



JINHAN FAIR
Home & Gifts

The 53rd Jinhan Fair for Home & Gifts

Post Show Report

April 21-27, 2026
PWTC Expo, Guangzhou, China

www.jinhanfair.com



The 53rd Jinhan Fair For Home & Gifts



Overseas Buyer

Registered
Onsite Registration
Self-Registration
Buyer's Registration
Badge

Purchasing Agent / Interpreter

Get Registered Barcode
Obtain Badge
Charge:
• Pre-registered:
• Onsite: ¥100/day

3F Halls 3.A, 3.B
Flowers & Gifts
2F Halls 2.A, 2.B
Flowers & Gifts

Fair Overview

Stronger Supply and Demand, Unlocking New Growth in Global Home & Gifts Trade

The 53rd JINHAN FAIR brought together 1,190 exhibitors as well as global buyers from 172 countries and regions, presenting upgrades on both the supply and demand sides amid an evolving global trade landscape.

 **90,000m²**
Exhibition Area

 **50,000**
Total Visits

 **1,190**
Exhibitors

 **172**
Countries and Regions

Highlights and Insights from the 53rd JINHAN FAIR

1 Restructured Exhibition Zones Aligning with New Consumer Trends

This edition debuted a dedicated Pet Products Zone to tap into the rapid global growth of the pet economy, creating new avenues for business expansion. A new Kitchen & Dining Pavilion was also added to further enrich the product mix, enabling buyers to fulfill diverse sourcing needs through a one-stop procurement experience.

2 Recovery in the Americas, Resilience in the Middle East

The number of buyers from both North and South America increased, signaling a notable recovery in sourcing activity across the Americas. Meanwhile, despite ongoing geopolitical uncertainties, participation of buyers from the Middle East remained stable, with market performance exceeding expectations.

3 Buyer Priorities Shifting Towards Innovation and Value Creation

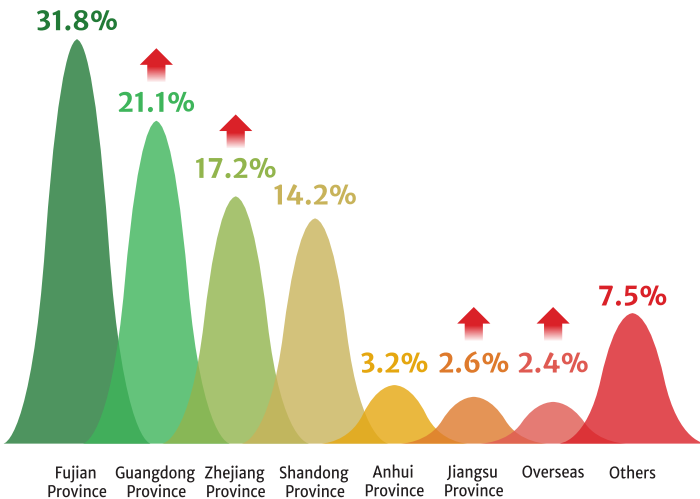
Onsite conversations and sourcing trends indicate that buyer focus is going beyond searching for suppliers. Greater emphasis is now being placed on product innovation, differentiated design, and supply chain synergy. Products and solutions that help buyers create market value and strengthen their competitive edge are gaining traction.

Exhibitor Overview

A Premium Supplier Base, More Diverse Product Matrix

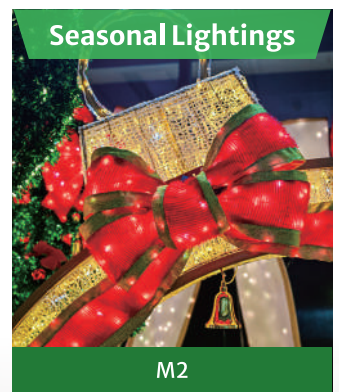
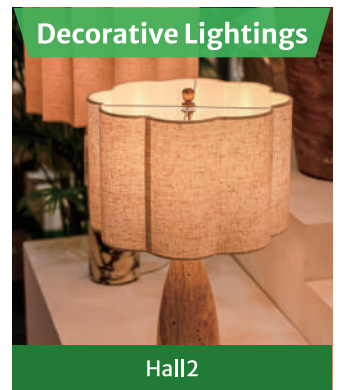
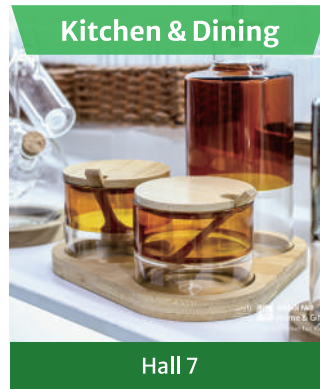
Leading Manufacturing Clusters Taking Center Stage

Enterprises from key industrial clusters across Fujian, Guangdong, Zhejiang, and Shandong gathered, further strengthening the fair's advantage as a top-tier destination for sourcing.



Exhibition Layout Upgraded to Meet Emerging Market Needs

Three new zones—Pet Products, Gardening, and Kitchen & Dining—made their debut at this edition, while Flowers & Greens and Lighting Zone were optimized to better reflect evolving market demand.



Comprehensive Product Offering for One-Stop Sourcing

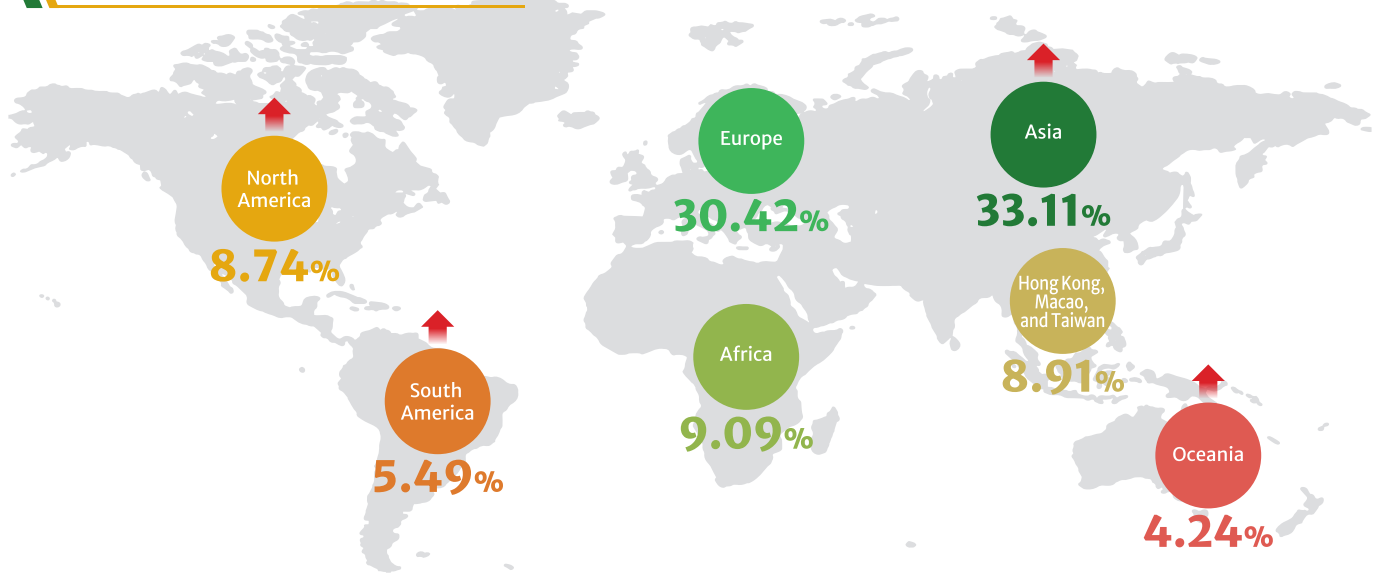
A diverse range of product categories was showcased under one roof, providing global buyers with a streamlined, efficient sourcing experience.



Buyer Overview

Renewed Demand from the Americas, Continued Growth Potential from Emerging Markets

Buyers' Geographical Distribution



Top 20 Countries/Regions by Buyer Visits



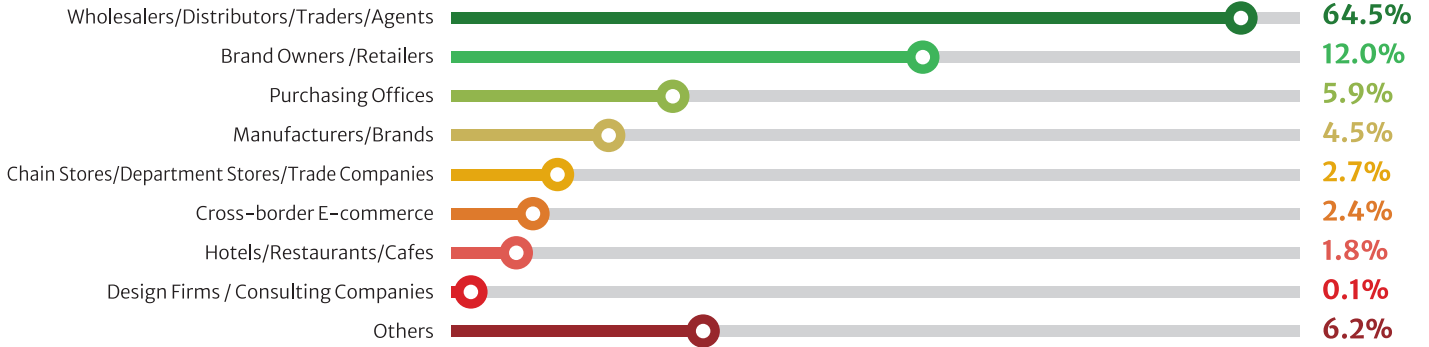
Top 10 Countries/Regions by New Buyer Visits



Buyer Overview

A More Inclusive Buyer Profile, with Notable Growth from Emerging Segments

Buyers' Business Type



Notable Buyer Participation



※ Selected Returning Buyers

Exploring New Paths for Growth in Both Procurement and Supply

Amid a complex and rapidly changing global market environment, buyers are increasingly seeking new product categories, innovative designs, and differentiated offerings. At the same time, exhibitors continue to strengthen their competitiveness through product innovation, quality upgrades, and more flexible supply capabilities.



Want Collective
Australian Wholesaler

"This is the first time we come to Jinhan Fair. We find that obviously the exhibitors are being able to have more space so they can showcase more of their products. There's bigger selection here. We're looking for a lot of garden and homewares in general, the great thing about this is that we're finding such unique products at Jinhan Fair."



EURO MEGA MART SARL
Swiss Importer

"I can see more supplier and a new hall is open outside to have the new suppliers."
"Now it has a lot of new law about the plastic, about the package, is coming out in Switzerland. Many customers they requested less plastic. So as the requirement from the government is taking more serious."



MARSHALL HOME AND GARDEN
American Importer

"(Gardening products) are always sell. It's been good and we're grabbing market share. We're finding the top-end market is continue to grow, people will spend money, but you have to give them a reason. They want very cool products, so for me, it's about design, then the price. I am actively looking for specialty unique where designing more and more, because I want something I can't find in the mass market region."



Bin Khamis Group
Omani Trader

"I think there are more suppliers. I think there is also like another area that's opened. The suppliers and organizers, they're growing, they try to improve each year."
"One of the strategy that we use when we come to China — it's open minded. We don't want to have limitation, we don't want to give ourselves a limitation or have less options. I think every year there's a new opportunity."



Mr. Xu, General Manager

Xiamen Xin Jiapeng Industry & Trade Co., Ltd.

In today's highly competitive market, foreign trade players must proactively expand overseas and seize emerging market trends. The key lies in continued development, relentless innovation, and uncompromising quality.



Ms. Ma, General Manager

Shineswell (Shenzhen) Industrial Co., Ltd.

Given the current international landscape, I believe companies should shift toward the high-end market and develop refined and distinctive products that fully showcase the premium quality of "Made in China" and deliver added value.



Ms. Wu, General Manager

Zhongjing (Taizhou) Intelligent Home Technology Co., Ltd.

Through continuous product iterations, we have been moving toward the mid-to-high-end market in recent years. With increasingly fragmented purchasing preferences and evolving market demand, we have started to accept orders featuring light customization, small batches, and fast delivery.



Mr. Zhang, Chairman

Yancheng Ever Flying Arts Co., Ltd.

The new Pet Products Zone at this edition of JINHAN FAIR has brought much convenience to buyers. In terms of product strategy, while maintaining a strong focus on craftsmanship, we are expanding our product range and refining functional segmentation to better address one-stop sourcing needs.



THE 54th JINHAN FAIR FOR HOME & GIFTS
**ONE-STOP SOURCING FAIR WITH
1,200 MANUFACTURERS**



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