

news +++ Intertextile Shanghai Home Textiles – Spring Edition
National Exhibition and Convention Center (Shanghai), China, 6 – 8 March 2024

intertextile
SHANGHAI home textiles

Intertextile Home Textiles – Spring Edition 2024 concludes with focus on evolving Chinese consumer trends

Shanghai, 20 March 2024. Following three successful days of business, the show wrapped up on 8 March, hosting over 339 exhibitors from seven countries and regions, and 23,700 buyers from 56 countries and regions. In sync with evolving Chinese consumer tastes giving comfort a whole new thread, high quality, functional, and sustainable home textiles have emerged as the dominant patterns defining today's markets. Across the 27,000 sqm fairground, from 6 – 8 March, exhibitors highlighted these trends by unveiling their up-to-date innovations. Product offerings were complemented by a series of value-added fringe events, equipping buyers with the additional insights needed to make quality business connections.



Flocks of visitors browse through a plethora of products along the booths (Photo: Messe Frankfurt)

Speaking on the final day, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "This edition truly delivered a comprehensive selection of up-to-date home and contract textiles, catering to the changing tastes of Chinese consumers."

We are pleased with the strong visitor numbers this spring – the domestic market's purchasing power was evident throughout the hall, with many exhibitors reporting high sales leads and potential orders. Coinciding with the key domestic sourcing season and harnessing the synergy of four concurrent textile shows, once again played a significant role in its success."

Across the show floor, industry players were enthusiastic to stay on top of the latest home textile developments. Recent shifts in consumer attitudes towards bedding in China include a willingness to pay more for quality and a stronger emphasis on product functionality. This was echoed at the show's series of fringe events, which revealed new directions for the bedding industry, such as smart bedding technologies, revolutionary knitted bedding, the integration of Chinese medicine in home textiles, and more.

Throughout the three-day fair, well-known brands, including Muji, The Home Depot, H&M Hennes & Mauritz, and many more, proactively pursued technological innovations, sustainable solutions, and high-end products to better meet the demands of consumers. Although interior trends are evolving, the show proved once again to be a crucial business platform for the sector, substantiated by the positive feedback of numerous attendees.

Exhibitors' experiences

"The home textiles market is leaning towards higher quality and green fibres – a shift away from fast fashion. We produce various products made of alpaca fibre in Peru, which is considered one of the most luxurious and sustainable fibres in the world. This is our first time at this show, aiming to expand into the Chinese market. Our alpaca wool has garnered great interest, particularly from domestic and Japanese buyers. Once awareness of this product increases, I believe it will be a very interesting market."

Mr Andres Tito, Manager, Hometex Peru, Peru

"Specialising in home textiles and clothing, we have now expanded to improved production processes and technologies. We are presenting three main products: eco-friendly elastic fibre for cushion core filling, a cool summer quilt, and a comfortable new duvet. Visitor flow remains strong, with notable domestic brands expressing interest in our products, such as Fuanna and Mercury. After two days, we've learnt that domestic consumers prefer specific features like tactile experience, scent sensitivity, and seasonal bedding functionality."

Ms Julie Zhu, Vice General Manager, DongLong Home Textile Co Ltd, China

"China is a huge market for us, and we have a strong client base here, which is why we always come to this fair to present our textile designs. Attending allows us to acquire new clients and access market trends, and we have already noticed an interest in geometric designs and textures. Buyers come here, choose the designs they like, and make purchases on the spot."

Mr Ricardo Marques, International Sales, Tela's Design, Portugal

"As long-term participants, this Spring Edition effectively promotes our products. One of our key showcased products is our copper ammonia fibre, with its bedding application potential yet to be fully recognised in China. The fair is a channel for customers to learn

about the advantage and application of this product. Our booth has been crowded with buyers seeking bedding products, with many international customers from Korea, Southeast Asia, Europe and America. Both in China and other countries, consumer demand for functional products is increasing.”

Ms Sheng Yan, GSI Creos China Co Ltd, Japan-based

Buyers' feedback

"We are here to find potential partners who have been innovating in the fabric industry, particularly with sustainable and high-performance textile products. As our first time attending this fair, we have already seen the quality and expertise of the exhibitors here, and we are impressed by their commitment to reducing the environmental impact of high-performance fabrics. I have identified a few potential Chinese partners. We see great potential in the domestic market, as there is a growing movement towards eco-consciousness.”

Mr Jorge Barros, Founder & CEO, Graphene-X, Hong Kong

“As an e-commerce enterprise venturing into bricks-and-mortar, our goal is to connect with high-quality bedding suppliers to develop mid-priced bedding sets. Increasingly aware customers prefer sourcing directly from manufacturers that offer lower prices and the same product quality. This opens up business opportunities for us. The show’s wide range of manufacturers allows us to quickly identify suitable partners, and we’ve already discovered several duvet factories that match our requirements. Many exhibitors are now focusing on the domestic market, expanding our sourcing options.”

Mr Hu Peng Fei, General Manager, An Hui Jiazhi E-commerce Co Ltd, China

"The top exhibitors are offering many innovative products, and I've noticed a focus on improved quality. As a renowned fashion and retail business, this fair has always had a positive impact on us, especially with the world opening up again, allowing for more internationality. Visiting multiple companies in one place saves me the trouble of traveling to different countries to meet suppliers, making it highly efficient. The Chinese market definitely has potential, especially for synthetic materials, since most production remains in China.”

Mr Kenjiro Kuwan, Innovation Specialist, H&M Hennes & Mauritz, Sweden

Fringe speaker's insight

"This year's Sleep Forum combines sleep and home textile products, marking a new direction for the industry. It emphasises the importance of home textile products in improving sleep quality, shifting the focus to functionality, technology, and health. As a speaker, I had the opportunity to share this message and promote industry-wide change. I am pleased with the forum's thoughtful design, demonstrating the organiser's commitment to industry development and the sharing of up-to-date market news.”

Professor Wang Guohe, Professor and Ph.D. Supervisor in Textile Materials and Textile Design Discipline, School of Textile and Clothing Engineering, Soochow University

Intertextile Shanghai Home Textiles – Spring Edition 2024 was held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value at the National Exhibition and Convention Center. The fair is organised by

Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about these fairs, please visit: www.intertextilehome.com.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Press information and photographic material:

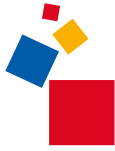
<https://intertextile-shanghai-hometextiles-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy

balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2023

