

2025

China (Zhengzhou)

International Window, Door &
Whole-Home Expo

Official Post Show Report

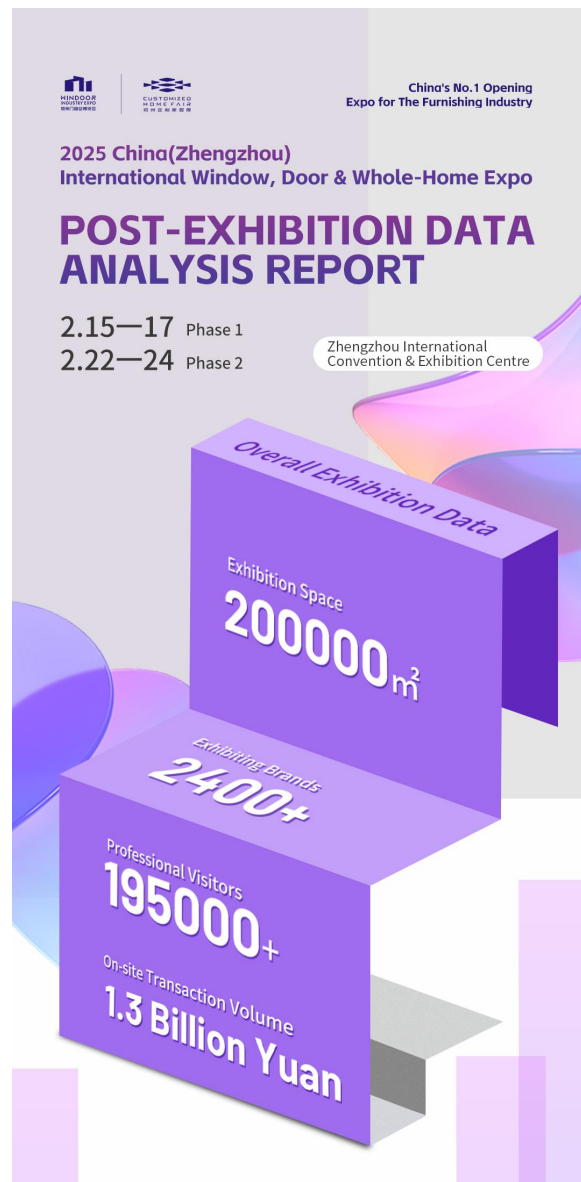
Exhibition Overview

From February 15–17 and February 22–24, the 2025 China (Zhengzhou) International Window, Door & Whole-Home Expo (CIDE) was successfully held in two sessions at the Zhengzhou International Convention and Exhibition Centre.

The expo successfully built a high-quality trade platform integrating new product launches, business negotiations, channel expansion, and resource matching, marking a new chapter for the home furnishing industry in 2025.

Overall Statistics

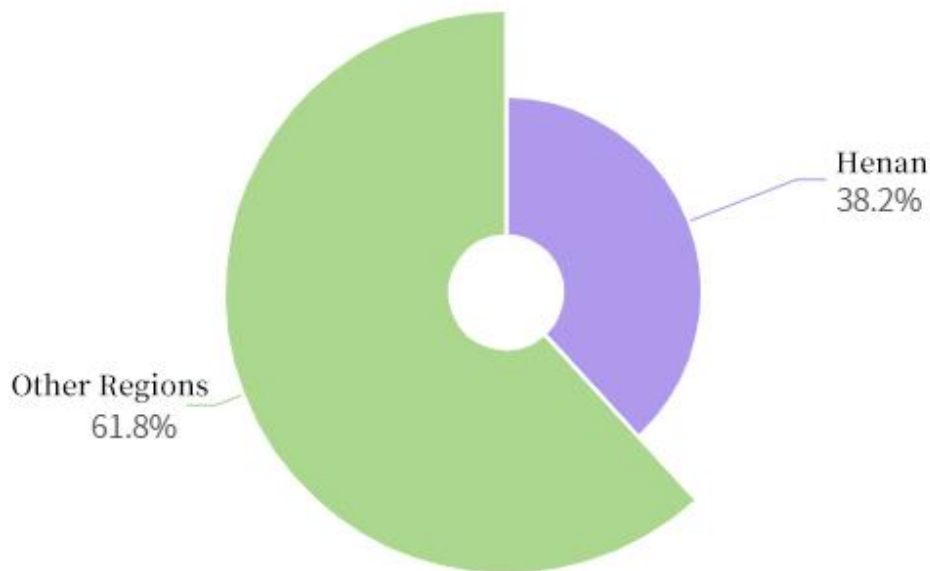
- **Exhibition Space: 200,000 m²**
- **Exhibitors: 2400**
- **New Product Launches: 150,000+**
- **Visitor Attendance: 195,000+**
- **Concurrent Events: 10+**
- **Business Outcomes: RMB 1.3 billion**



Exhibitor Geographic Distribution

In this year's edition, exhibitors from outside Henan Province accounted for 61.8%, while local Henan exhibitors made up 38.2%. This data clearly demonstrates that the Zhengzhou expo has become a highly attractive

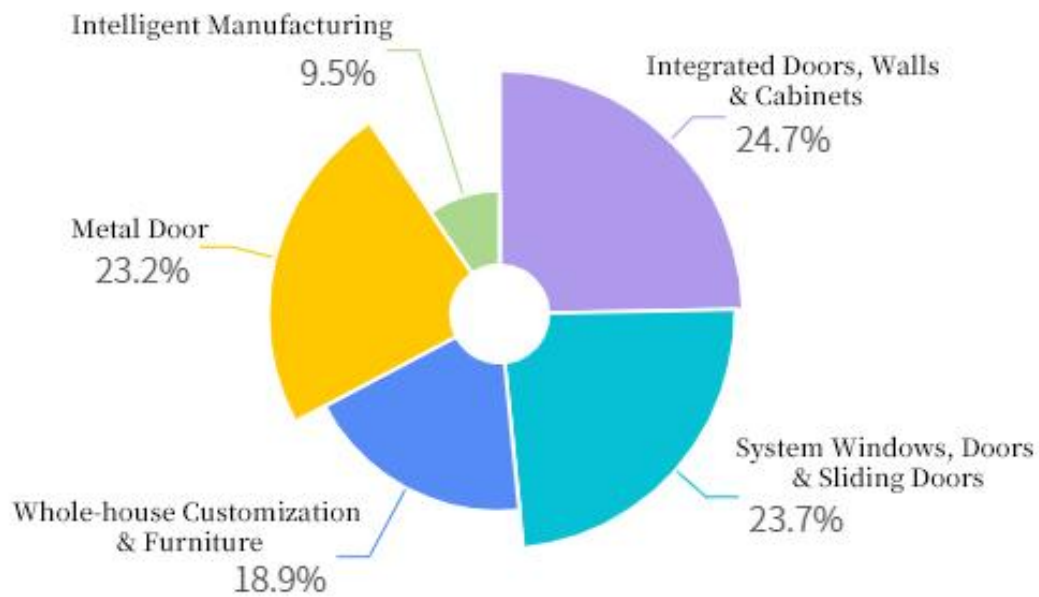
industry event, with a growing number of window, door and home furnishing enterprises holding it in high regard.



Exhibition Themes

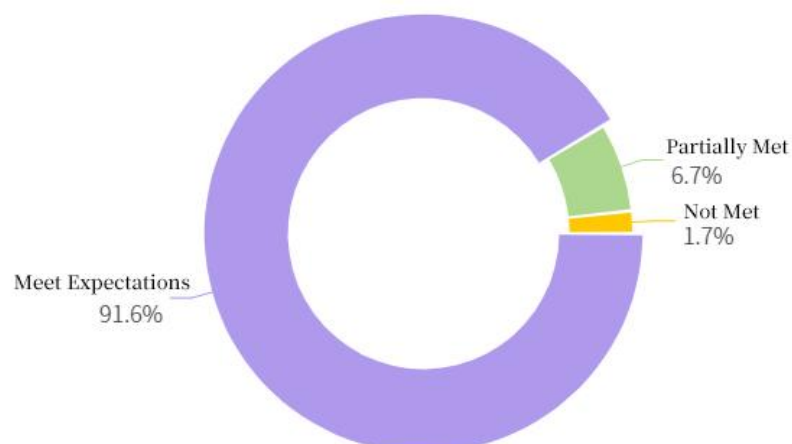
The 2025 China (Zhengzhou) International Window, Door & Whole-Home Expo (CIDE) featured exhibitors across five major pavilion categories: Integrated Door, Wall & Cabinet Systems; Window & Door Systems / Sliding Doors; Whole-Home Customization & Furniture; Metal Doors; and Smart Manufacturing. Among these, the Integrated Door, Wall & Cabinet Systems category took the lead with 24.7% of exhibitors, followed by Window & Door Systems / Sliding Doors at 23.7%,

Whole-Home Customization & Furniture at 18.9%, Metal Doors at 23.2%, and Smart Manufacturing at 9.5%.



Exhibition Effectiveness

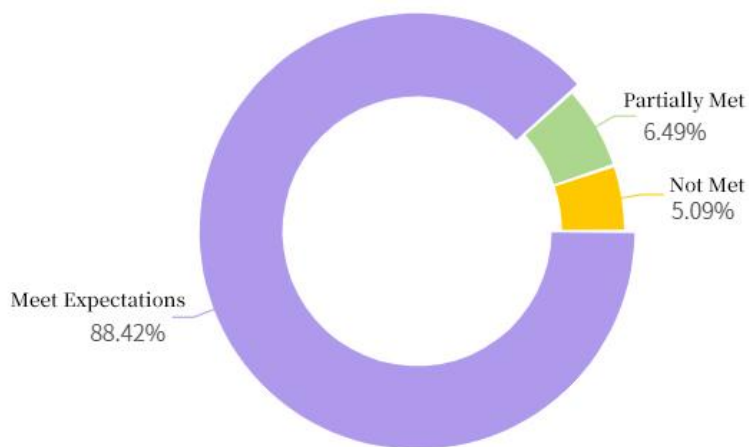
- Investment Attraction



● Promotional Impact



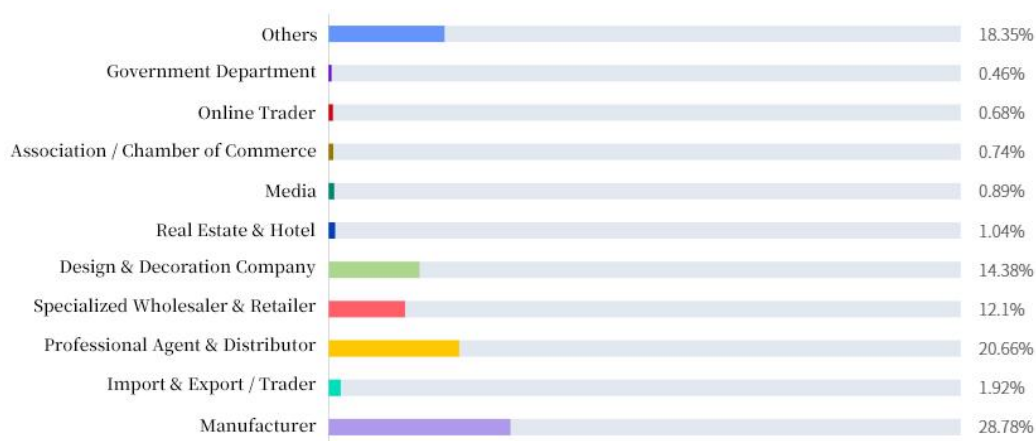
● On-site Transactions



Visitor Profile

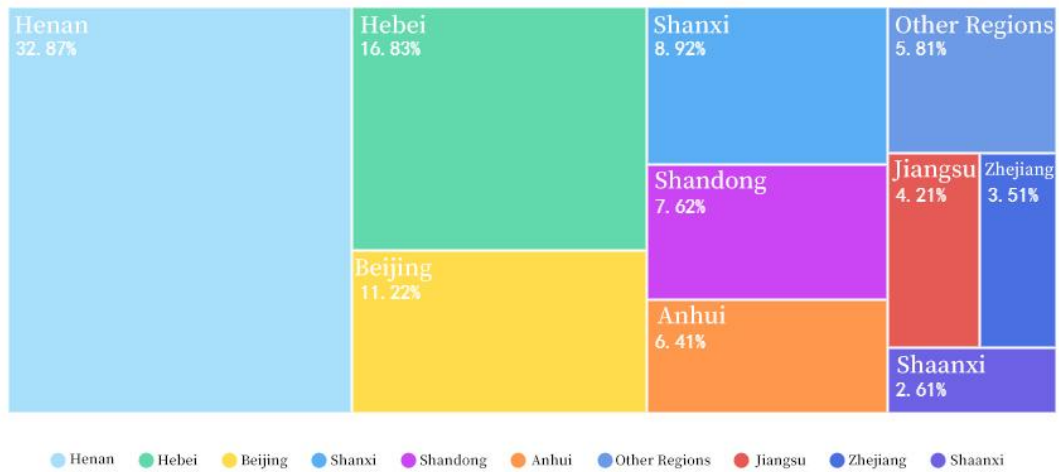
● Visitor Composition

Over the two sessions, the expo welcomed more than 195,000 professional trade visitors in total, covering a broad spectrum of upstream and downstream industry stakeholders, including distributors, agents, traders, manufacturers, home decoration companies, hotel/real estate developers, industry associations, media, designers, and other related professionals.



● Regional Distribution

Visitors came primarily from Henan, Hebei, Beijing, Shanxi, Shandong, Anhui, Jiangsu, Shaanxi, and Zhejiang provinces and municipalities, with a steadily growing number also from Guangdong, Inner Mongolia, Gansu, Xinjiang, Ningxia, Heilongjiang, Tianjin, Macao, Hong Kong, and Taiwan. This clearly shows that the Zhengzhou expo, with its strong appeal and cross-regional reach, is gaining nationwide attention and recognition.



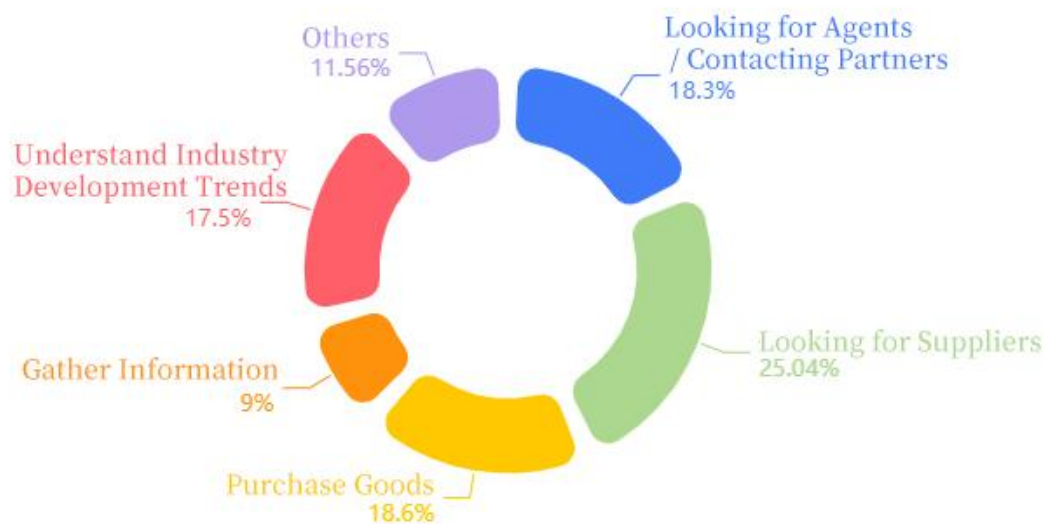
● Key Areas of interest

The product categories that drew the most visitor interest this year remained wooden doors, sliding doors, whole-home customization, metal doors, and others. In future editions, the organiser will continue to tap into popular themes, optimise pavilion layouts, and better meet the ever-growing needs of trade visitors.



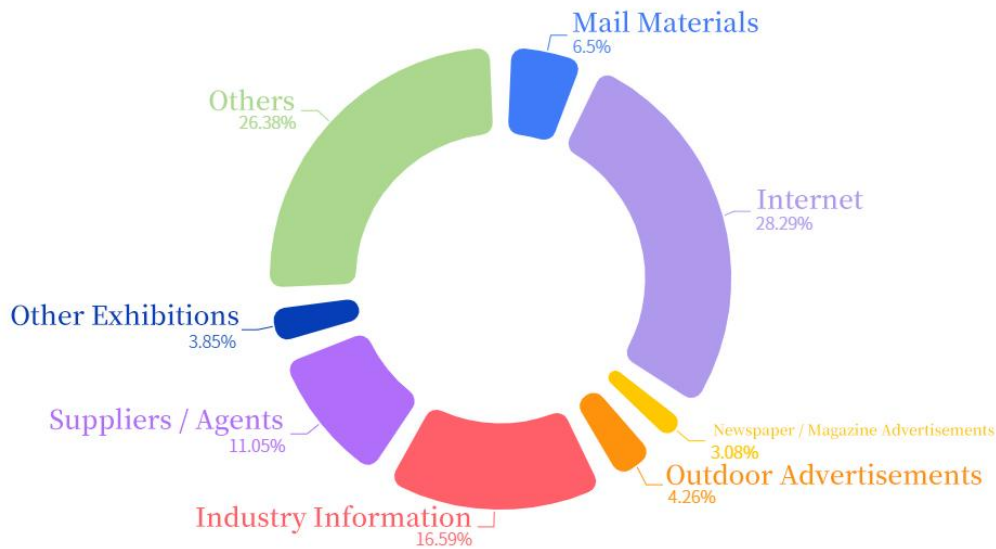
● Visitors' Purposes

Most attendees came to the expo primarily to find suppliers, seek agency or partnership opportunities, and purchase products. A considerable number also visited to gather industry information, stay abreast of the latest trends, and actively exchange ideas with fellow home-furnishing professionals.



● How Visitors Learned About the Expo

For this edition, the main channels through which professional visitors learned about the expo were the internet, suppliers, agents, and industry information. This trend will encourage the organiser to further strengthen its online promotional matrix, develop targeted industry marketing models, and attract even more target visitors to the show.



Concurrent Industry Forums

Concurrently with the expo, nearly 10 high-level forum events were brilliantly staged, including the 2025 China (Central) Window & Door Industry Development Forum and Quality·Service Dual Commitment Brand Tour, the 2025 Door-Wall-Cabinet New Ecosystem Development Summit, the 2025 Integrated Whole-Home Furnishing High-level Development Forum, the 2025 Customized Home Innovation Technology and Application Sharing Session, the 2025 High-end Customized Home Design Exclusive Sharing, and the China Metal Door Industry 2025 Spring Forum.

These events fully leveraged the synergy of the expo, bringing together numerous industry leaders to help attendees gain early insights into

industry trends and drive high-quality development in the home furnishing sector.



Intent Survey for Next Exhibition



Continue to Participate
in the Next Exhibition



Expand Booth Area



Visit the Next Exhibition



From March 6–8, 2026, the 2026 China (Zhengzhou) International Window, Door & Whole-Home Expo (CIDE) will make a splendid debut at the Zhengzhou International Convention and Exhibition Centre. We sincerely invite friends from all over to join us and witness the vigorous growth of the home furnishing industry. We look forward to meeting you again!

Contact the Organizing Committee

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