highly professional, well-known, and highly recognized. The biggest surprise is that the popularity is higher than before, and the purchasing power of buyers is very high. We contacted many online channels and e-commerce platforms. Thank you for CDATF. Wishing the CDATF better and better.

观众统计

Buyer Statistics



95% 买家具具有 **采购决定权** 或 **采购建议权**

95% of buyers play an **important role** in making purchasing decision.

观众整体满意度 Buyer Overall Satisfaction



91%

买家对本届展会表示满意
Satisfied



86%

买家表示将继续参观下届
百货会
Revisit Intention



80%

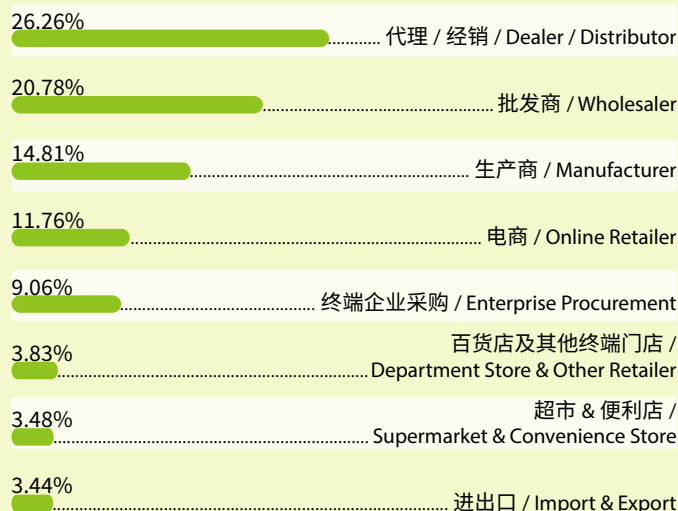
买家表示会推荐业内同行
来参观
Recommended



92%

买家认同展会推进低碳、
绿色展会的宣传和举措
Satisfied With Go Green

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



最受观众青睐产品 Favored Products by Visitors

前5项产品材质
Top 5 Categories of Base Material



前8项产品类别
Top 8 Categories of Products

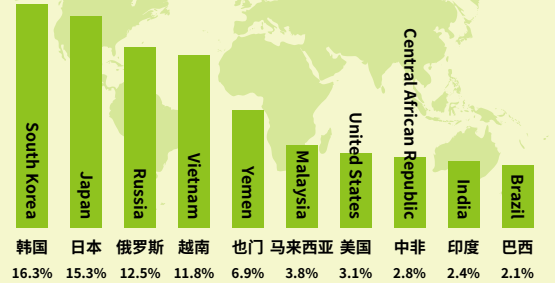


参观目标满意度 Satisfaction of Visiting Objectives

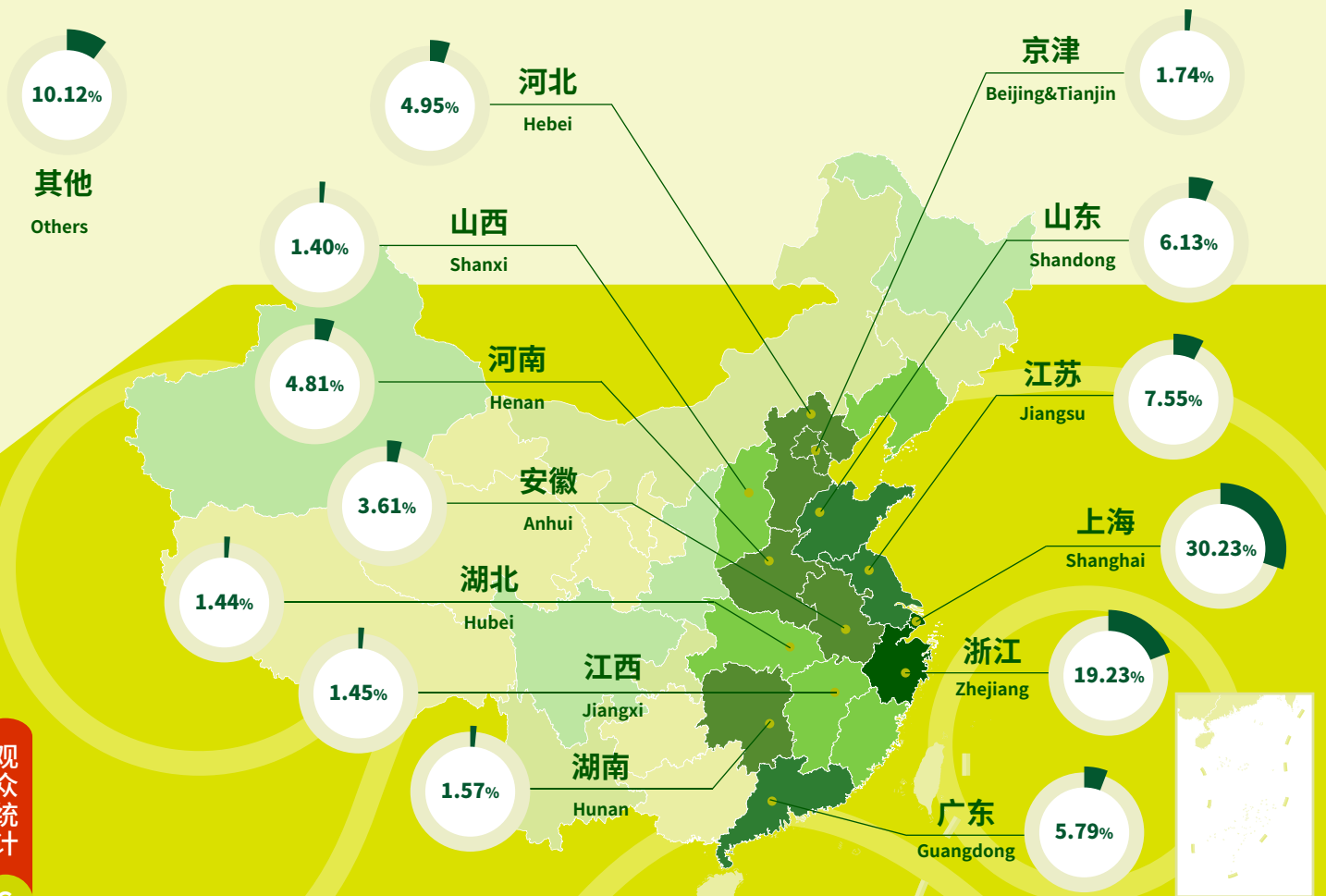


国际买家分布 International Buyers Distribution

共接待来自韩国、日本、俄罗斯等51个国家的451名专业买家
451 International buyers from 51 countries including South Korea, Japan, Russia, etc



买家地区分布 Buyer Geographic Breakdown



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.

94% **覆盖国内重点商超**
终端品牌

94% of domestic key brands of shopping mall and supermarket have been covered.

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

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

1104 位

贵宾买家 /
TAP Privilege Buyers

330 场

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



买家高度评价

Buyer Testimonials

京东—惠寻

京东惠寻是每年7月上海百货会的忠实观众，今年继续作为主办方特邀的TAP钻石贵宾前来参观。展前，主办方详细了解了京东惠寻的情况及发展方向，并详细询问了采购需求和期望的合作模式。展期，主办方为我们组织了专场商务采配对接会，约见了各个品类的供应商。感谢主办方提供的全方位服务，期待2024年同百货会平台能有更多的合作。

JD Huixun is a loyal visitor to the CDATF every year, and this year, we continue to visit as a TAP Diamond VIP invited by the organizer. Before the exhibition, the organizer had a more detailed understanding of JD Huixun's situation and development direction, and inquired in detail about the procurement needs and expected cooperation models. During the CDATF, the organizer organized a special business procurement and matching meeting for us, and we met with suppliers from various categories. Thank you for the comprehensive service provided by the organizer. We look forward to more cooperation with the CDATF in 2024.



苏宁宜品 - OEM中心

苏宁易购集团自有品牌苏宁宜品经过2年多的发展，高价值、高颜值、高性价比、有内容“三高一有”的商品理念得到用户喜欢与行业的认可。非常荣幸参加中国日用百货商品交易会，行业专家、源头工厂、平台深度交流百货未来趋势与发展，让优质的产品走向全球；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服务，也希望TAP团队可以越来越棒！

After more than 2 years of development, Suning.com Co.,LTD. own brand Epin has been liked by users and recognized by the industry with the product concept of high-value, high appearance, high price-performance ratio and informative. It is a great honor to participate in the China Daily-use Articles Trade Fair, where industry experts, ODM and a platform for in-depth exchanges of future trends and developments in department stores, so that high-quality products to go global; Thanks to the CDATF for providing us with such a platform and providing customized matching service, and hope that the TAP team can get better and better!



TAP 钻石贵宾

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现场亮点回顾

Event Highlight



近百位 行业领袖及专家聚首于此
一同探讨日用百货家居行业前沿趋势。

Nearly 100 industry leaders and experts gathered here to discuss the cutting-edge trends in the general merchandise industry.

论坛会议回顾

Onsite Conference Review



京东新家居趋势分享会

新人群 — 新品货 — 新场域



“家速共赢”
向新出发

京东家居日用品类趋势宣讲	京东招商政策宣讲
京东厨具品类趋势宣讲	京东保险政策宣讲

买家现场精选活动

Onsite Activity

爆品杯壶水具订货会	京东惠寻自有品牌选品对接会
西北百货市场渠道资源采购对接会	美特好超市采购对接会
快手及旗下达人主播选品对接会	拼多多选品对接会
拼多多论坛	淘宝买菜选品对接会
美团优选选品对接会	苏宁宜品 & 家乐福选品对接会

部分专业买家团

Partial Delegation List

江苏省

盐城招商场团
南京苏宁环球商贸城

安徽省

合肥安徽大市场
亳州商贸城
淮北批发采购团

山东省

烟台三站小商品批发市场
聊城香江光彩大市场
威海小商品市场

湖南省

长沙高桥大市场
邵东国际商贸城

浙江省

黄岩电子商务协会

四川省

成都荷花池市场

河南省

郑州百荣世贸商城
周口华耀城

山西省

太原尖草坪市场

江西省

南昌新洪城大市场
赣州赣南贸易广场

河北省

石家庄太和南三条市场

青海省

吉盛小商品市场

宁夏回族自治区

银川商都批发市场

部分支持媒体
Partial Media Partners

* 排名不分先后 Listed in no particular order



媒体传播数据
Media Exposure



云逛展
累计观众数量
209,304人



图片直播
总在线观看人数
51,422人次



今日头条信息流
总曝光量
9,887,840次



抖音信息流
总曝光量
10,495,395次



百度总展现量
5,337,311次



KOL 传播
阅读总数
391,742次



权威媒体发布
发稿篇数
525篇



媒体报道
阅读数
2,774,572人

精彩回顾 Highlights

扫码回顾现场盛况
Pictures Review



自媒体矩阵海量曝光

Exposure On Various Platform



上海百货会

阅读数
298,228

微信公众号
在这里读懂中国百货



百货汇

访问数
87,894

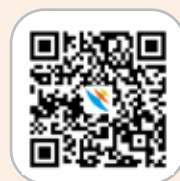
一手货源, 选品利器
直播拓客, 直达商机!



上海百货会

观看数
3,243,655

分享家居好物
点亮品质生活



励展华百
百货会

观看数
128,174

微信视频号
尽览百货最新资讯

第 117 届 中国日用百货商品交易会

The 117th China Daily-Use Articles Trade Fair

2024.7.18-20

上海新国际博览中心 (SNIEC)



15大展馆
规模更大



180,000 m²
品类齐全



前2日延长1h
充分逛展

CDATF stretches across 15 halls of SNIEC with a total floor area of nearly 180,000 m².

联系我们:

SEE YOU IN

2024!

再相会

展位预订
Exhibitor Enquiry

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