

2024

China (Zhengzhou)

International Window, Door &
Whole-Home Expo

Official Post -Show Report

Exhibition Overview

From March 4 to 6, 2024, the 2024 China Zhengzhou Door and Window Industry & Whole-House Customization Home and Furniture Expo was successfully held at the Zhengzhou International Convention & Exhibition Center!

As a high-quality expo in the home furnishings industry, the Zhengzhou Doors and Windows Industry & Whole-House Customization Home Furnishings Exhibition is dedicated to creating a high-caliber platform that integrates product display, exchange, and trade for businesses. After several years of development and accumulation, the exhibition has rapidly expanded in scale and influence, successfully transitioning from a regional flagship event to a nationally recognized, high-standard expo!

Overall Statistics

Exhibition Area: 100,000 square meters, featuring 7 major thematic exhibition zones.

Leading Brands: 2,136, up 92.78% year-on-year compared to the previous session.

New Product Debuts: Over 100,000 trendy home goods, new arrivals, and best-selling items debuting all at once

Professional Trade Visitors: 153,000, covering more than 30 provinces, municipalities, and regions across China.

Concurrent Events: Over 10 concurrent events, 5 major themes, and insights shared by 43 industry leaders.

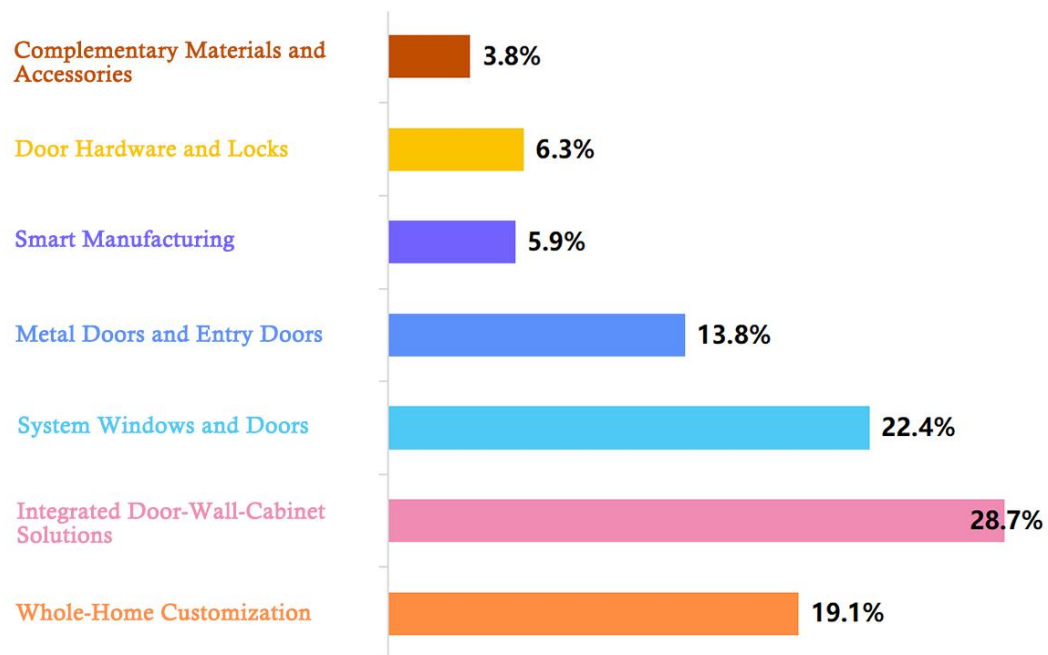
Trade and Commerce Achievements: The cumulative transaction volume reached 1.4 billion yuan, setting a new all-time high.



Exhibit Categories

This year's exhibition features brands from across the entire upstream and downstream sectors of the doors, windows, and custom home furnishings industry. Among them, exhibitors specializing in integrated door-wall-cabinet solutions, system windows and doors, and sliding doors accounted for the largest shares, at 28.7%, 22.4%, and 19.1%

respectively, demonstrating that the range of exhibited product categories is becoming increasingly diverse and multifaceted.



Concurrent Events

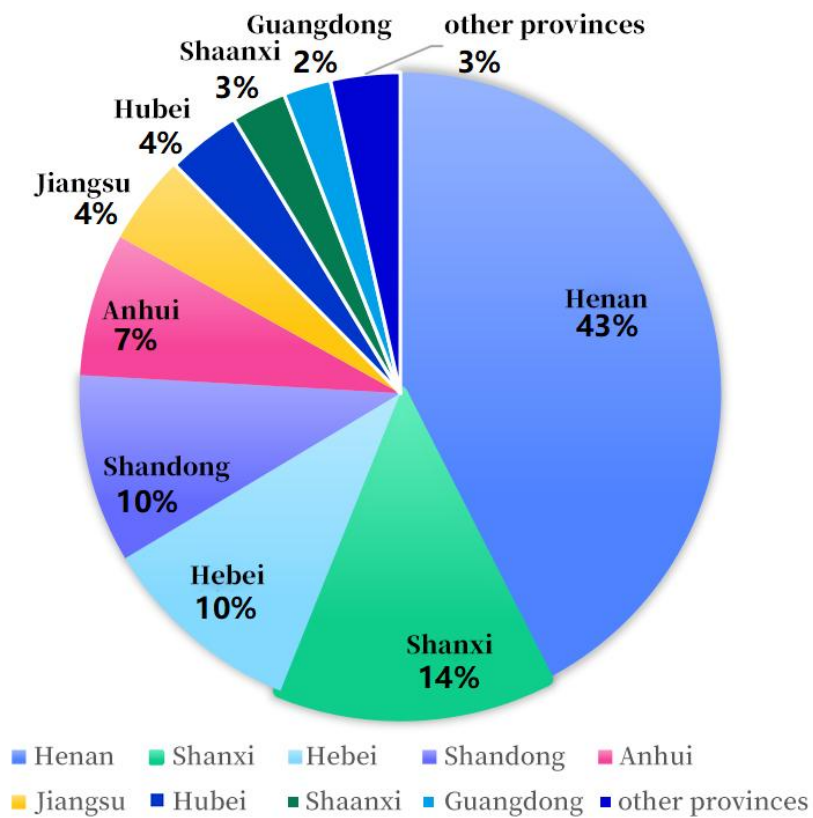
During the exhibition, the organizing committee, in collaboration with industry associations, leading brands, and design firms, held multiple forum events concurrently, focusing on hot topics in the industry and jointly exploring trends in industrial development. This fully leveraged the Zhengzhou Doors and Windows Industry & Whole-House Custom Furniture Exhibition's role as a platform for industry thought exchange,

information communication, and marketing system building, earning high recognition from attendees.

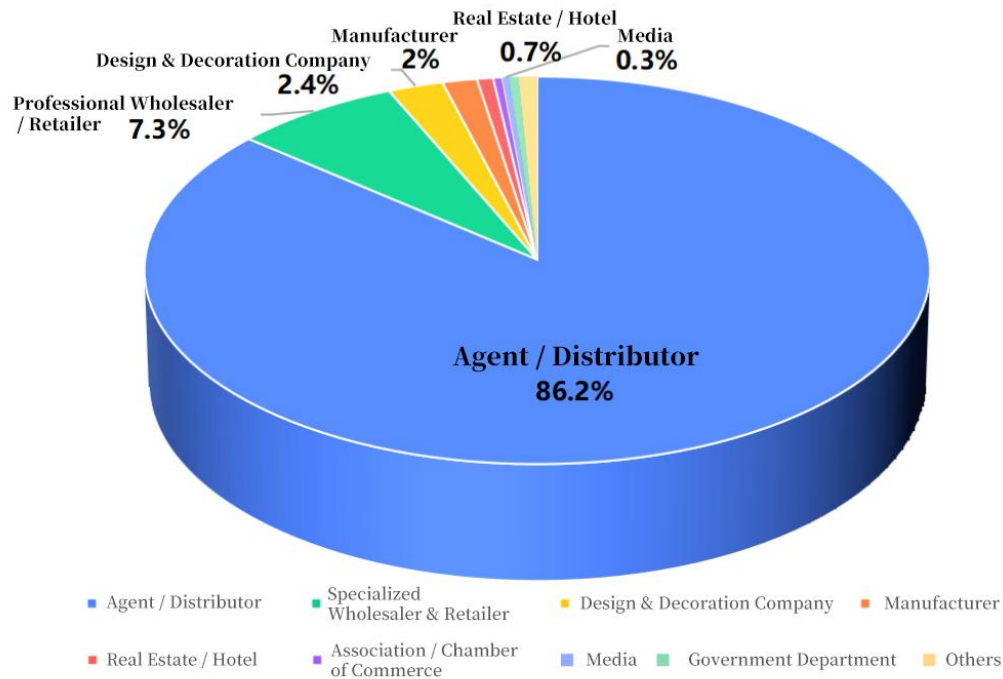


Visitor Profile

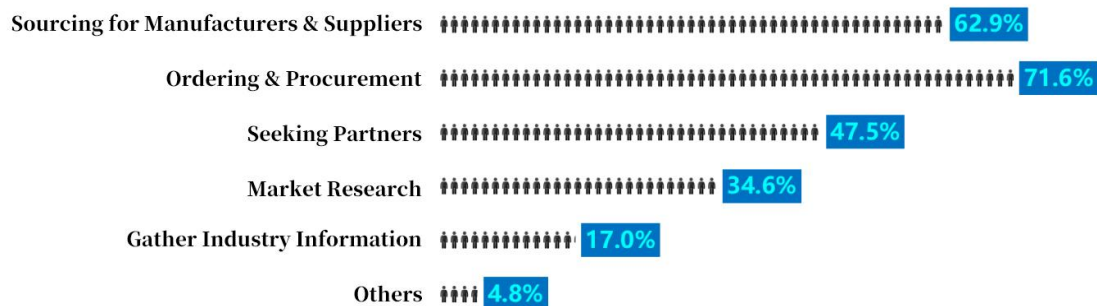
Audience Sources: The audience for this exhibition primarily comes from provinces including Henan, Shanxi, Hebei, Shandong, and Anhui. There has been a significant increase in the proportion of visitors from regions such as Jiangsu, Hubei, Shaanxi, Zhejiang, and Guangdong.



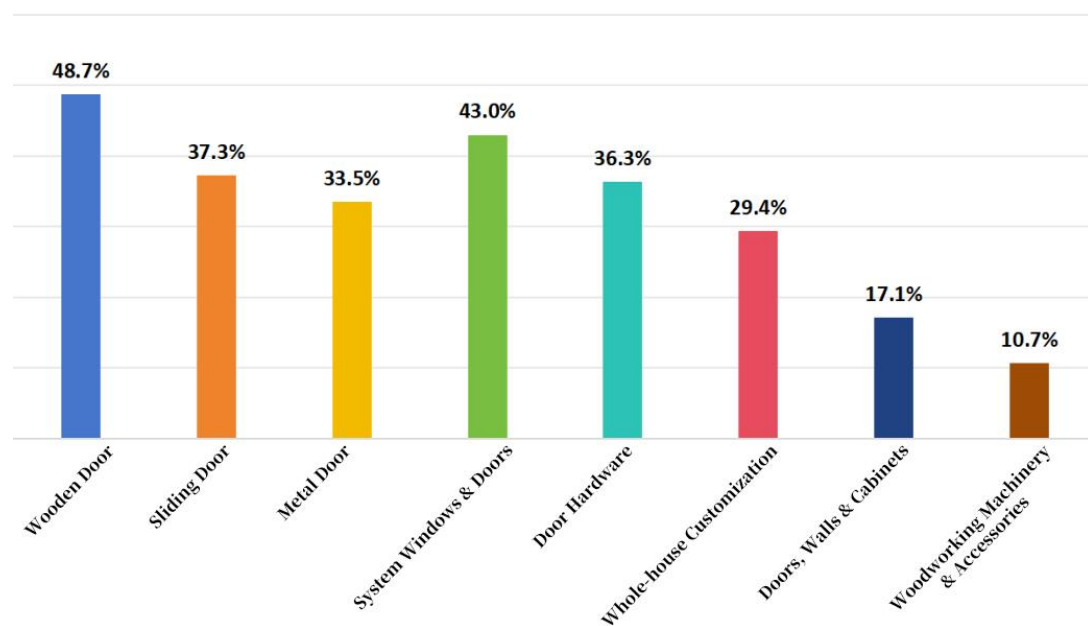
Visitor Composition: Agents / distributors, professional wholesalers / retailers, and design and decoration companies ranked in the top three, accounting for 86.2%, 7.3%, and 2.4% respectively.



Purpose of visit: Most visitors to this exhibition are here to place orders and make purchases, seek manufacturers/suppliers, and find business partners. A secondary purpose is to gather industry-related information, gain insights into market trends in the home furnishings sector, and engage in on-site exchanges and learning with peers.



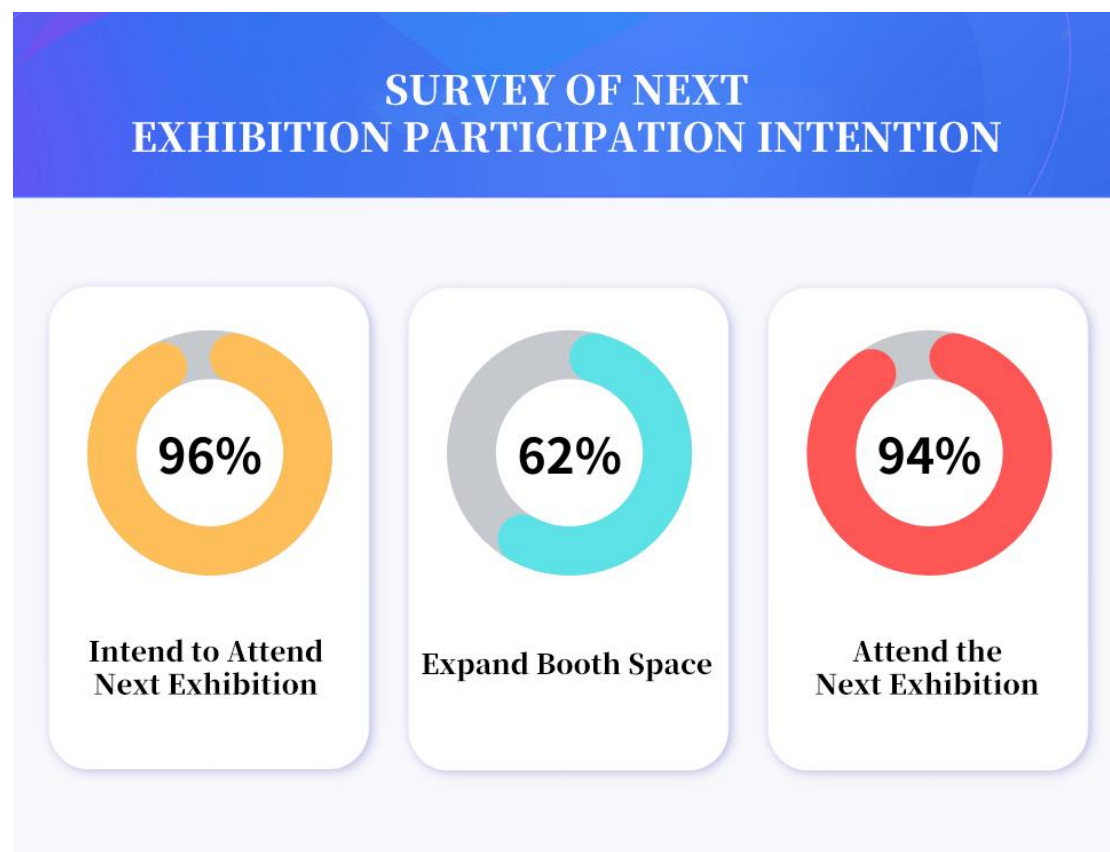
Hot Topics: This time, the product categories that have attracted the most attention from audiences are wooden doors, sliding doors, whole-house customization, metal doors, and system windows and doors. There has also been a significant increase in interest in categories such as woodworking machinery, door hardware and locks, and complementary materials and accessories compared to previous sessions.



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Looking Ahead to 2025



The 2025 China (Zhengzhou) International Window, Door & Whole-Home Expo will be held from February 15 to 17, 2025, at the Zhengzhou CBD International Convention and Exhibition Center (entire venue, all floors). We look forward to seeing you all again then!



Contact the Organizing Committee

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