

CHINA HOME FURNISHING EXPO 2026

展后报告
POST SHOW REPORT

www.chfexpo.com

BEIJING
HOME DESIGN WEEK
北京家居设计周

CH
CHINA HOME
FURNISHING

北京国际家居产业博览会

2026年3月12日-3月14日

March 12-14, 2026

北京·中国国际展览中心 [顺义馆]

China International Exhibition Center
(Shunyi Hall), Beijing



中展智奥(北京)国际展览有限公司
CIEC CI Events (Beijing) International Exhibition Co., Ltd.



目录 contents

A 展会概况
■ Exhibition Overview

C 观众分析
■ Visitor Analysis

B 市场活力与趋势洞察
■ Market Dynamic & Trend Insight

D 展商分析
■ Exhibitor Analysis

A 展会概况

■ Exhibition Overview

80,000m²

Exhibition Area

1,007

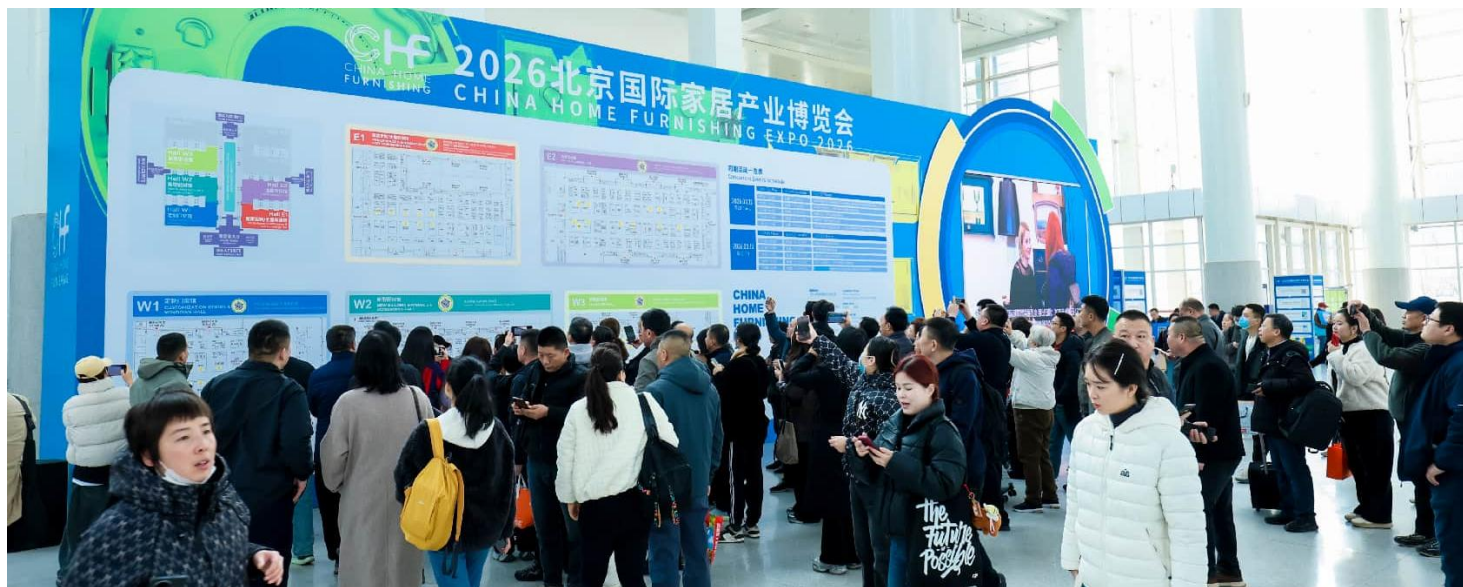
Brands

85,312

Visits

The China Home furnishing Expo 2026 concluded successfully at China International Exhibition Center (Shunyi Hall), Beijing from March 12 to 14, 2026. Three core IP exhibitions — BJBD, CIDE and BWFE realized in-depth integration. It covered the full industrial chain categories including whole-house customization, interior soft furnishing, door and window customization, architectural decorative materials, smart home, elderly-friendly home and pet-friendly living spaces.

Making its debut, the Beijing Home Design Week empowered the industry with design concepts. Centering on products and sales channels, it built an efficient platform for designers and supply chain enterprises to capture industry trends and conduct product matching cooperation.



B. 市场活力与趋势洞察 Market Dynamic & Trend Insight

Northern Market Shapes the Next Chapter of Home Industry!

The northern home market presents a dynamic, upgraded and inclusive development landscape. It is no longer limited to the Beijing regional market, but has evolved into a new industrial hub connecting North China, covering the whole country and linking global markets.

While the industry faces fierce competition amid saturated demand, CHF 2026 delivers a contrasting message. By focusing on technological, industrial and value transformation, the northern market remains a reliable ground for home brands to achieve growth against market headwinds.

Siphon effect of the northern market

Targeting the over-trillion-yuan construction, decoration and home consumption market of Beijing-Tianjin-Hebei region, the event fully covers industrial clusters in North, Northeast and East China to drive multi-level growth, and unleashes strong annual business momentum for the northern home industry at the start of the year.

Remarkable growth in overseas visitors

High-quality overseas professional visitors rose sharply year on year, covering purchasing demands across Northeast and Southeast Asia.

Design-driven industrial development

Events of Beijing Home Design Week attracted numerous designer visitors. The industry focus shifts from manufacturing and sales channels to design solutions, which serve as the core integrating practical functions and living scenarios.

Three major popular themed events

AI smart home, elderly-friendly renovation and pet-friendly living spaces stood out as major highlights with soaring inquiries. Competition evolves from single product sales to systematic solutions for lifestyle demands, securing steady growth prospects.

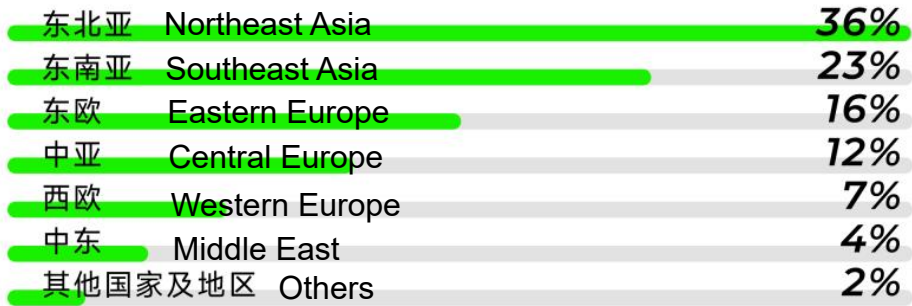
Domestic Visitor

Visitor sources center on Beijing-Tianjin-Hebei and spread outward in multi-level ranges.

The regional advantage of northern China keeps growing. Professional buyers from East, Central and Northeast China attended in large numbers, proving CHF's strong influence across the national home industry chain.



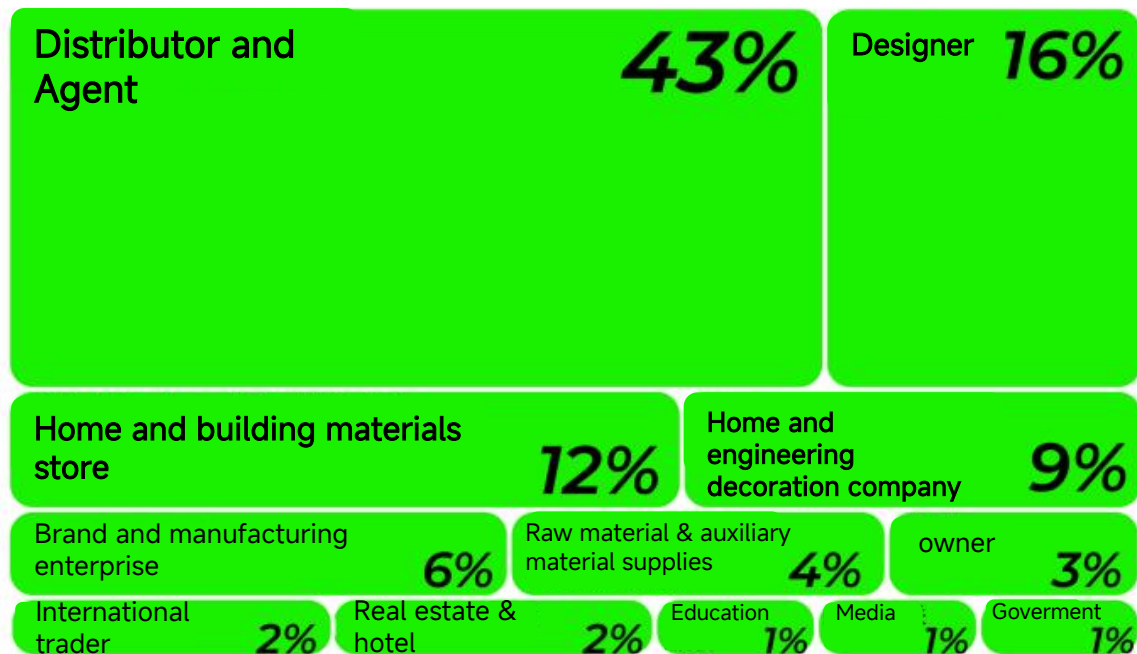
International and audiences from Hong Kong, Macao and Taiwan



CHF Beijing Home Expo is fast becoming a vital hub for global home trade and trend communication. The number of visitors from Hong Kong, Macao, Taiwan and abroad increased sharply compared with the last session, with a notable rise in attendees from Northeast Asia, Southeast Asia and Eastern Europe. It indicates northern home and building material enterprises are stepping into a new phase of export business.

C. 观众分析 Visitor Analysis

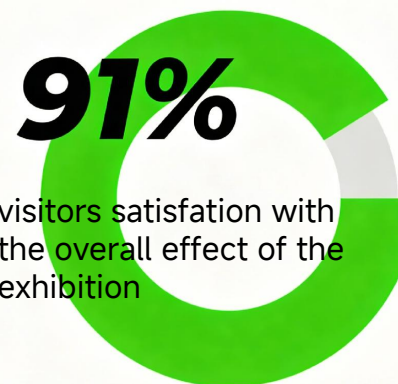
Visitor category



Distributors and agents form the core visitor group. The expo also gathers diverse participants including building materials markets, home furnishing stores, designers, design institutes and residential & commercial decoration firms, making up high-quality attendees. The proportion and activity engagement of designers and design organizations hit record highs.

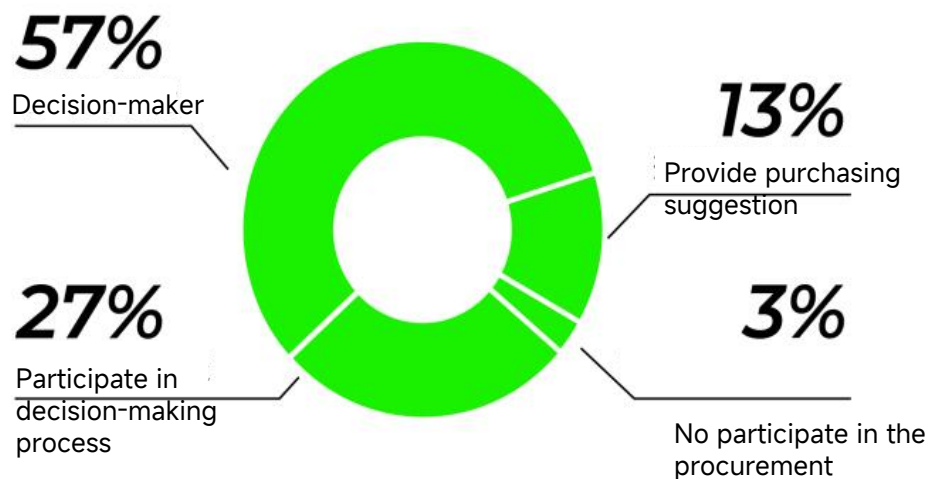
Visitor satisfaction

The expo boasts strong resource integration and innovative models, earning positive feedback from visitors. Further integration of the three core IP exhibitions and the debut of Beijing Home Design Week deliver comprehensive industry insights and optimized visiting



C. 观众分析 Visitor Analysis

The proportion of decision maker



Among attendees, the share of those with direct or indirect purchasing decision-making power remained high. Distributors, designers and project buyers actively sought new and premium products at the show, creating a vibrant atmosphere for on-site business negotiations that drove a significant year-on-year increase in intent orders.

Purpose of the visit



Visitor Testimonials

French International Buyer

"We are from France and are delighted to attend CHF Beijing Home Expo. The expo's level of internationalization and the quality of exhibits have exceeded our expectations. Our goal here is to source furniture, decorative items and smart home products suitable for small spaces.

At the show, we not only found products that meet our needs and reached cooperation intentions with several high-quality manufacturers, but also saw new trends in the integration of Eastern and Western design aesthetics at the China-France Home Design Innovation Summit. CHF Beijing Home Expo has become a key window for us to understand the innovation trends of China's and even Asia's home market."

法国 国际采购商

我们来自法国，很高兴参加CHF北京家居展。本届展会国际化程度与展品品质均令人惊喜。此行的目的是采购适合小空间的家具、装饰品及智能家居产品。在展会上，我们不仅找到了心仪的产品，与多家优质厂家达成合作意向，更在“中法家居设计创新峰会”上看到了中西方设计美学融合的新趋势。CHF北京家居展已经成为我们了解中国乃至亚洲家居市场创新动向的重要窗口。



Visitor Testimonials

山西大同 装修公司 ——刘先生

本次参加CHF北京家居展，收获颇丰。展会汇聚了大批优质参展商，展品品类丰富、覆盖面广。期间，我们深入了解了行业前沿技术与创新产品，成功对接并获取了众多源头厂家资源，同时与多家企业达成初步合作意向，为后续开展家装业务提供了坚实的供应链支撑与有力保障。

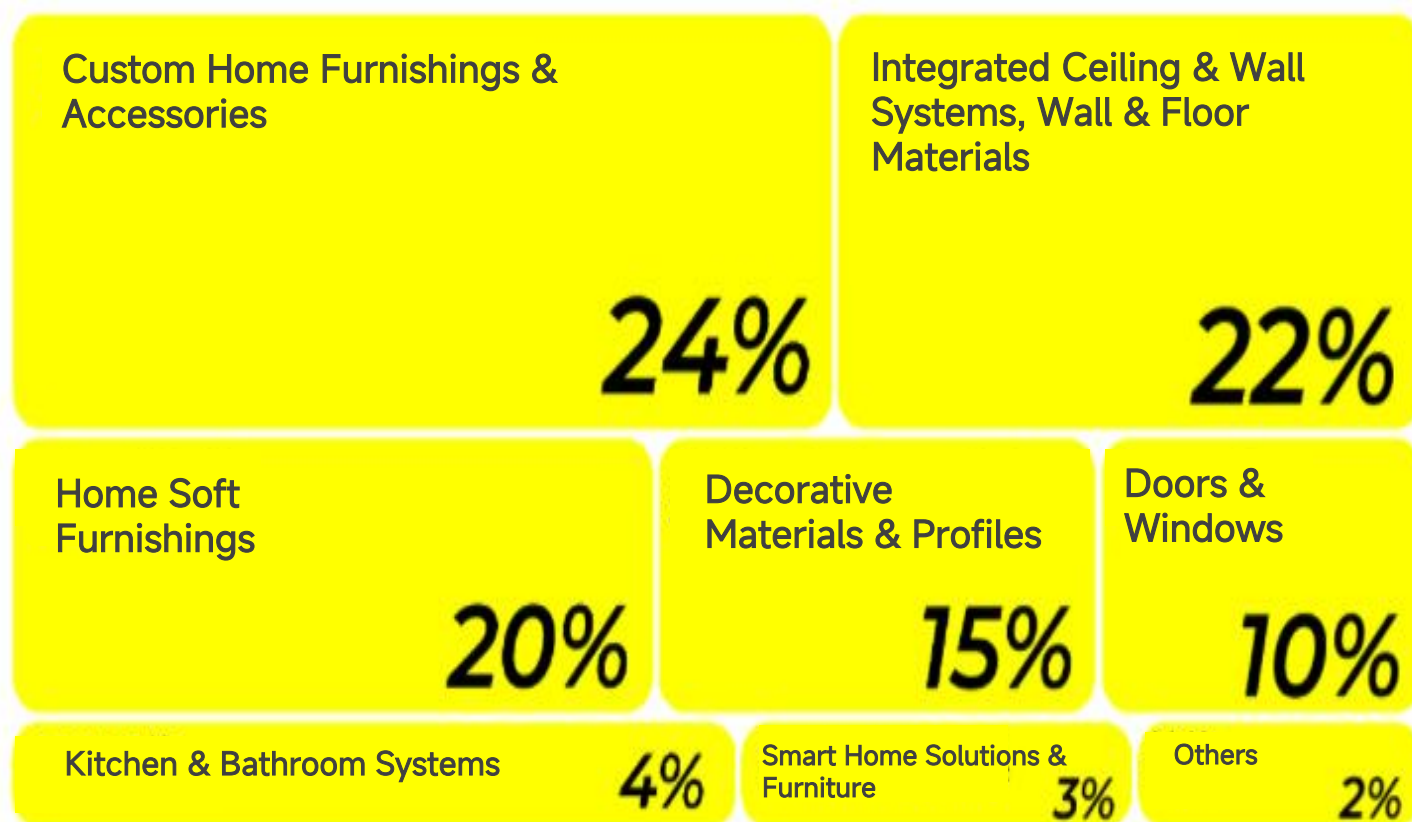


Mr. Liu, Decoration Company, Datong, Shanxi

"Attending CHF Beijing Home Expo has been very rewarding. The show gathered many high-quality exhibitors with a wide range of products. We learned about cutting-edge technologies and innovative products, connected directly with numerous manufacturers, and reached initial cooperation agreements with several enterprises. This provides solid supply chain support for our home renovation business."

D. 展商分析 Exhibitor Analysis

Exhibitor Segments



D. 展商分析 Exhibitor Analysis

Exhibitor Satisfaction



展商对展会整体效果表示满意，
尤其对客流量和国际化程度表示认可

Satisfied with the overall outcome



认为本届展会带来了理想的
品牌曝光与商业收益

Satisfied with brand exposure and gains of
this exhibition



明确表示肯定或
极有可能继续参展

Will plan to attend
next year



愿意将展会
推荐给同行或合作企业

Willing to recommend it to
peers

Achievement of exhibition participation objectives



推出新产品 / 新服务

Launch new products / services



发展新的经销商
/代理商及国内外合作伙伴

Launch new products / services



拓展新客户和
销售线索

Expand new customers and leads



与行业人士联络，
拓展人脉和合作机会

Network with industry
professionals



签单 / 交易

Close deals / transactions



会见已有的客户
加强关系

Meet existing clients



提升品牌知名度

Enhance brand awareness



了解最新行业趋势、政策及市场信息，
尤其是AI、适老、人宠等新兴赛道

Gain insights into the latest
industry trends

D. 展商分析 Exhibitor Analysis

Exhibitor Testimonials



金柏莱木门 营销总监——马晓亮

CHF北京家居展是我们连续多届深度参与的重要合作平台。展会持续为企业发展赋能，显著提升了金柏莱品牌的行业曝光度与关注度。在此衷心感谢主办方的鼎力支持，未来我们将一如既往深化合作、携手共赢。祝愿CHF北京家居展蒸蒸日上，行业影响力持续攀升，再创辉煌！

Mr. Ma Xiaoliang, Marketing Director, Jinbolai Doors

"CHF Beijing Home Furnishings Fair is a key partner we've worked with closely for years. This show keeps powering our growth, really boosting our brand visibility and recognition in the industry. We truly appreciate the organizer's great support, and we'll keep strengthening our partnership for mutual success. Wishing CHF Beijing Home Furnishings Fair continued growth, greater industry influence, and even more success ahead!"

亦康维金属全屋定制 线上负责人——王旭

我们高度认可CHF北京家居展的行业价值，展会能精准对接优质客户资源，高效搭建企业与客户、经销商的沟通纽带，助力各方共探行业发展趋势、共享市场机遇，是企业深耕市场、拓展渠道的战略平台。祝愿CHF北京家居展能持续引领行业发展，越办越红火，期待与业界同仁携手共创未来。



Ms.Wang Xu, Online Channel Lead, Yikangwei Metal Custom Home Solutions

"We really value the industry impact of CHF Beijing Home Furnishings Fair. It connects us with quality customers and builds a great bridge between businesses, clients, and distributors. It helps everyone explore trends together, seize opportunities, and is a key platform for us to grow our market and expand channels. We hope the show keeps leading the industry forward and gets better every year. We're excited to work with our peers to build the future together."

Exhibitor Testimonials

"As a Beijing-based company, we've always been a strong supporter of local exhibitions. As a state-owned enterprise and a leader in the furniture industry, Tiantan bears the responsibility to boost market confidence and lead the sector forward.

CHF Beijing Home Furnishings Fair has been deeply rooted in the market for years, with a solid foundation. We're confident that by working hand in hand with state-owned enterprises like us, the organizer will only make the show bigger and better.

Tiantan Panel will continue to deepen its partnership with CIEC Smart CHF Beijing Home Furnishings Fair. Together, we'll build a brighter future for the home furnishing industry."

Mr.Hu Jianhui, General Manager, Tiantan Panel Division

天坛精板事业部 总经理——胡建辉

作为北京本土企业，我们始终坚定支持本地展会。天坛作为国企与家具行业头部企业，肩负着为市场注入信心、引领行业发展的责任与担当。CHF北京家居展深耕市场多年，根基深厚。我们坚信，主办方与各国企携手并进，有信心、有能力将展会办得越来越好。天坛精板将一如既往深化与中展智奥CHF北京家居展的合作，强强联合，共筑家居行业美好新未来。



Exhibitor Testimonials

"The results of this CHF Beijing Home Furnishings Fair far exceeded our expectations. Foot traffic was strong throughout the show, and we hit our sales target smoothly.

The event is becoming more multi-channel, with a noticeable rise in designer attendees, especially turnkey designers, and the quality of visitors keeps getting better.

At the same time, the show has built an efficient, professional platform for cross-industry resource integration and multi-channel collaboration for the curtain and soft furnishing sector. We've reached in-depth cooperation intentions with multiple cross-industry distributors in whole-house customization and wall materials.

On top of that, we also secured on-site orders from overseas buyers in Europe, Southeast Asia and other regions. The show was truly a fruitful success for us."

Mr. Zhang Jianlin, General Manager, Yiyibushe



伊伊布舍 总经理——张建新

本次CHF北京家居展成效远超预期。展期人流量可观，签单目标顺利达成。展会渠道多元化趋势显著，设计师群体尤其是全案设计师占比明显提升，客群质量持续走高。同时，展会为窗帘、布艺行业搭建了高效、专业的跨界资源整合、多渠道融合平台，我方与多家整屋定制、墙面材料领域的跨界经销商达成了深度合作意向。此外，更收获了欧洲、东南亚等海外客商的现场订单，成果颇丰。



中展智奥(北京)国际展览有限公司
CIEC DL events (Beijing) International Exhibition Co., Ltd.

CHINA HOME FURNISHING EXPO 2027 北京国际家居产业博览会

展会时间:

2027年2月25日-2月27日

展会地点:

北京·中国国际展览中心 [顺义馆]

Exhibition Date:

February 25-27, 2027

Exhibition Venue:

China International
Exhibition Center (Shunyi Hall), Beijing

www.chfexpo.com

明年再相聚 See you next year!