

The 32nd China (Shenzhen)
**International Gifts
and Home Products Fair**

October 20-23, 2024
Shenzhen World Exhibition &
Convention Center

POST SHOW
REPORT

October 2024



<https://oct.chinagiftsfair.com/>



260,000 sqm

Exhibition Area



4,500

Exhibitors



300,000

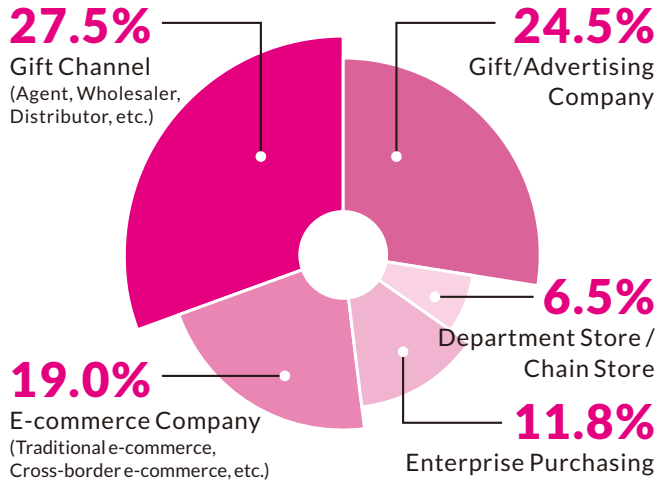
Buyer Visits



GIFTS &
HOME

Thank you for participating in the 32nd China (Shenzhen) International Gifts and Home Products Fair, which was successfully held from 20th to 23rd October at the Shenzhen World Exhibition & Convention Center. We sincerely appreciate your invaluable support, which played a key role in making this year's exhibition a success.

Buyer Profile



99.9% of buyers influence decision-making!

The 10 Most Represented Countries

- | | |
|--------------------|---------------|
| 01. Mainland China | 06. Japan |
| 02. Hongkong China | 07. Russia |
| 03. Taiwan China | 08. India |
| 04. South Korea | 09. Singapore |
| 05. Malaysia | 10. U.S.A |

TOP 10 Domestic Buyer Breakdown by Regions

- | | |
|-----------|----------|
| Beijing | Fujian |
| Shanghai | Shandong |
| Guangdong | Hunan |
| Zhejiang | Anhui |
| Jiangsu | Henan |

98.74%
Mainland China

Main Purpose of Visit

- | | |
|--|--------------|
| Visit different exhibitor stands to see what is new and interesting in the industry | 61% |
| Meet up with existing suppliers or partners in order to review or discuss business | 53.5% |
| Talk to as many suppliers as possible in order to achieve specific business objectives | 39.8% |

99.7% of buyers were satisfied with the fair!

Top Buyers in E-commerce



* The rankings above are in no particular order.

Popular Products Among Buyers



Exhibited Products



GIVING

- Mobile Electronics
- Food & Beverages
- Printing & Packaging
- Scrapbook & Card Making
- Corporate Gifts
- Original Design
- Promotional Products
- Toys
- Office Stationery
- Pet Products
- Art & Craft



LIVING

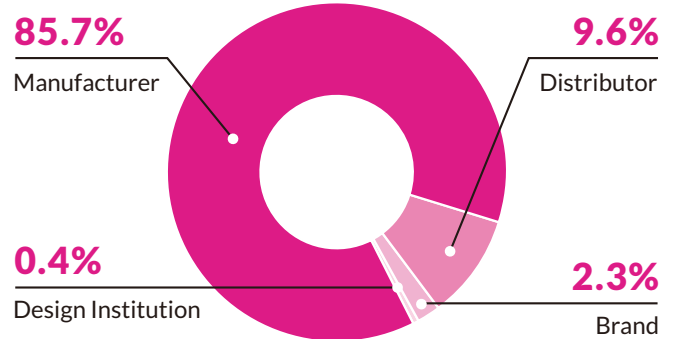
- Consumer Goods
- Household Cleaning
- Sports & Outdoors
- Fashion Accessories
- Smart Living
- Home Textile
- Home Decor
- Bags & Luggage
- Consumer Electronics
- Home Fragrance & Aroma
- Beauty & Personal Care
- Household Storage & Organizers



DINING

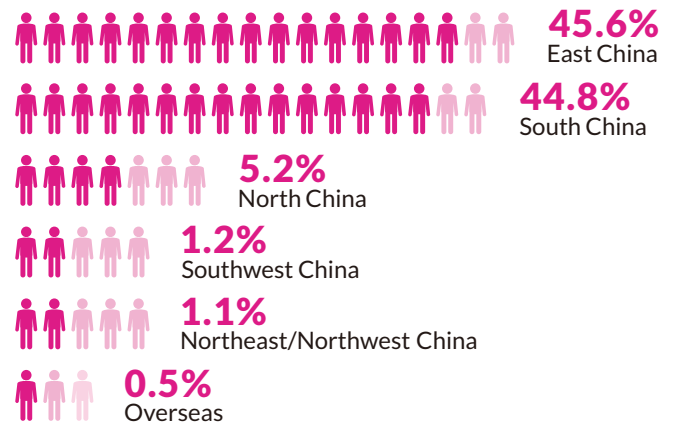
- Drinking Ware
- Crystal & Glassware
- Kitchen Knives
- Tableware
- Coffee Makers
- Cookware
- Kitchen Appliances
- Bakeware & Accessories

Exhibitor Profile

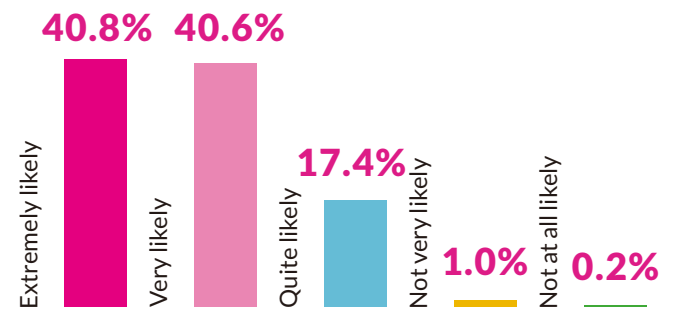


98% of exhibitors were satisfied with the fair.

Exhibitor Breakdown By Geography



Willing to Attend the Fair next year



98.8% of exhibitors intend to participate in the Shenzhen Gifts & Home Fair 2025

More International Pavilions



International Buyer Groups



* The above are part of buyer groups.

Buyers

**Zainul Tinwala, Director,
Alpha Digital Corp**

The Shenzhen Gifts and Home Fair offers a wide range of suppliers, allowing us to connect directly with factories without travelling far. This makes it a great opportunity for us to meet high-quality suppliers and discover new, unique products.

**Yasmine & Amer, Senior Specialist
Procurement, Ooredoo Algeria**

During my first visit to the fair in China, I had the opportunity to connect with various Chinese suppliers for gifts and goods, and establish valuable business relationships. The products on display are well known and I've seen significant improvements in quality, all at very competitive prices.

Exhibitors

**Mr. Xu, Brand Department Head, Zhejiang
Yuanshiren Brand Management Co., Ltd.**

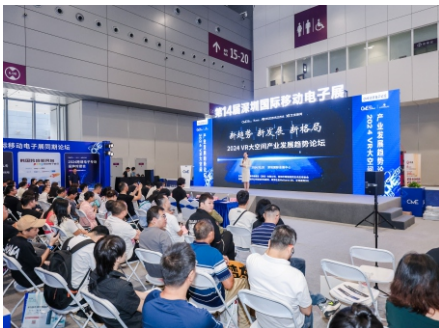
We are a leading national brand of outdoor equipment across all categories. This is our second time exhibiting, and we have been in contact with clients ranging from gift companies to foreign trade companies and overseas buyers. We consider the gift fair an excellent platform for brand display and an important outlet for our products.

**Mr. Wang, Sales Director,
Jiangzhong Food Therapy Co., Ltd.**

This is our first time at the fair and our main aim is to meet gift customers from all over the country at the Gift Fair. The experience has been great with a lot of footfall and all the major gift companies are here. The results have been very positive.

5 Themes 20+ Sessions 80+ Presentations

- 2024 China Gift Industry Summit
- Coupang Mobile Electronics Summit
- China Special Channels Innovation Conference (Shenzhen Station)
- AI in New Packaging
- 2024 VR Large Space Industry Development Trend Forum
- Fashion Original Design Creates Industry Bestsellers



“The Generation-Z is having a greater impact on the consumer market, who are becoming an increasingly important part of the workforce. This surge is reshaping the supply chain, prompting manufacturers to offer more diversified and customized products. Suppliers and buyers can discover the latest trends in consumer goods at the Shenzhen Gifts & Home Fair.”

Helen Shen, Vice President, RX Huabo Exhibitions (Shenzhen) Co., Ltd

Face to Face Supply-demand Matchmaking Meeting

Efficient Private Sourcing Meetings

“This is a highly effective platform for connecting with suppliers; we have found our ideal suppliers here and will continue to participate in gift fairs and matchmaking services in the future.”

Mr. Xing, ZKH Industrial Supply Co., Ltd



Product Selection and Matching Meeting

Representative Buyers from E-commerce

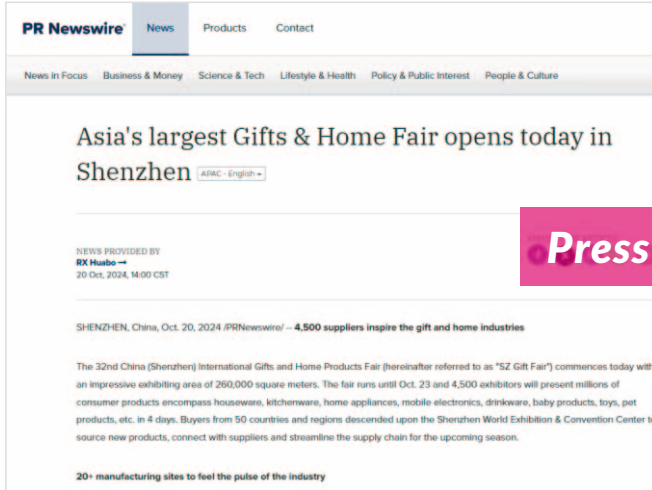
第32届中国（深圳）国际礼品及家居用品展览会 渠道选品会

见面聊生意 诚邀品牌方 & 源头工厂 地点：4号馆 参展商凭展商证进入

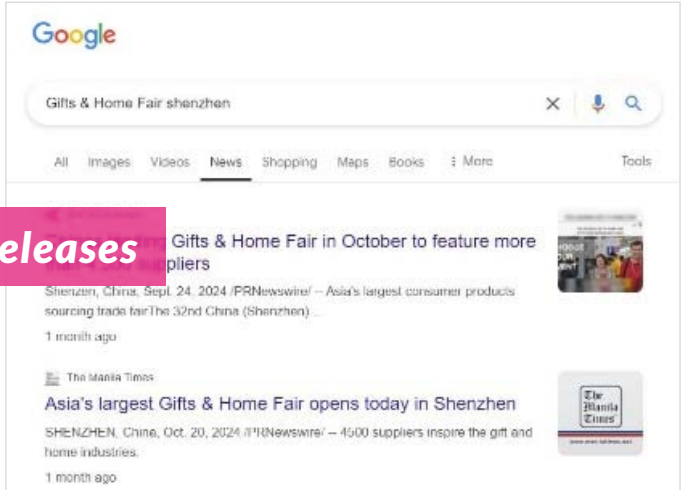
新电商 · 新渠道 · 新增量



Channels for Buyers to Receive Trade Fair and Industry Information



Press Releases



Baidu



Website



LinkedIn

Media Campaign

POST SHOW REPORT **2024** Oct.

The 32nd China (Shenzhen) International Gifts and Home Products Fair
October 20-23, 2024 Shenzhen, China
Shenzhen World Exhibition & Convention Center

The 32nd China (Shenzhen) International Gifts and Home Products Fair
2024.10.20-23
Shenzhen World Exhibition & Convention Center

Electronic Direct Mail

5000 EXHIBITORS
260,000sqm EXHIBITION AREA
TOYS, HOME APPLIANCES, CONSUMER ELECTRONICS, LUGGAGE, BABY PRODUCTS, TRAVEL PRODUCTS, etc.

Introduction of Gift Fair: An Important Role for Trading

The famous Fair stands as the paramount trade exhibition of its kind within Asian-Pacific Region, annually attracting the vibrant city of Shenzhen during the peak buying seasons of April and October. The fair offers the widest selection of corporate gifts, premiums and consumer products from 5000+ exhibitors, which are primarily manufacturers, promising the best design and quality at competitive prices. The fair enables market players to meet and trade, form partnerships and set industry trends.

抖音热榜
热门 / 新鲜 / 多元

1 第32届深圳礼品家居展 **新**

“Shenzhen Gifts & Home Fair” TikTok Trending No.1

潮汕咸蛋黄肠粉有多绝 391.2万
顺德才能做的香云纱 391.1万
孟婆来广东也要煲靓汤 390.9万
广东人的秋冬穿搭 390.9万

参观门票 免费领
GIFTS & HOME

Xiaohongshu

第32届深圳礼品家居展
10月20-23日 深圳国际会展中心

5000+展商 百万好礼 现场精彩活动

好看好玩好逛的深圳礼品展，门票免费领取中

谁还不知道深圳礼品展已经开放领票渠道的！

270 172 75

Wechat Moments

第32届 中国(深圳) 国际礼品 及家居用品展览会

>>> 免费领票

2024年10月20日-23日
深圳国际会展中心(宝安新馆)

#深圳礼品展 26万m²展会规模，10月20日盛大开幕-【0元领票】

快讯

第32届深圳礼品家居展

Wechat Channels

2024年10月20日-23日

免费领票

10月20-23日 26万平展会规模，100万+诚意好礼，就在10月深圳等你来！

SHOW CALENDAR OF RX HUABO EXHIBITIONS 2025

MARCH BEIJING

The 51st China Beijing International Gifts, Premium & Houseware Exhibition
March 20th-22nd, 2025 China International Exhibition Center

APRIL SHENZHEN

The 33rd China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center

The 15th China Mobile Electronics Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center

The 10th Shenzhen Gifts, Consumer Goods Packaging & Printing Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center

MAY YIWU

2025 Yiwu Gifts, Fashion Products and Houseware Fair
May 18th-20th, 2025 Yiwu International Expo Center

JUNE CHENGDU

The 17th China (Chengdu) Gifts & Houseware Fair and Cultural and Creative Tourism Commodity Fair
June 19th-21st, 2025 New International Convention & Exposition Center Chengdu Century City

JULY SHANGHAI

The 7th Shanghai International Gifts and Home Products Fair
July 17th-19th, 2025 Shanghai New International Expo Centre

AUGUST BEIJING

The 52nd China Beijing International Gifts, Premium & Houseware Exhibition
August 14th-16th, 2025 China International Exhibition Center

SEPTEMBER INDONESIA · JAKARTA

2025 RX Huabo Asia Gifts Fair-Indonesia
September 11th-13th, 2025 Jakarta Convention Center

OCTOBER SHENZHEN

The 33rd China (Shenzhen) International Gifts and Home Products Fair
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center

The 16th China Mobile Electronics Fair
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center

The 11th Shenzhen Gifts, Consumer Goods Packaging & Printing Fair
October 20th-23rd 2025 Shenzhen World Exhibition & Convention Center

2025 Shenzhen Special Channel Pet Products Expo
October 20th-22nd, 2025 Shenzhen World Exhibition & Convention Center

Contact Us

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