

聚百货精品 汇采购平台

第117届

CDATF 2024

中国日用百货商品交易会

The 117<sup>th</sup> China Daily-use Articles Trade Fair

2024

7.18 四 → 7.20 六

上海新国际博览中心 (SNIEC)

W1-W5

E1-E7

N1-N3

展览规模

Exhibition scale

180,000 m<sup>2</sup>

展位数量

Number of booths

10,000+

展后报告

POST SHOW REPORT

WWW.CDATF.COM

主办单位  
Built by:

**RX Huabai**  
励展华百展览(北京)有限公司

支持单位  
Supporter:



中国百货  
商业协会



获取行业最新资讯



一手货源尽在“百货汇”

# 展会数据和亮点

## Overview & Highlights



气氛热烈，客流如织，第117届中国日用百货商品交易会于2024年7月18-20日在上海新国际博览中心成功举办！18万㎡展示面积，10大主题展区，超10万名观众到场，3000多家知名企业演绎卓越品质，超十万款产品最新力作闪亮登场。数十场巅峰论坛，精彩纷呈；商超配对会，商贸对接更高效；国际化再提速，助力精准对接国际买家。

The 117th China Daily Use Articles Trade Fair was successfully held from July 18-20, 2024, at the Shanghai New Int'l Expo Centre! Spanning 180,000 square meters of exhibition space, featuring 10 thematic zones, and welcoming over 100,000 visitors, more than 100,000 new product launches.



**180,000**

展示面积(平方米)  
SQM Exhibition Area



**100,000+**

到场买家人数  
Attendees



**3,000**

参展企业  
Exhibitors



**70**

批发市场组团参观  
Wholesale Market Group



**707**

国际买家人数  
International Buyers



**315,791**

线上观众人数  
Online Audience



**78,582,000**

达人直播GMV  
GMV Of Live Streaming

# 展商统计

## Exhibitor Statistics

### 展商整体满意度

Exhibitor Overall Satisfaction



80%

展商对本届展会表示满意  
Satisfied



73%

展商已经或有计划预订下届展位  
Reserved



60%

展商表示会推荐商业伙伴来参展  
Recommended



63%

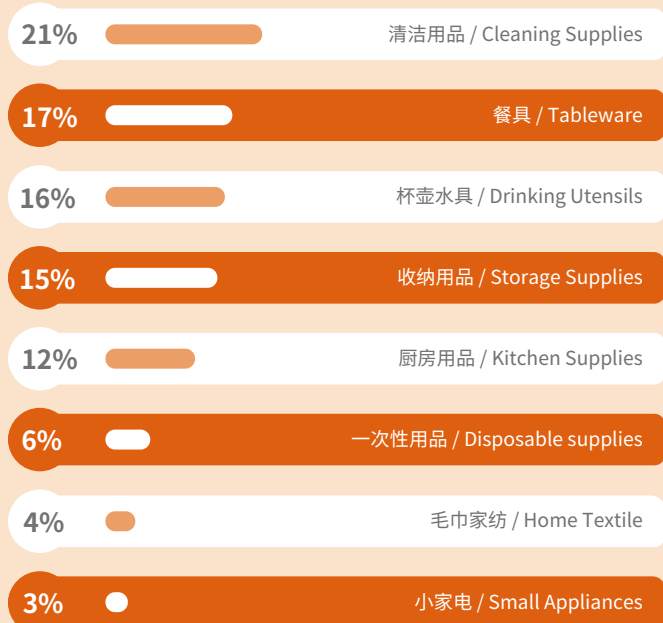
展商认同展会推进低碳、绿色展会的宣传和举措  
Satisfied With Go Green

### 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



## 展商高度评价

Exhibitor Testimonials

在今年的上海百货会我们与来自各地的买家进行了深入交流，并取得了非常满意的成果。此次参展不仅展示了我们推出的新品，我们还拓展了很多业务机会，达成了多项合作意向。我们也感谢主办方提供的各种宣传和支持，期待明年7月上海再相聚！

At CDATF, we had in-depth exchanges with buyers from all over and achieved very satisfactory results. This exhibition not only showcased our new products but also expanded many business opportunities for us, leading to multiple cooperation agreements. We also appreciate the various promotional efforts and support provided by the organizers and look forward to meeting again in Shanghai next July!

**禧天龙**

禧天龙科技发展有限公司

今年上海百货会，让我们受益匪浅。从展前到展会结束，主办方都为我们提供了高质量的服务。感谢主办方提供的平台，增进了我们与客户之间的联系。展会期间的各项活动也让我们深入的了解了市场新趋势、新方向。我们期待明年7月的百货盛会！

This year's CDATF has been immensely beneficial for us. From the pre-show preparations through to the conclusion of the exhibition, the organizers provided us with high-quality services. We are grateful for the platform they provided, which strengthened our connections with clients. The various activities during the show also gave us deep insights into new market trends and directions. We look forward to the extravaganza next July!

**SHOTAY**

顺美塑业有限公司

作为每年7月上海百货会的忠实展商，展会规模宏大、观众人数多。接触到了各个渠道的买家，我们取得了超出预期的订单量，还收获了宝贵的市场信息。感谢主办方提供展示和交流的平台。我们期待着明年的展会，希望百货会越办越好！

As a loyal exhibitor at the CDATF, the grand scale of the exhibition and the significant number of attendees. We connected with buyers from various channels, achieving an order volume that exceeded our expectations. We extend our sincere gratitude to the organizers for providing such an exceptional platform for showcasing and networking. We look forward to participating in next year's fair and wish the CDATF continued success and growth!

**TERRIFIC®**  
特瑞菲克

淄博治德轻工制品有限公司



# 观众统计

## Buyer Statistics

### 观众整体满意度

Buyer Overall Satisfaction



90%

买家对本届展会表示满意  
Satisfied



87%

买家表示将继续参观下届  
百货会  
Revisit Intention



65%

买家表示会推荐业内同行  
来参观  
Recommended

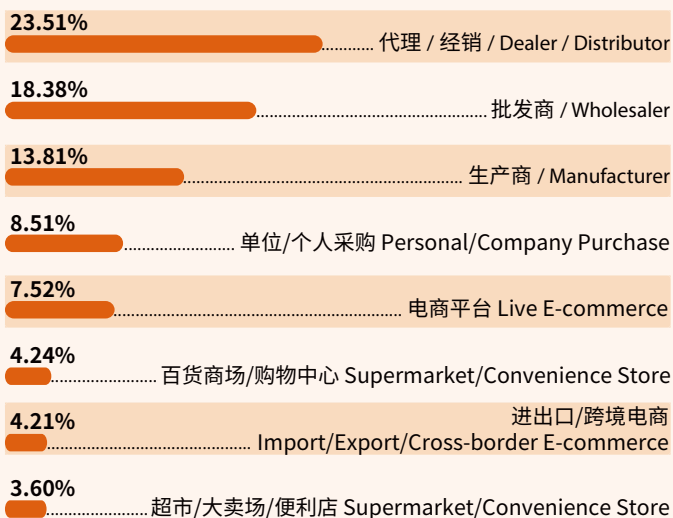


76%

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



### 参观目标满意度

Satisfaction of Visiting Objectives



## 国际买家分布

International Buyers Distribution

马来西亚 Malaysia 俄罗斯 Russia

德国 Germany 奥地利 Austria 泰国 Thailand

越南 Vietnam 韩国 South Korea

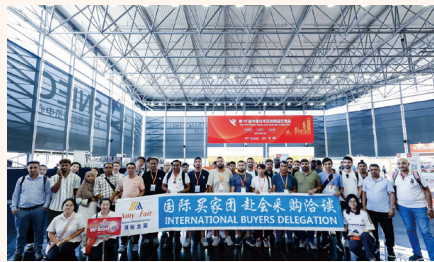
澳大利亚 Australia 阿尔巴尼亚 Albania

印度尼西亚 Indonesia 日本 Japan

美国 United States 新加坡 Singapore

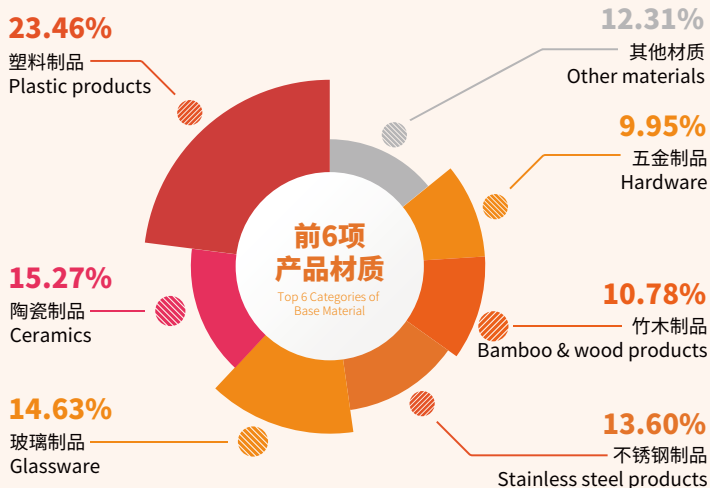
共接待来自韩国、日本、马来西亚等94个国家的707名专业买家

707 International buyers from 94 countries including South Korea, Japan, Malaysia, etc.



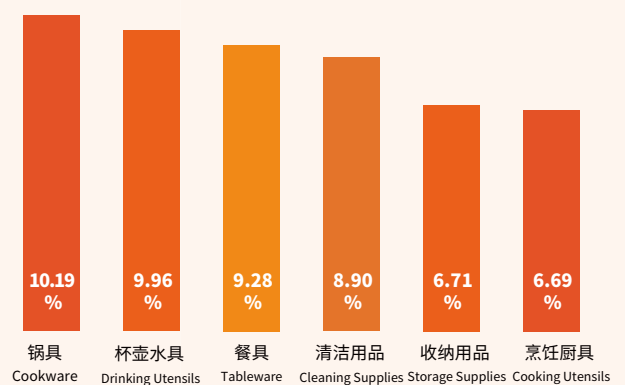
## 最受观众青睐产品

Favored Products by Visitors



## 前6项产品类别

Top 6 Categories of Products



## 部分专业买家团

Partial professional buyer groups

### 河北省 Hebei Province

- 石家庄太和南三条市场  
Shijiazhuang Taihe South Third Market

### 江苏省 Jiangsu Province

- 盐城招商场  
Yancheng Investment Promotion Market
- 南京苏宁环球商贸城  
Suning Universal Commerce & Trade City

### 安徽省 Anhui Province

- 合肥安徽大市场  
Hefei Anhui Big Market
- 宿州市义乌商贸城  
Suzhou City Yiwu Trade City

### 河南省 Henan Province

- 郑州百荣世贸商城  
Zhengzhou Bairong World Trade Mall
- 周口华耀城  
Zhengkou Hua Yao City
- 开封豪德贸易广场  
Kaifeng Haode Trade Plaza
- 郑州世贸万货城  
Zhengzhou World Trade Mall
- 洛阳关林市场  
Luoyang Guanlin Market

### 山西省 Shanxi Province

- 太原尖草坪市场  
Taiyuan Jiancaopu Market

### 浙江省 Zhejiang Province

- 黄岩电子商务协会  
Huangyan E-commerce Association
- 义乌市国际商贸城  
Yiwu City International Trade City

### 山东省 Shandong Province

- 烟台三站小商品批发市场  
Yantai Sanzhan Commodity Wholesale Market
- 聊城香江光彩大市场  
Liaocheng Xiangjiang Guangcai Big Market
- 威海小商品市场  
Weihai Commodity Market Linyi City
- 临沂市罗庄区陶瓷商城  
Luzhuang District Ceramic Mall

### 青海省 Qinghai Province

- 西宁市小商品市场  
Xining City Commodity Market

### 湖南省 Hunan Province

- 长沙高桥大市场  
Changsha Gaoqiao Big Market
- 邵东国际商贸城  
Shaodong International Trade City

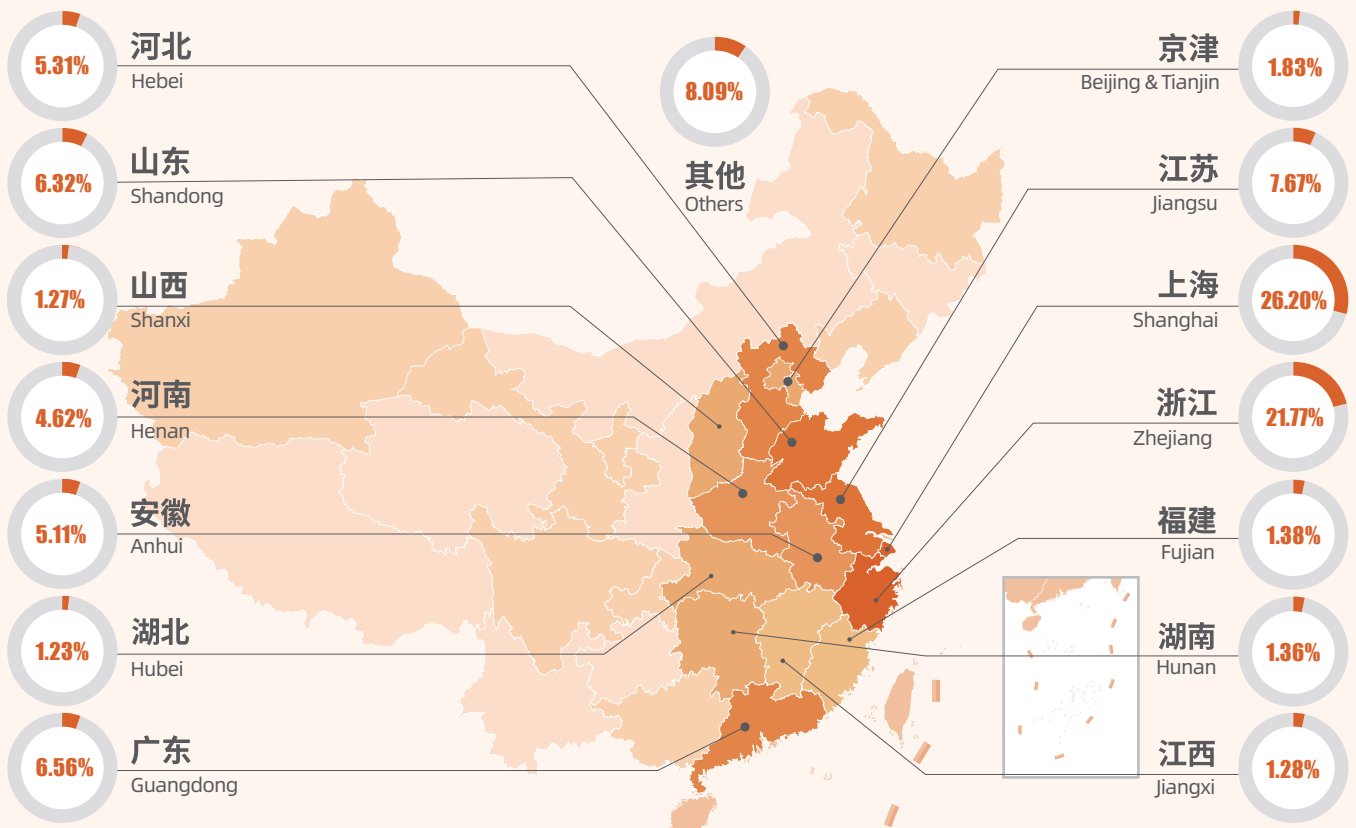
### 陕西省 Shaanxi Province

- 西北轻工批发市场  
Northwest Light Industry Wholesale Market
- 榆林市广榆批发市场  
Yulin City Guangyu Wholesale Market
- 榆林市天承综合批发商城  
Yulin City Tiancheng Comprehensive Wholesale Mall



## 买家地区分布

Buyer Geographic Breakdown





# TAP 钻石贵宾俱乐部

TAP Privilege Members Program

# 2600

贵宾买家

TAP Privilege Buyers

# 559

商务采购对接活动

Business Match-making Meetings

## 买家现场精选活动

### Onsite Activity

-  快手平台及主播采销团队选品对接会  
KS Sourcing and Matching Event
-  海外买家专场对接会  
Overseas Buyers Special Matching Event
-  商超采配对接会  
Supermarket Procurement Matching Event

## 买家高度评价

### Buyer Testimonials

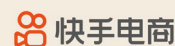


今年,继续作为主办方特邀的TAP特邀贵宾前来参加百货会。主办方亲自电话沟通询问天虹旗下家居馆品牌情况、采购需求和合作模式。今年我们重点关注的是品牌产品及厂家同商场集合馆的合作。通过参加专场商务采配对接会,约见了各个品类供应商。感谢主办方提供的全方位服务,希望为我们零售终端提供好的产品。

As a loyal attendee of the CDATF, we continued to participate as a TAP Special Guest. The organizers contacted us to inquire about the status and development direction. Our focus was on the collaboration between brand products and manufacturers with our mall collections. We appreciate the comprehensive services provided by the organizers.

快手平台及旗下主播是每年7月上海百货会的忠实观众。展期,共同组织了专场论坛活动和商务采配对接会,帮助平台约见了不同品类的供应商。非常荣幸参加中国日用百货商品交易会,同行业专家、源头工厂深度交流百货未来趋势和发展。感谢主办方提供的全方位定制服务,期待未来能有更多的合作。

Kuaishou Platform have been loyal attendees of the annual July CDATF. During the exhibition, we jointly organized specialized forum events and business procurement matching sessions. We appreciate the comprehensive customized services provided by the organizers.



## 部分TAP特邀买家

### Partial TAP Buyer List

# N3红人爆品馆

Live Streamer Hall

## 直播总GMV

GMV of live streaming RMB 78,582,000

# 78,582,000



## 线上线下双布局，加速新品曝光， 直播“新场域”，助力产品爆单！

Dual online and offline strategy to accelerate new product exposure. Live streaming in the 'new domain' helps products become bestsellers!

**500+** 来自抖音、快手、小红书及视频号等各大平台的日用百货行业垂直类目TOP主播达人到场开播，共创家居赛道主播数量历史新高！

Over 500 top-tier livestreamers from major platforms such as Douyin, Kuaishou, Xiaohongshu, and WeChat Video Channel specializing in household goods verticals participated in the event, setting a new record for the highest number of livestreamers in the home furnishings category!





# 现场亮点回顾

Event Highlight



## 会议论坛回顾

Onsite Conference Review

### 2024中国百货创新零售峰会 ——预见趋势·打造爆品·营销变革

2024 China Department Store Innovation Summit - Foreseeing Trends · Creating Bestsellers · Marketing Revolution

参会人员：选品决策人、采购、运营，  
平台主播、私域团长等

Attendees: Product Selection Decision Makers, Buyers, Operators, Platform Hosts, Private Domain Group Leaders, etc.

会议规模 Scale: **300+**



### 纵横突围 链接全球 ——2024跨境电商红海市场专场沙龙

2024 China Department Store Innovation Retail Summit - Foreseeing Trends · Creating Bestsellers · Marketing Revolution

参会人员：出海企业、领军企业、跨国企业

Attendees: outbound enterprise, pioneering company, transnational enterprise

会议规模 Scale: **200+**



### 抖音电商大家居抖link商达双选会

Douyin E-commerce Home Furnishing Doulink Merchant-Talent Double Selection Meeting

参会人员：品牌商、达人

Attendees: brand merchant, influencer

活动规模 Scale: **100+**



### 京东清洁用品品类趋势分析及机会洞察

JD Cleaning Tools Category - Trend Analysis and Opportunity Insights



### 京东家居&厨具品类

最新趋势分享及下半年新商政策发布

JD Home & Kitchen Category Merchant Recruitment Event



### 快手电商

增量突破·洞察趋势·快在未来

Kuaishou E-commerce Merchant Recruitment Event



# 夏日百货节

Summer Department Store Festival

夏日百货店曝光量突破

Exposure exceeded

**227W+**

累计互动量 **12.8W+**

Cumulative interaction

网媒曝光量 **1060W+**

Online media exposure amounts

热点传播曝光量

Hot spots

**1218W**



## 夏日去班味大作战

Summer 'Get Rid of the Office Look' Campaign

百货会联合抖音电商

共创热点话题

#夏日去班味大作战

登录热榜 **TOP28**

超 **438.5W** 曝光量

Department Store Association Joins Forces with Douyin E-commerce Co-creating Hot Topic

#SummerGetRidOfTheOfficeLook TOP28

Reaches Hot List with 43.85 Million (438.5W) Super Exposure



# 独家发布： 2025春夏色彩趋势

Exclusive Release: 2025 Color Trends

上海百货会携手色彩趋势权威机构POP趋势，发布色彩趋势报告，帮助商超、经销商、代理商、电商和品牌企业提前锚定产品风格，以满足市场需求。

CDATF invited the authoritative color trend institution, POP Trends, to release a color trend report. This helps supermarkets, distributors, agents, e-commerce platforms, and brand companies to lock in product styles ahead of time, meeting market demands.







聚百货精品  
汇采购平台

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The 118<sup>th</sup> China Daily-use Articles Trade Fair

## 2025.7.24-26

上海新国际博览中心 (SNIEC)

16大展馆 W1-W5, E1-E7, N1-N3, N5



展览规模 Exhibition scale

190,000m<sup>2</sup>

# SEE YOU IN 2025! 再相会

## 联系我们:

Contact us:

展位预订  
Booth Enquiry

+86 010 5933 9075  
ting.he@rxglobal.com

市场合作  
Market Cooperation

+86 10 5933 9313  
nicole.ci1@rxglobal.com

参观咨询  
Visitor Enquiry

+86 400 819 1644  
cda@reedhuabai.com

[www.cdatf.com](http://www.cdatf.com)

