

聚百货精品 汇采购平台

第119届 CDATF 2026

中国日用百货商品交易会

THE 119TH CHINA DAILY-USE ARTICLES TRADE FAIR

2026

7.23 四 → 7.25 六

上海新国际博览中心 (SNIEC)

W1-W5

E1-E7

N1-N3

展后报告

POST-SHOW REPORT

*数据来源于2026年展会统计
*Data based on statistics from CDATF 2026

www.CDATF.com

主办单位
ORGANIZER

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



获取行业前沿资讯
FOLLOW OUR OFFICIAL WECHAT ACCOUNT



添加百货会小管家
ADD OUR WECHAT ASSISTANT

展会数据和亮点

OVERVIEW & HIGHLIGHTS



180,000

展示面积 (平方米)
Exhibition Area (sqm)

110,000+

到场买家人数
Trade Buyers

3,000

参展企业
Exhibitors

60+

批发市场组团参观
Wholesale Market Delegations

1,703

境外买家人数
Overseas Buyers

362,793

线上观众人数
Online Visitors

96,312,685

达人直播GMV
Livestreaming GMV

第119届中国日用百货商品交易会于2026年7月23-25日在上海新国际博览中心成功举办！展会现场人潮涌动、洽谈火热，18万m²展示面积，精准布局15大主题展馆，超3000家知名品牌携数十万款年度新品爆品惊艳亮相，演绎家居日用百货的卓越品质与创新趋势，吸引超11万名专业买家到场寻源。数十场高峰论坛，精彩纷呈，深度剖析市场风向；商超精准配对会，大幅提升商贸转化率；展会同时布局国际化，为国货品牌精准对接全球买家搭建高效桥梁，持续赋能高质量出海！

The 119th China Daily-use Articles Trade Fair was successfully held at the Shanghai New International Expo Centre from July 23 to 25, 2026. Covering 180,000 sqm across 15 themed halls, the show brought together more than 3,000 leading brands and hundreds of thousands of new and bestselling products, attracting over 110,000 professional buyers. A wide range of forums, targeted matchmaking sessions, and international buyer programs further strengthened sourcing efficiency, business connections, and global market access.

展商统计

EXHIBITOR STATISTICS



展商整体满意度

OVERALL EXHIBITOR SATISFACTION



展商对本届展会
表示满意
SATISFIED WITH THIS EVENT

95%



展商认同展会推进
低碳绿色展会的宣传和举措
RECOGNIZED THE FAIR'S LOW-CARBON
AND SUSTAINABILITY EFFORTS

85%



展商表示会推荐
商业伙伴来参展
WOULD RECOMMEND THE FAIR
TO BUSINESS PARTNERS

88%



展商已经或有计划
预订下届展位
HAVE RESERVED OR PLAN TO RESERVE
A BOOTH FOR NEXT EDITION

72%

参展目标满意度

SATISFACTION WITH EXHIBITING OBJECTIVES

89%

提升整体品牌形象/知名度
Enhance brand image and awareness

85%

曝光/推广您的产品和服务
Promote products and services

82%

学习/参加会议机会
Attend forums & seminars

86%

竞争评估——了解竞争对手的近况
Assess competitors & gain market insights

85%

推出新产品
Launch new products

展品分布前8项

Top 8 Product Categories

按产品类别前8项

TOP 8 by Product Category

清洁用品
Cleaning Supplies 17.70%

餐具
Tableware 16.87%

杯壶水具
Drinkware 14.56%

收纳用品
Storage Supplies 14.33%

家居用品
Household Items 8.17%

烹饪厨具
Kitchenware 7.41%

一次性用品
Disposable Products 5.86%

毛巾家纺
Towels & Home Textiles 4.88%

按材质类别前8项

TOP 8 by Material Category

塑料制品
Plastic Products 33.89%

不锈钢制品
Stainless Steel Products 17.10%

五金制品
Hardware 9.72%

陶瓷制品
Ceramics 8.74%

合成纤维制品
Glassware 5.75%

玻璃制品
Bamboo & Wood Products 4.61%

竹木制品
Synthetic Fiber Products 4.27%

纯棉制品
Cotton Products 4.12%

部分合作展团

FEATURED PARTNER PAVILIONS



百荣馆-万商云集，潮流好货

BAIRONG PAVILION: A HUB FOR MERCHANTS AND TRENDY GOODS



打造1:1沉浸式商超实景展区，从货架、堆头到各类陈列专区，100%还原真实门店售卖场景。聚焦涵盖家居百货、餐厨收纳、清洁用品等商超核心爆款，沉浸式体验全渠道商超采购！

Designed as a full-scale immersive supermarket environment, the pavilion recreated real retail settings with shelving, promotional displays, and dedicated merchandising zones. Featuring bestselling products across home goods, kitchen storage, cleaning supplies, and other key supermarket categories, it gave buyers a realistic view of products in an omnichannel retail setting.

百荣世贸商城高度评价 Exhibitor Testimonials

这次参展效果远超预期！现场人潮涌动，对接了大量的优质经销商与商超买家，现场成功签订了很多订单，极大拓展了销路！下一届我们希望可以带来更丰富的产品，扩充产品品类矩阵，并扩大参展面积，把生意做得更大！

This show far exceeded our expectations. The supermarket-style display area attracted strong foot traffic and connected us with many high-quality distributors and supermarket buyers. We secured numerous orders on site and significantly expanded our sales channels. Next year, we hope to bring a broader product range, expand our booth, and grow the business even further.



跨境电商专区

CROSS-BORDER E-COMMERCE ZONE



深度整合优质跨境平台与资深出海供应链资源，为寻求全球化布局的企业提供从平台入驻、选品对接到运营指导的一站式出海解决方案！

Bringing together leading cross-border e-commerce platforms and experienced global supply-chain service providers, the zone offered companies a one-stop route to overseas markets, from platform onboarding and product matching to operational support.

HKTVMall 香港最大电商平台 高度评价

HKTVMall

本次展会为我们提供了极佳的寻源平台，现场汇聚了大量的展商与爆款产品。作为香港最大的网购平台，我们非常高兴能在这里与众多优秀企业达成深度合作。我们致力于为更多优质展商打通出海快车道，助力内地品牌高效触达香港高消费力市场！

This show provided us with an excellent sourcing platform, bringing together a wide range of exhibitors and bestselling products. As Hong Kong's largest online shopping platform, we were pleased to establish in-depth partnerships with many strong suppliers. We aim to help more quality exhibitors reach Hong Kong's high-spending consumer market and accelerate the expansion of mainland Chinese brands.



部分合作展团

FEATURED PARTNER PAVILIONS



商超迪士尼专区

SUPERMARKET DISNEY ZONE



超150平米迪士尼官方授权产品展示专区，汇聚正版授权的精美周边，更有沉浸式打卡场景！

Spanning more than 150 sqm, this officially licensed Disney product zone showcased a wide range of authorized merchandise and immersive photo opportunities.

泰迪爱兰 IP 专区

TEDDY ISLAND IP ZONE



云集IP产品，以IP授权为纽带，将众多爆款好物巧妙融合，沉浸式的场景陈列，瞬间拉满治愈氛围！

Featuring a wide range of IP-licensed products, the zone brought together popular merchandise in immersive displays designed to create a fun, feel-good shopping experience.

高阳毛巾展团

GAOYANG TOWEL PAVILION



生活用纸专区

HOUSEHOLD PAPER PRODUCTS ZONE



宁波展团

NINGBO PAVILION



珠海展团

ZHUHAI PAVILION





品牌展商齐聚

FEATURED EXHIBITORS



观众统计

BUYER STATISTICS



观众类型占比

BREAKDOWN BY BUSINESS TYPE

22.18%

代理/经销商
Dealers/Distributors



21.34%

批发商
Wholesalers



10.84%

商超/便利店/生活馆
Supermarkets & Lifestyle Stores



10.76%

电商
E-commerce Channels



5.85%

百货商超购物中心
Department Stores
& Shopping Malls



6.77%

海外进出口跨境
Import & Export Enterprises



7.07%

单位/个人采购
Institutional
& Individual Buyers



商超/生活馆:

Supermarkets & Lifestyle Stores

百货商场/购物中心
Department Stores & Shopping Malls

5.85%

生活馆/潮品店
Lifestyle Stores & Trendy Gift Shops

3.91%

超市/大卖场/便利店
Supermarkets, Hypermarkets & Convenience Stores

6.93%

供应链
Supply Chain Companies

2.4%

跨境:

Cross-border Channels

进出口/跨境电商
Import & Export Enterprises
/ Cross-border E-commerce Platforms

5.34%

海外买家
Overseas Buyers

1.43%



电商:

E-commerce Channels

平台电商
E-commerce Platforms

7.54%

直播电商/MCN机构
Livestream E-commerce & MCN Agencies

1.77%

社群团购
Community Group Buying

1.45%



观众满意度

BUYER SATISFACTION



观众整体满意度

Overall Buyer Satisfaction



买家对本届展会
表示满意
SATISFIED WITH THIS EVENT

96%



买家表示将
继续参观下届百货会
PLAN TO ATTEND THE NEXT EDITION

92%



买家认同展会推进低碳、
绿色展会的宣传和举措
RECOGNIZED THE FAIR'S LOW-CARBON
AND SUSTAINABILITY EFFORTS

85%



买家表示会推荐
业内同行来参观
WOULD RECOMMEND THE FAIR TO
INDUSTRY PEERS

79%

参观目标满意度

SATISFACTION WITH VISIT OBJECTIVES

84%

通过交谈或演示收集
行业知识和学习资料
Gain industry knowledge through
talks and presentations

82%

来展会见几个特定的展商或公司
以洽谈订单业务
Meet specific exhibitors or companies
for business discussions

78%

认识新的人，
来创造新的机会
Meet new people and create
new opportunities

80%

参观不同展位，了解业内新鲜、
有趣的事物
Explore new trends and innovations
in the industry

80%

与熟悉的联系人会面，
进行社交
Strengthen relationships
with existing contacts

最受观众青睐产品

Most Popular Products Among Buyers

按产品类别前8项

TOP 8 by Product Category

锅具
Cookware 9.81%

杯壶水具
Drinkware 9.43%

餐具
Tableware 8.16%

清洁用品
Cleaning Supplies 8.12%

烹饪厨具
Kitchenware 6.57%

收纳用品
Storage Supplies 6.29%

卫浴用品
Bathroom Supplies 6.16%

刀具
Cutlery 5.75%

按材质类别前8项

TOP 8 by Material Category

塑料制品
Plastic Products 24.38%

陶瓷制品
Ceramics 15.95%

不锈钢制品
Stainless Steel Products 15.07%

玻璃制品
Glassware 13.67%

竹木制品
Bamboo & Wood Products 9.66%

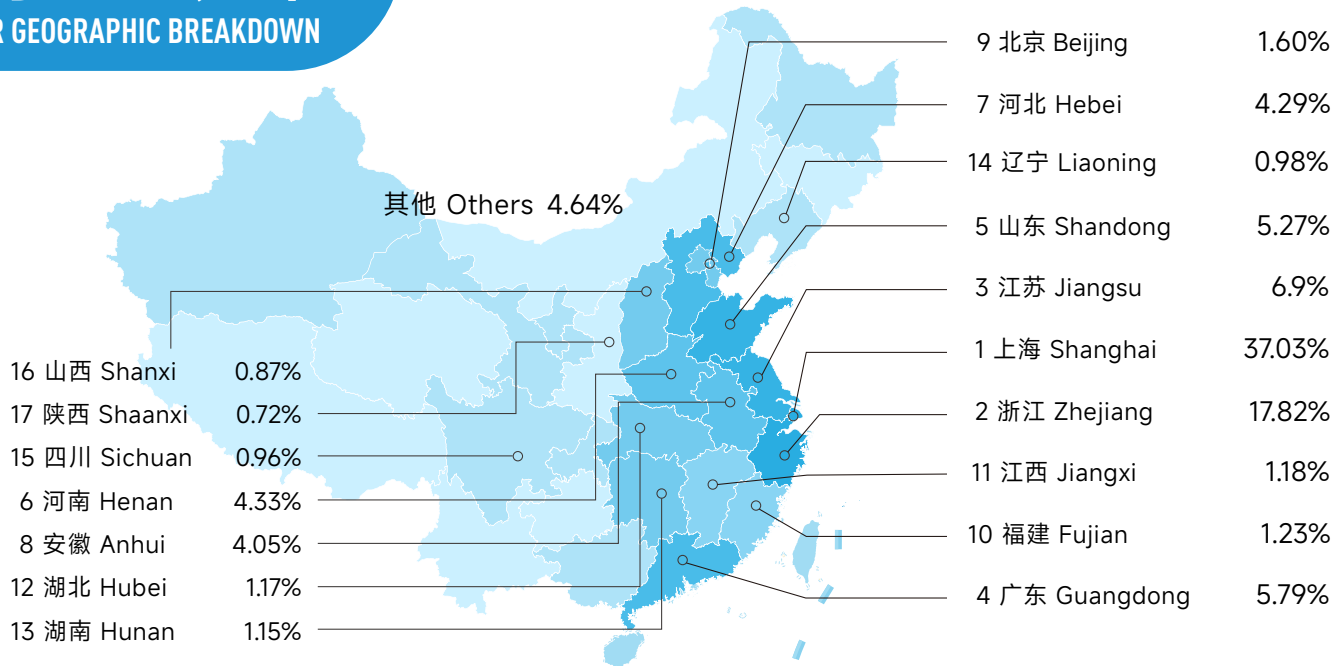
五金制品
Hardware 9.02%

纯棉制品
Cotton Products 6.35%

合成纤维制品
Synthetic Fiber Products 4.42%

买家地区分布

BUYER GEOGRAPHIC BREAKDOWN



部分专业买家团

SELECTED PROFESSIONAL BUYER GROUPS

覆盖全国**14省44城**，**60+**核心专业批发市场组团亮相上海百货会！
带着明确需求精准寻源，现场高效采购。

Buyer delegations from more than 60 leading wholesale markets across 44 cities in 14 provinces gathered at CDATF, sourcing with clear purchasing needs and conducting efficient on-site procurement.

安徽省 ANHUI PROVINCE

中恒·蚌埠义乌国际商贸城
Zhongheng Bengbu Yiwu International Trade City

淮北淮海国际商贸城
Huabei Huaihai International Trade City

NEW 蚌埠光彩大市场
Bengbu Guangcai Grand Market

NEW 阜阳皖西北商贸城
Fuyang Northwest Anhui Commercial & Trade City

NEW 淮南安城商贸城
Huainan Ancheng Trade City

NEW 濉溪大市场
Suixi Grand Market

NEW 宿州义乌商贸城商会
Suzhou Yiwu Chamber of Commerce

NEW 宿州东仙桥批发市场
Suzhou Dongxianqiao Wholesale Market

NEW 宿州光彩城大市场
Suzhou Guangcai City Grand Market

江苏省 JIANGSU PROVINCE

江苏盐城招商场特邀采购团
Jiangsu Yancheng Investment Market

NEW 南通方天大市场
Nantong Fangtian Grand Market

NEW 南通中原综合批发市场
Nantong Zhongyuan Comprehensive Wholesale Market

NEW 苏州钱万里桥小商品市场
Suzhou Qianwanliqiao Small Commodities Market

NEW 苏州中翔商贸城小商品市场
Suzhou Zhongxiang Trade City Small Commodities Market

NEW 南通华东轻纺市场
Nantong Huadong Light Textile Market

NEW 南通叠石桥家纺城
Nantong Dieshiqiao Home Textile City

山西省 SHANXI PROVINCE

长治英雄台批发市场
Changzhi Yingxiongtai Wholesale Market

NEW 长治凯丰物贸园区
Changzhi Kaifeng Logistics & Trade Park

宁夏回族自治区 NINGXIA HUI AUTONOMOUS REGION

NEW 银川国际商贸城
Yinchuan International Trade City

河北省 HEBEI PROVINCE

石家庄南三条批发市场
Shijiazhuang Nansantiao Wholesale Market

石家庄太和日化百货城
Shijiazhuang Taihe Daily Chemical & General Merchandise City

邯郸浙江商贸城
Handan Zhejiang Trade City

衡水问津街批发市场
Hengshui Wenjin Street Wholesale Market

邢台豫东市场
Xingtai Yudong Market

山东省 SHANDONG PROVINCE

NEW 临沂小商品城
Linyi Small Commodities City

临沂酒店用品城采购团
Linyi Hotel Supplies City

临沂美多商贸城采购团
Linyi Meiduo Trade City

聊城香江光彩大市场采购团
Liaocheng Xiangjiang Guangcai Grand Market

聊城市福源南城采购团
Liaocheng Fuyuan Mall

菏泽花都商品城采购团
Heze Huadu Commodities City

NEW 济南西市场小商品批发市场
Jinan Xishichang Small Commodities Wholesale Market

浙江省 ZHEJIANG PROVINCE

台州黄岩电商协会买家团
Taizhou Huangyan E-commerce Association

义乌国际商贸城采购团
Yiwu International Trade City

湖北省 HUBEI PROVINCE

武汉汉正街特邀买家团
Wuhan Hanzheng Street

NEW 襄阳国际商贸城采购团
Xiangyang International Trade City

陕西省 SHAANXI PROVINCE

西北轻工批发市场采购团
Northwest Light Industry Wholesale Market

河南省 HENAN PROVINCE

安阳红源市场采购团
Anyang Hongyuan Market

焦作山阳新商城百货市场
Jiaozuo Shanyang New Commercial City General Merchandise Market

NEW 开封昌升国际商贸城
Kaifeng Changsheng International Trade City

洛阳关林市场
Luoyang Guanlin Market

NEW 南阳光彩大市场
Nanyang Guangcai Grand Market

NEW 南阳车站小商品批发市场
Nanyang Railway Station Small Commodities Wholesale Market

NEW 南阳龙达仲景商贸城
Nanyang Longda Zhongjing Trade City

NEW 河南商丘日百协会
Henan Shangqiu Daily Goods Association

NEW 商丘中原佳海国际商贸城采购团
Shangqiu Zhongyuan Jiahai International Trade City

NEW 新乡金源批发城（汇金城）
Xinxiang Jinyuan Wholesale City (Huijincheng)

NEW 新乡北环厨具家具批发市场
Xinxiang Beihuan Kitchenware & Furniture Wholesale Market

周口华耀城批发市场采购团
Zhoukou Huayao City Wholesale Market

许昌家家乐批发市场采购团
Xuchang Jiajiale Wholesale Market

东北三省 NORTHEAST CHINA (LIAONING, JILIN, AND HEILONGJIANG PROVINCES)

沈阳五爱大市场
Shenyang Wu'ai Grand Market

NEW 沈阳东北日杂市场
Shenyang Northeast Daily Necessities Market

NEW 长春中东大市场
Changchun Zhongdong Grand Market

湖南省 HUNAN PROVINCE

邵东国际商贸城
Shaodong International Trade City

NEW 邵东中南五金大市场
Shaodong Zhongnan Hardware Grand Market

江西省 JIANGXI PROVINCE

NEW 南昌新洪城大市场
Nanchang Xinhongcheng Grand Market

TAP特邀买家俱乐部

Targeted Attendee Program (TAP) – Privileged Buyers Club

*带有明确采购意向和计划的全国及各区域商超、生活馆及电商平台等贵宾买家。

Invited buyers from supermarkets, shopping malls, lifestyle stores, e-commerce platforms, and other channels nationwide, all with clear sourcing needs and purchasing plans.



部分TAP特邀买家

SAMPLE TAP BUYER LIST



买家寄语

BUYERS' TESTIMONIALS

感谢举办方，很高兴本次上海百货展安排的对接交流，也很珍惜本次沟通机会。充分记录和沟通了产品情况，后续将匹配对应合作方案，期待能够达成合作，携手开拓市场，共创双赢，期待明年百货展对接会更成功出色！

We sincerely appreciate the organizer for arranging these matchmaking sessions and giving us valuable opportunities to connect. We had in-depth discussions on product offerings and will follow up with tailored cooperation plans. We look forward to turning these conversations into mutually beneficial partnerships and to an even stronger CDATF next year.

今年的百货展比去年还要丰富，很多商品和厂商都是我们想要达成合作的资源，通过百货展建立了同多家厂商合作的机会，尤其是通过百货展找到了几个爆品产品，让我这次逛展收获丰满，对我司未来门店百货品类销售工作带来好的效益预期，期待明年展会继续合作，预祝展会越办越好！

This year's CDATF offered an even wider range of products and suppliers than last year, many of which were highly relevant to our business. The show helped us connect with multiple potential partners and discover several promising bestselling products. It was a highly productive visit, and we look forward to returning next year.

百货生意“好货+好场景”，上海百货会把这块越做越实，商务采配对接活动，分品类筛选，面对面沟通谈判，节省转展时间并提高沟通效率。通过精准对接，我们了解到线上洗护新品和外贸工厂都在扩宽线下和国内市场，这也是未来北国供应链升级可以参考的方向，让源头好货直达卖场，明年再赴新程！

Great products and strong retail scenarios are essential to the general merchandise business, and CDATF continues to strengthen both. Category-based matchmaking and face-to-face discussions made sourcing more efficient and saved us time. We also saw more online-first brands and export-oriented factories expanding into offline and domestic channels, offering useful ideas for future supply-chain upgrades. We look forward to returning next year.

1,693 贵宾买家
TAP
PRIVILEGED BUYERS

384 商务采购对接活动
BUSINESS MATCHMAKING
MEETINGS

买家现场精选活动

HIGHLIGHTED ONSITE ACTIVITIES

生活馆专场采配对接会

Lifestyle Store Sourcing & Matchmaking Session

商超采配对接会

Supermarket Sourcing & Matchmaking Session

精品生活馆采配对接会

Premium Lifestyle Store Sourcing & Matchmaking Session

线上渠道及主播采销团队选品对接会

Online Channel & Livestreamer Product Selection Matchmaking Session

2026 京东家清行业年中研讨论坛

2026 JD.com Home Cleaning Industry Mid-Year Forum

海外清洁用品+陶瓷买家配对接专场

Overseas Cleaning Products + Ceramics Buyer Matchmaking Session

中亚买家配对接专场

Central Asian Buyer Matchmaking Session

湖北省商超购物中心专场对接会

Hubei Province Supermarket & Shopping Mall Matchmaking Session

海外杯壶+一次性用品+生活用纸买家配对接专场

Overseas Drinkware + Disposable Products + Tissue Paper Buyer Matchmaking Session

深圳市跨境电子商务行业发展促进会采购配对接

Procurement Matchmaking Session with the Shenzhen Cross-Border E-Commerce Industry Development Promotion Association

海外厨房用品+清洁用品+家居用品买家配对接专场

Overseas Kitchenware + Cleaning Products + Home Goods Buyer Matchmaking Session

跨境电商选品采购配对接

Cross-Border E-Commerce Product Selection & Procurement Matchmaking



——大连友谊商场
Friendship Group



——旺中旺
Wangzhongwang



——北国人百
Beiguo Renbai

全球买家加速汇聚 · 国际采购链接持续升级

GLOBAL BUYERS GATHER IN GREATER NUMBERS · INTERNATIONAL SOURCING CONNECTIONS CONTINUE TO STRENGTHEN

本届百货会共吸引1,703位境外观众到场，较上届增长43.8%，创历史新高。全球采购商汇聚现场，进一步彰显百货会连接国际买家与中国源头工厂的平台价值。

This year's CDATF welcomed 1,703 overseas visitors, up 43.8% from the previous edition and marking a new all-time high. Buyers from around the world gathered at the show, further demonstrating CDATF's value as a platform connecting global buyers with China's factory-direct suppliers.

TOP 5

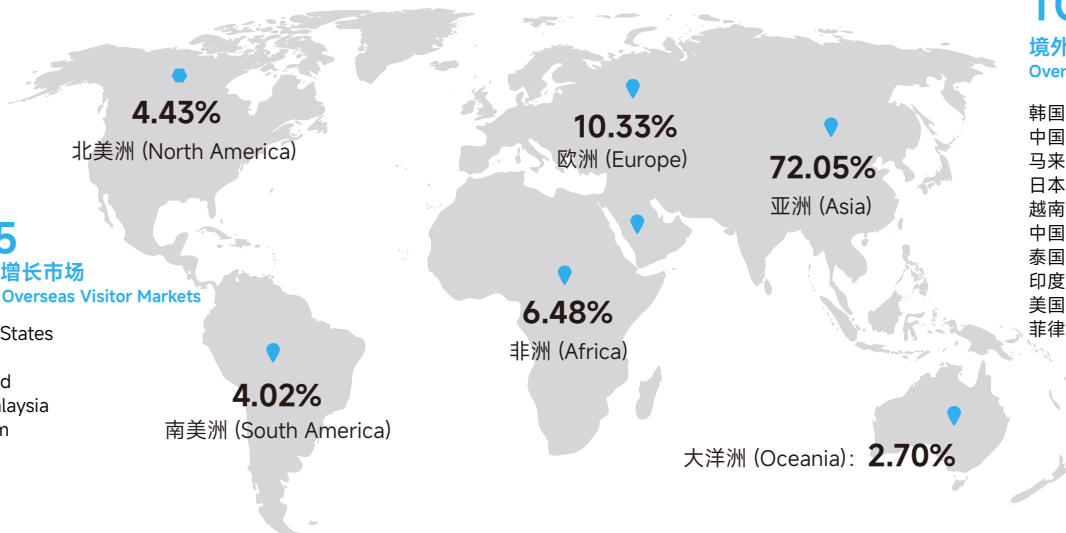
境外观众高增长市场
High-Growth Overseas Visitor Markets

美国 United States
巴西 Brazil
泰国 Thailand
马来西亚 Malaysia
越南 Vietnam

TOP 10

境外观众来源市场
Overseas Visitor Source Markets

韩国 South Korea
中国台湾 Taiwan, China
马来西亚 Malaysia
日本 Japan
越南 Vietnam
中国香港 Hong Kong, China
泰国 Thailand
印度 India
美国 United States
菲律宾 Philippines



四场境外买家专场活动促成精准对接

Four Overseas Buyer Matchmaking Sessions Enabled Targeted Connections

聚焦采购需求

Focused on Sourcing Needs



围绕重点采购品类及目标市场，主办方通过定向邀约、需求预匹配和一对一洽谈，帮助境外买家高效对接适配供应商。

四场活动共吸引109家参展企业参与，完成359场一对一商务洽谈。

- ◆ 清洁及陶瓷用品配对专场
- ◆ 杯壶、一次性用品及生活用纸配对专场
- ◆ 厨房用品、清洁用品及家居用品配对专场
- ◆ 中亚买家配对专场



Through targeted invitations, pre-matching, and one-on-one meetings, the organizer helped overseas buyers connect efficiently with suitable suppliers.

The four sessions brought together 109 exhibitors, generating 359 one-on-one meetings.

- ◆ Cleaning Products & Ceramics
- ◆ Drinkware, Disposables & Household Paper
- ◆ Kitchenware, Cleaning & Household Products
- ◆ Central Asian Buyers

定制化采购对接精准链接全球买家

Customized Buyer Matchmaking Connects Businesses with Global Buyers

深化国际商贸服务

Strengthening International Trade Services

百货会依托全球采购商资源，为产业集群及企业团组提供定制化国际商贸对接服务。本届展会携手山东省商务厅举办“万企出海 鲁贸全球”精准采购对接会，围绕42家山东企业的出海需求提前开展供需匹配，邀约来自欧亚、中东、拉美等市场的68家采购商到场洽谈，推动供采双方深入交流并达成多项合作意向。

Leveraging its global buyer network, CDATF provides customized international matchmaking services for industry clusters and business delegations.

This year, in collaboration with the Shandong Provincial Department of Commerce, CDATF organized a tailored sourcing event for 42 Shandong companies, pre-matching sourcing needs and inviting 68 buyers from Eurasia, the Middle East, and Latin America for face-to-face meetings, generating multiple cooperation opportunities.

现场亮点回顾

SHOW HIGHLIGHTS



汇聚全国200+头部商超企业决策者、供应链专家与创新实践者，为区域突围与爆品战略提供实战指南。

Bringing together more than 200 decision-makers from leading supermarket chains, supply-chain experts, and industry innovators, the summit shared practical insights into regional growth and bestselling product strategies.

好货 • 好卖：中国商超增长变革峰会 ——暨励展华百 • 百荣优质供应链选品对接会

Good Products, Great Sales:

China Supermarket Growth & Transformation Summit & Huabai • Bairong Premium Supply Chain Sourcing Matchmaking Event

特邀中国制造网、DOBA资深运营专家及韩国行业大咖分享出海实战，跨境赋能行业出海。

Featuring senior experts from Made-in-China.com and DOBA, along with industry leader from South Korea, the forum shared practical cross-border trade strategies to help companies expand into global markets.



从零开始布局跨境外贸实战论坛——中国制造网专场论坛

Starting from Scratch: Practical Cross-Border Trade Forum - Made-in-China.com Special Session



联合全球主流及新兴跨境平台，打造一站式出海增长矩阵。覆盖欧美、日韩、中东、非洲、拉美等全球核心市场。

Bringing together established and emerging cross-border platforms, the forum created a one-stop global expansion ecosystem covering key markets including Europe, North America, Japan, South Korea, the Middle East, Africa, and Latin America.

生态协同 • 全球百货跨境实战论坛——出海增长平台专场

Ecosystem Synergy: Global General Merchandise Cross-Border Trade Forum - Global Expansion Platforms Special Session



深入解析拉美等新兴市场的精细化运营策略，通过优化SKU结构、本土仓降本等手段，实现销量与利润的双向增长。This session explored practical strategies for emerging markets such as Latin America, including SKU optimization and cost reduction through local warehousing, with the goal of driving both sales and profitability.

全球百货跨境实战论坛——出海生意经

Global General Merchandise Cross-Border Trade Forum - The Business of Going Global

新兴市场红利释放、本土化运营策略、跨境物流与支付生态构建、AI精细化运营与差异化选品打法。

Focusing on growth opportunities in emerging markets, localization strategies, cross-border logistics and payment ecosystems, AI-enabled operations, and differentiated product selection.



扬帆蓝海 • 全球百货跨境实战论坛 —— 全球新兴平台专场

Setting Sail for Blue Oceans: Global General Merchandise Cross-Border Trade Forum - Emerging Global Platforms Special Session



快手电商携手头部达人博博及德佑、张小泉等50+日用家居百货品牌、商家和达人亮相上海百货会，开启“线下展出+线上直播”联动。期间总销量超1600万元，其中达人博博GMV超500万，创得厨具超200万，陶瓷迪迪超100万，全域引爆百货好生意！Kuaishou E-Commerce brought together more than 50 home and daily-use brands, merchants, and creators at CDATF for an integrated on-site showcase and livestreaming campaign, generating more than RMB 16 million in total sales.

快手电商——播出百货好生意

Kuaishou E-Commerce: Livestreaming Growth for Daily-use Goods



300+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！直播总GMV96,312,685！

More than 300 top creators specializing in household and daily-use products went live from the show across major platforms including Douyin, Kuaishou, RedNote, and WeChat Channels, setting a new record for the number of livestreaming creators at CDATF. Total livestreaming GMV reached RMB 96,312,685.

红人爆品直播

Influencer Livestreaming

500+来自全球核心市场、具备明确采购预算与决策权的优质海外采购商，通过精准对接会活动，助力参展企业高效开拓国际市场、获取订单机会。

More than 500 high-quality overseas buyers from key global markets, with defined purchasing budgets and decision-making authority, participated in targeted matchmaking sessions, helping exhibitors connect efficiently with international buyers and pursue new order opportunities.



境外买家精准对接活动

Targeted Overseas Buyer Matchmaking



作为展会核心增值服务，商务配对活动免费为来自商超、生活馆、书店及电商等渠道的特邀采购商与展商搭建高效的B2B贸易桥梁，直接双方核心供需需求。

As a key value-added service, CDATF provided free business matchmaking between invited buyers from supermarkets, lifestyle stores, bookstores, e-commerce channels, and other retail formats and participating exhibitors, efficiently connecting supply with real purchasing needs.

商务配对活动

Business Matchmaking

往期部分演讲嘉宾回顾

SELECTED SPEAKERS

*以下排名不分先后
*Listed in no particular order



杨青松

中国百货商业协会副会长兼秘书长
Yang Qingsong, Vice President and Secretary-General, China Commerce Association for General Merchandise (CCAGM)



孙民仕

中国连锁经营协会自有品牌专业委员会总干事 CCFA
Sun Minshi, Director-General, CCFA Private Brand Development Committee



陈立平

首都经济贸易大学消费大数据研究院教授
Chen Liping, Professor, Consumer Big Data Research Institute, Capital University of Economics and Business



宗产贵

义乌日用百货行业协会会长，全球选品赋能中心创始人、浙江佳洁塑胶有限公司董事长
Zong Changui, President, Yiwu Daily Necessities Industry Association; Founder, Global Product Selection Empowerment Center; Chairman, Zhejiang Jiajie Plastics Co., Ltd.



孙日雷

京东零食大商超秒送业务品牌连锁部负责人
Sun Rilei, Head of Brand Chain Department, JD Snacks Supermarket Flash Delivery Business



刘辉

喜加超市创始人
Liu Hui, Founder, Xijia Supermarket



刘强

中商超市连锁公司自有品牌总监
Liu Qiang, Private Brand Director, Zhongshang Supermarket Chain Company



江为

麦德龙首席商品官
Jiang Wei, Chief Merchandising Officer, Metro China



李军平

自媒体《零售李白》主理人、极简零售开创者
Li Junping, Founder of Retail Libai | Trailblazer in Minimalist Retail



黄震

资深零售人、前超市发商业有限公司常务副总经理、历任德百集团、邯郸阳光、太原唐久等多家零售百强企业顾问
Huang Zhen, Senior Retail Expert; Former Executive Deputy General Manager of Superfa Commercial Co., Ltd.; Consultant for Top 100 Retail Enterprises including Debai Group, Handan Sunshine, and Taiyuan Tangjiu



包晓平

河南铨达供应链管理有限公司董事长
Bao Xiaoping, Chairman, Henan Quanda Supply Chain Management Co., Ltd.



樊沛霆

湖北黄商集团副总经理兼商品中心副总
Fan Peiting, Deputy General Manager of Hubei Huangshang Group & Deputy Director of Merchandising Center



周旭

比优特商业集团超市公司副总裁、真市美供应链管理公司联合创始人总经理
Zhou Xu, Vice President of Biute Commercial Group Supermarket Company; Co-founder and General Manager of Zhenshimei Supply Chain Management Co., Ltd.



范瑞真

抖音电商品牌业务家居家纺行业负责人
Fan Ruizhen, Head of Home Textile Industry, Brand Business, Douyin E-Commerce



李靖

快手个护日百行业负责人
Li Jing, Head of Personal Care & Daily Necessities Industry, Kuaishou



于月皓

京东自营采购负责人
Yu Yuehao, Head of JD Self-Operated Procurement



闵铉植

Platformus代表理事
Min Hyun-sik, CEO, Platformus



徐元虎

深圳市跨境电子商务行业发展促进会会长
Xu Yuanhu, President, Shenzhen Cross-Border E-Commerce Industry Development Promotion Association



毛宏

深圳市启航出海科技有限公司总经理
Mao Hong, General Manager, Shenzhen Qihang Chuha Technology Co., Ltd.



胡芳晴

深圳市万汇科技创新有限公司开发总监
Hu Fangqing, Development Director, Shenzhen Wanhui Technology Innovation Co., Ltd.



李梓铭

森能远跨境有限公司市场负责人
Li Ziming, Head of Marketing, Sennengyuan Cross-Border Co., Ltd.



吴军

深圳市极致先行跨境电商有限公司总经理
Wu Jun, General Manager, Shenzhen Jizhixianxing Cross-Border E-Commerce Co., Ltd.



王恩健

深圳市卖发发信息科技有限公司创始人
Wang Enjian, Founder, Shenzhen Maifafa Information Technology Co., Ltd.



月尘

小红书营销总监
Yuechen, Marketing Director of Rednote



百货汇智能采购平台

CDATF NOW Digital Platform

百货汇 CDATF NOW, 作为百货行业线上全品类垂直供需平台, 致力于打破线上线下沟通壁垒, 为商贸买家和百货生产企业搭建对接渠道, 打造“24小时*365天”寻源采购新模式。平台集中展示厨房用品、家居用品、清洁用品等百货行业全品类产品。全面升级**导览地图、百货货品库和智能助手**, 助力采购商展会期间快速锁定展商展位, 捕捉新品爆款趋势, 让买卖双方采购配对更精准高效!

CDATF NOW Digital Platform is a vertical supply-demand ecosystem that unites online and offline sourcing for the Daily-use Articles industry. It empowers buyers with **Instant Onsite Navigation, Smart Sourcing Features, and Intelligent Match-Making Assistant** that connects them to the right suppliers in seconds.

Exhibitors will also benefit from qualified, trackable leads and priority exposure through value-based marketing solutions. With 5000+ manufacturers and tens of thousands of SKUs available year-round, it's a smarter way to connect, source, and grow your business together!

百货汇智能采购平台为您带来: CDATF NOW Digital Platform Brings You:

品牌曝光: 强曝光+智能推荐引流, 让您的品牌无处不在!

Brand Exposure: Strong on-site visibility + smart recommendation to target buyers.

智能产品推荐: 精准匹配买家寻品需求, 智能推荐展商产品。

Precision-matched recommendations, powered by real buyer demand.

全年获客: 10w+观众使用的选品采购平台, 抢占一手订单。

Drive Year-Round Sales: Unlock direct orders from 100,000 high-intent

真实采配: 提供365天采配对接服务, 促成高效成单。

Real Sourcing & Intelligent Matching: Designed to shorten sales cycles and drive faster results.



TOP 6 提升买家逛展与采购效率的功能 6 Key Features for Smarter Exhibition & Procurement

展商名录查询
Exhibitor Directory 57%

搜索展商展位
Search Exhibitor 49%

产品搜索与筛选
Product Search & Filters 40%

导览路线规划
Route Planning 35%

产品一键询盘
One-Click Inquiry 23%

智能助手
Smart Assistant 16%

展期3天 平台表现速览

Performance Snapshot
During the Show

访问量 (次数)
PV During the Show

200k+

导览至展位 (次数)
Booth Navigation

50k+

高频用户 (人数)
Platform Users

48k+

有效采购线索 (个)
Qualify Leads

5,300+



展商决策参考：市场采购需求速览

Exhibitor Intelligence Brief: Sourcing Trends at a Glance

CDATF NOW 基于平台真实市场采购需求, 为您提炼需求热点与选品趋势。这份速览涵盖买家画像、品类关联、热搜词与智能推荐等, 助展商在选品与展位策略上更有方向。如需更多深度洞察, 请联系我们的销售团队。

CDATF NOW turns real sourcing demand into actionable hotspots and product trends. This snapshot covers buyer personas, category links, search trends, and smart matches – helping our exhibitors refine selection and booth strategy. For deeper insight, please contact our sales team.

核心买家分布

Buyer Segments by Demand

27.57%

代理/经销商
Dealers/Distributors

22.91%

批发商
Wholesalers

16.1%

单位/个人采购
Institutional
& Individual Buyers

11.9%

电商平台
E-commerce Channels

8.05%

进出口/跨境电商
Import & Export
Enterprises

13.47%

其他买家类型
Other buyer types

热搜品类与关联需求

Core Categories & Related Buyer Interests

TOP 1



TOP 2



TOP 3



(解锁更多选品需求洞察, 联系我们)

买家热搜词 · 需求风向标

Top Search Terms - Demand Signals

霜山 禧天龙 康巴赫 收纳
现金结算 优质出口 北鼎 稳定货源 宋朝
商小白 张小雨 伞 佳帮手
太力 塑料 保温杯 玻璃杯 陶瓷 行李箱
起订量1万+ 匡迪 菜板 希诺
视频号直播 品牌代理 筷子 箱包 毛巾
品牌授权 王麻子 苏泊尔 现货
特美刻 茶花 一件代发 香薰 富光
双枪 锅 玻璃 树可 牙刷 地毯

TOP采购决策的关键买家是谁?

Who are the top procurement decision-makers?

电商平台
E-commerce Channels

阿里巴巴** (深圳) 有限公司
北京**科技股份有限公司
京东

进出口/跨境电商
Import & Export Enterprises

宁波市**进出口有限公司
温州**进出口有限公司
出海网

百货商场/购物中心
Department Stores & Shopping Malls

** (中国) 投资有限公司
山东**集团股份有限公司
上海**股份有限公司

礼品经销
Gift Distributor

***礼品
上海**文化传播有限公司
**礼品 (上海) 有限公司

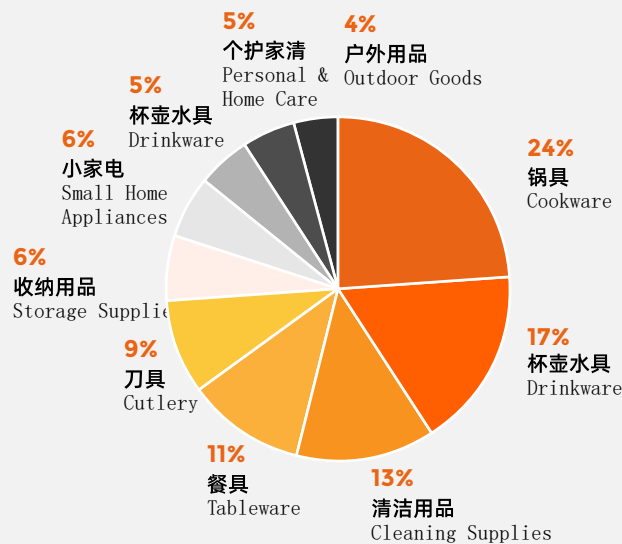
政府/国企单位采购
Government / SOE Procurement

上海****银行股份有限公司
中国****保险股份有限公司
**集团

代理/经销商
Dealers/Distributors

安徽****贸易有限公司
福州**贸易有限公司
北京**商贸有限公司

(获取更多真实采购线索, 欢迎联系我们)



(解读品类关联趋势报告, 联系我们)

数据统计范围: 2026年6月26日00:00- 7月25日23:59
Data range: 00:00, June 26, 2026 - 23:59, July 25, 2026

百货汇CDATF NOW, 不只展会3天的曝光, 更是持续线上获客的新增长引擎!

想了解更多详细信息, 扫码咨询!



5,000+源头厂名录
扫码不断联
5,000+ Suppliers
- Scan to Stay Connected



更多咨询
添加企业微信
Learn More
- Contact Customer Service

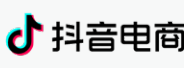
全媒体平台矩阵

OMNICHANNEL MEDIA NETWORK

部分支持媒体

MEDIA PARTNERS (PARTIAL LIST)

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 259,327 Virtual Show Visitors		图片直播 总在线观看人数 67,876 人次 Photo Livestream Viewers		抖音信息 流总曝光量 13,267,279 次 Douyin Feed Impressions
	微信公众号 阅读量 366,485 次 WeChat Official Account Views		视频号 曝光量 152,337 次 WeChat Channels Impressions		百货汇小程序 访问数 200,000 次 CDATF NOW Mini-program Visits
	百度 总展现量 6,783,257 次 Baidu Impressions		权威媒体 发布发稿篇数 721 篇 Media Articles Published		小红书 曝光量 1,823,161 次 RedNote Impressions
	媒体报道 阅读数 4,659,653 人 Media Coverage Views		KOL传播 阅读总数 569,338 人 KOL Content Views		

精彩回顾

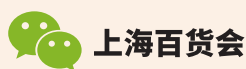
HIGHLIGHTS

扫码回顾现场盛况
Scan for Show Highlights



自媒体矩阵海量曝光

EXPOSURE ON VARIOUS PLATFORMS



上海百货会

微信公众号

在这里读懂中国百货

WeChat Official Account:

Your Guide to China's Housewares Industry



扫码添加
小管家

专属客服为您解答服务
Scan to add our WeChat assistant
for personalized support.



百货汇 CDATF NOW
智能采购平台

5,000+源头厂名录

扫码不断联

5,000+ Suppliers

- Scan to Stay Connected



励展华百
百货会

微信视频号

尽览百货前沿资讯

WeChat Channels: Your Window
to the Latest Housewares Trends

第120 届

中国日用百货商品交易会

The 120th China Daily-use Articles Trade Fair

2027.7.22-24

上海新国际博览中心 (SNIEC)
W1-W5, E1-E7, N1-N5



17大展馆
规模更大

CDATF 2027 will span 17 halls at SNIEC,
covering nearly 190,000 sqm.



200,000m²
展示面积



前2日延长1小时
充分逛展



科学分馆分区

布局日用百货全品类产品，一键精准定位目标产品及展商，加速商务配对效率！

Scientifically zoned exhibition halls featuring a full range of daily necessities.

联系我们

CONTACT US

展位预订
Exhibitor Inquiries

+86 10 5933 9075
ting.he@rxglobal.com

市场合作
Marketing Partnerships

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

参观咨询
Visitor Inquiries

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