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聚焦设计，引领趋势

EuroShop  Trade Fairs



Shanghai International Trade Fair for  
In-store Design & Solutions

上海国际店铺设计与解决方案展览会

2023.11.29-12.01

上海新国际博览中心

Shanghai New International Expo Center

[www.c-in-store.com](http://www.c-in-store.com)

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**7,500m<sup>2</sup>**  
Exhibition Space  
展览面积



**13,934**  
Visitors  
观众



**46**  
Speakers  
演讲嘉宾



**103**  
Exhibitors  
参展商



**100+**  
Media  
媒体

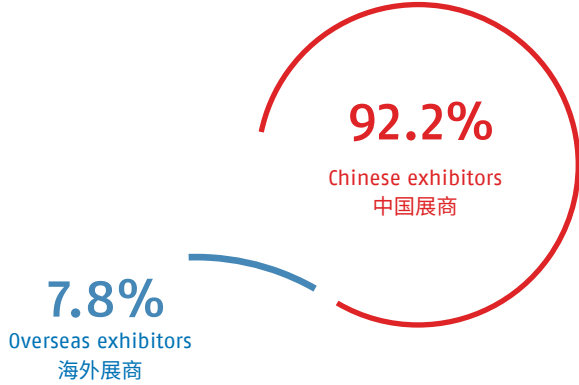


**1,240**  
Participants  
听众




# Exhibitor Analysis 展商分析

## Exhibitors by Origin 展商来源细分



## Main Overseas Exhibitors (Countries/Regions) 主要海外展商来源(国家/地区)

Germany, United States, United Kingdom, Belgium, Netherlands, South Korea, Singapore

德国、美国、英国、比利时、荷兰、韩国、新加坡

## Exhibitors by Industry 展商行业分类



## Exhibitor Voice 展商声音

China in-store 2023 was extremely successful. The visitor traffic at the show far exceeded my expectations, and the visitors came with various purchasing needs and clear objectives. Very high quality of visitors I would say.

China in-store 2023非常成功，现场的人流远超我的预期，并且观众们都带着不同的采购需求，有着比较强烈的目标性，可以说质量非常的高。

Steve Jing, General Manager of Max Brilliant  
景云龙 耀丰（上海）道具制作有限公司总经理

I think the transformation of the exhibition from C-star to China in-store has been very successful. The selection and invitation of the visitors were also well executed. At this year's exhibition, a large number of visitors came from professional and relevant fields.

我觉得展会从C-star到China in-store的转型非常成功，同时在观众的选择和邀请上也做的非常好，在今年的展会上，大量的观众群体都是来自专业对口的领域。

Zenith Zeng, General Manager of Vianolux  
曾德中 广东顺德唯亚司照明科技有限公司总经理

We chose to participate in China in-store this year because it is a vital exhibition in the retail design industry and one of EuroShop's global series of exhibitions. Through this, we aim to gain more brand visibility and strive to win some visual creative awards. As one of the exhibitions held during the post-pandemic recovery period, the visitors at this year's China in-store exceeded our expectations.

我们今年选择参加China in-store是因为这是零售设计行业中一个十分重要的展会，同时也是EuroShop的在全球系列展之一。作为疫情后复苏的展会之一，本届China in-store的观众超出我们的预期，希望展会来年扩大规模时也可以将分布做的更加细化一些。

Weini Wong, General Manager of OUTFORM APAC  
翁维旋 奥特方科技亚太区总经理

## Purpose for Exhibiting 参展目的

To learn, exchange and socialize 学习交流, 拓展人脉	90%
To acquire latest market trends/product information 了解最新的市场/产品信息	89%
To present new products/technologies 展示新产品/新技术	87%
To achieve sales target at the fair 在展会上完成销售活动	87%
To initiate new business relation in Asian/Chinese market 开拓新的亚洲/中国市场	86%
To consolidate existing business contacts 加强现在的商业联系	86%
To seek for sales agents or distributors 寻找代理商/分销商	85%
To enhance image & brand of the company 展示、公关和维护公司形象	85%
To compare with competitors 对比竞争对手	80%
To recruit new staffs 招聘新员工	73%



### Satisfaction of Visitors 观众质量满意度

90% of the exhibitors were satisfied/very satisfied with the qualifications of the visitors  
对展会的观众质量感到满意及非常满意



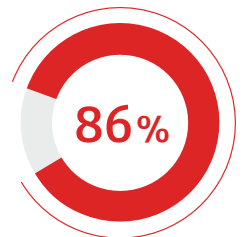
### Will Recommend China in-store to Other Companies 推荐其他公司参展

88% of the exhibitors will recommend China in-store to other companies  
会向其他公司推荐 China in-store



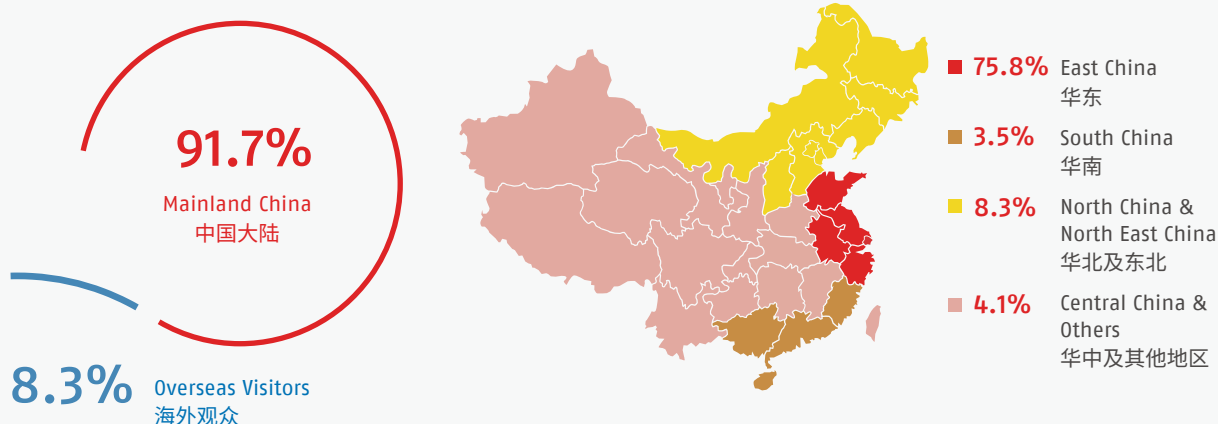
### Overall Satisfaction of Exhibitors 参展商的总体满意度

86% of the exhibitors were satisfied/very satisfied with the show performance  
对展会的总体效果表示满意及非常满意



# Visitor Analysis 观众分析

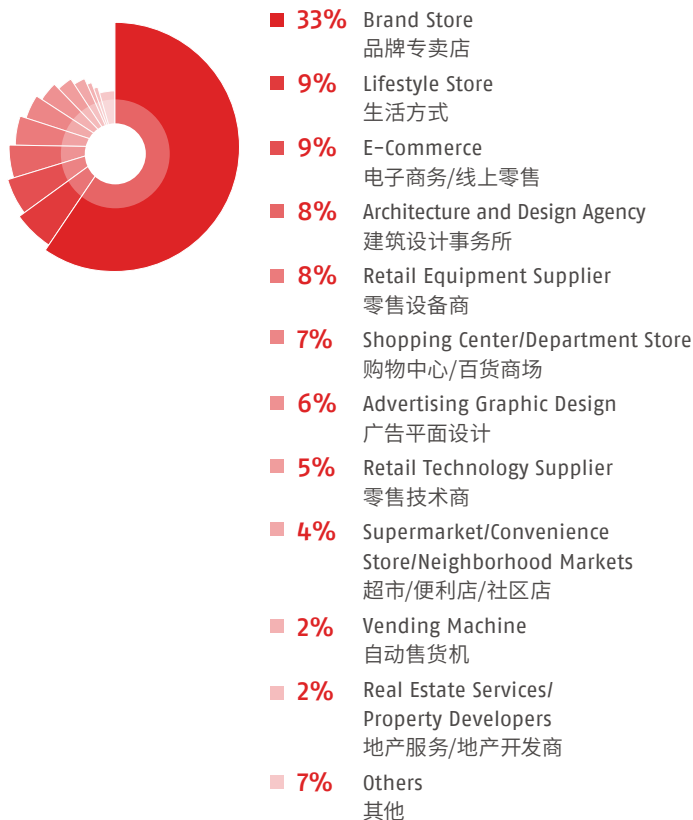
## Visitors by Origin 观众来源细分



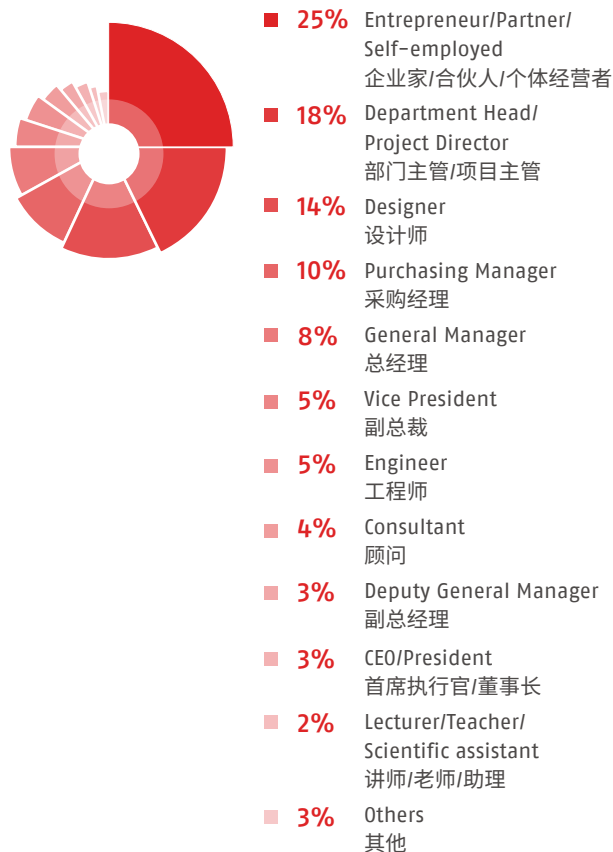
Countries Represented: 38 countries and regions including Germany, United States, United Kingdom, Russia, Canada, Dubai (UAE), Japan, South Korea, India, Malaysia

其他国家/地区：德国、美国、英国、俄罗斯、加拿大、迪拜、日本、韩国、印度、马来西亚等38个国家及地区

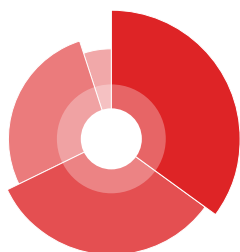
## Industrial Sector 观众来自领域分析



## Area of Responsibility 观众职能分布



## Visitor Decision-Making Analysis 观众决策力分析



- 35% Participate in Decision-Making 参与决策
- 33% Provide Assessment Information or Recommendations to Decision-Makers 为决策者提供评估信息或推荐
- 27% Final Decision-Makers 最终决策者
- 5% Not Involved in Decision-Making 不在决策范围



96%

will continue to visit China in-store 2024  
会继续参观 China in-store 2024



93%

are satisfied or very satisfied with the event  
对展会满意或非常满意

## Main Areas of Interest 感兴趣的产品类别

56%	Store Architecture and Store Design 店铺结构与店面设计
43%	Retail Marketing 零售营销
32%	Design and Project Management 设计与装修项目管理
29%	Shop Fitting and Display Equipment 店铺展示及陈列设备
26%	General Planning and Service 总体规划与服务
18%	Retail Technology 零售技术
16%	Lighting 照明
15%	Shop Furnishings 店铺设备



## Overview of Top Brands Visiting China in-Store 2023 莅临 China in-Store 2023 重点零售品牌一览

华为 Huawei · 荣耀 HONOR · 小米 Xiaomi · Oppo · 富士康 Foxconn · TCL · 施耐德 Schneider · 沃尔沃 Volvo APAC · 上汽集团 SAIC · 蔚来 NIO Automobile · 欧宝 OPEL · 飞凡汽车 RISING AUTO · 百盛集团 PARKSON GROUP · 瑞安新天地 Ruian Xintiandi · 龙湖集团 Longhu Commercial · 万科 Vanke Real Estate · 华润万象生活 CR MIXC LIFESTYLE · 中海地产 China Overseas property · 咪咕文化 Migu Culture · 地中海邮轮 MSC Cruises · 迪士尼 Disney · 晨光 Morning Glory · 九木杂物社 M&G SHOP · 欧铂酒店 Opalus S&Z Hotel · 上海机遇星球 ipmall · BOM嘻番里 · Prada · Hermès · 斯沃琪集团 Swatch · adidas · Nike · Columbia · The North Face · Vans · 斯凯奇 Skechers · Puma · New Balance · 蕉下 Beneunder · H&M · Lee · 李宁 LI-NING · 鸿星尔克 Erke · MUJI · 优衣库 Uniqlo · 美特斯邦威 Metersbonwe · ME&CITY · 百丽 BELLE · 美津浓 Mayqueen · 安踏 Anta · CALVIN KLEIN · 斐乐 Fila · 欧时力 Ochirly · Nigel · 伦博 LINDBERG · 朗姿 LANCY · 爱慕 aimer · 全棉时代 Purcotton · didimax · Melon Fashion Group · 洛克兄弟 ROCKBROS · 斐洛尔 FOREO · 金伯利 Kimberlite Diamond · PVH集团 · 多特瑞 Doterra · MANGO · 丽婴房 Les enphants · 亚瑟士 ASICS · 安利 Amway · 波司登 Bosideng · keep · 报喜鸟 SaintAngelo · 曼加龙 MANGANO · 杉杉服饰 FIRS · 卡洛特 Kaluote Glasses · 雅诗兰黛 Estée Lauder · 欧莱雅 L'oreal · 娇韵诗 Clarins · 林清轩 Forest Cabin · KKV · KOSE · 宝洁 P&G · 强生 Johnson&Johnson · 屈臣氏 Watsons · 日上免税 Sunrise Duty Free · 莎莎 SaSa · 上美股份 CHICMAX · 丝涟 · 上海美术馆 Shanghai Art Museum · 上海航天局 Aerospace Shanghai · 上海邮政集团 China Post Group · 上海影视乐园 Shanghai Film Park · 瑞幸咖啡 Luckin coffee · M-stand咖啡 · 噢麦力 OATLY · 喜茶 HEYTEA · 可口可乐 Coca-Cola · 宝珠奶酪 Baozhu Cheese · 50岚 50LAN · 乐乐茶 LELECHA · KOI · NOWWA 挪瓦咖啡 · 宜家 IKEA · 迪卡侬 Decathlon · 苏宁 Suning · 盒马 Hema · 京东 JD · 阿里巴巴 Alibaba · 好特卖 Hotmax · 来伊份 LYFEN ORANGE · 光明 BRIGHT DAIRY · 可爱多 Cornetto · 万希尔酒业 Vinhill · 老板 ROBAM · 西贝 XIBEI RESTAURANT · 九牧 Jomoo · 每日黑巧 CHOCDAY · DQ · 汉堡王 Burger King · 泡泡玛特 Popmart · 苏泊尔 Supor · 高鑫零售 Sunart Retail · 奥乐齐 ALDI · 全家 Family · T&T Supermarket · 玩具反斗城 Toy R Us (China) · 海马体 Hippocampus Photo Studio · 冈村 Okamura · 贝壳找房 Beike · 链家 HomeLink · 莫林食品 MONIN · 天真蓝 NAIVE BLUE · 旺旺 WantWant





## Visitor Voice 观众声音

It's great to have an exhibition like China in-store because it connects the entire upstream and downstream industry chain within the industry. It unites exhibitors including suppliers, brands, and technology providers, allowing us to see many new ideas and resources here. Additionally, some of the topics shared in the designer forum were very innovative and beneficial for me.

我认为能有China in-store这样的展会是非常好的，因为它将整个行业内的上下游产业链串联起来，融合了供应商、品牌方、技术之类的展商，可以在这里看到许多新的创意和资源。同时展商中有一站式打包服务也让我印象深刻，这样既可以只对接一个总包解决各方面的问题，最重要的还是能在控制成本上有极大优势。现场的同期活动中有个叫做X书店的分享，它在有限的空间内做了大胆的设计，不仅极大扩展了展示面积，还满足了可持续性发展的需求，让我受益良多。

Mr. Fu from Estée Lauder  
傅先生 雅诗兰黛

I find the design aesthetics of this exhibition very strong, and the presentation of the booths extremely innovative. From a designer's perspective, today I witnessed every designer reinterpreting various materials using their design philosophy and concepts, which showed me greater possibilities of creativity.

我觉得这个展会的设计感很强，展台的呈现形式都十分新颖。从设计师的角度而言，我今天看到了每一个设计师用自己的设计理念，用自己的哲学去重新演绎不同的材料，这让我看到了更多创意的可能性。

Ms. Baoer Wang, Designer of Studio Profile  
王女士 Studio Profile室内设计师

The exhibition brought together many high-quality domestic design service providers. The curated area showcased brands who used paper materials, modular and editable produces, reflecting an increasingly lightweight and sustainable design trend. Future retail stores will focus more on connecting with people through the spatial environment setup. Next year, we plan to expand and upgrade around 350 stores. Look forward to seeing China in-store getting better and more exciting as it progresses!

展会集结了不少国内优质设计服务商，策展区中一些品牌的纸质材料运用，还有一些模块化、可编辑的产品等等让我们看到了越来越轻量化和可持续的设计趋势。未来的零售门店会更注重通过环境的搭建来完成与人的链接，明年我们也计划扩店与升级店铺共计350家左右。期待China in-store越办越好，越办越有看头！

Ms. Wang Fangyuan, Hangzhou Himo Group Co., Ltd.  
汪女士 杭州海马体摄影有限公司



## Special Areas 特色专区



Designer Village  
设计师专区

China in-store 2023 featured a special Designer Village, showcasing overall visual merchandising and storefront design solutions created by leading designers, aiming to optimize the customer's shopping experience through unique booth designs and iconic store design cases.

China in-store特设设计师专区，以独特的展台设计、丰富的店铺设计案列，展示设计师为优化顾客购物体验而打造的视觉营销与店面设计整体解决方案。



## Themed Exhibition 主题策展

**RESTRICTION & PROBABILITY:  
INSPIRATION AND CLUES FOR LIGHTWEIGHT  
CONSTRUCTION OF RETAIL SPACE**  
**「限制与可能」  
商业空间轻量化建造的灵感与线索主题展**

As the concepts of green and sustainable practices take root in the retail industry, the lightweight design and decoration of commercial spaces have become one of the many styles pursued by brands. China in-store, in collaboration with Hi Design, co-created a themed exhibition and forum called "RESTRICTION & PROBABILITY: INSPIRATION AND CLUES FOR LIGHTWEIGHT CONSTRUCTION OF RETAIL SPACE" at this event. Over 20 well-known design firms participated, displaying the application of the "lightweight" concept in commercial space design and further exploring innovative ideas in store design and decoration.

随着绿色及环保理念在零售行业的生根发芽，商业空间“轻量化”设计与装修已成为众多品牌所追随的店铺风格之一。China in-store联合Hi设计，在此次展会上共同打造了名为“限制与可能——商业空间轻量化建造的灵感与线索”的主题展及论坛活动。20多家知名设计机构共同参与，展示了“轻量化”这一概念在商业空间设计中的应用，进一步开拓店铺设计装修的创新理念。





# Forum & Awards 同期论坛及奖项



## Retail Stage



## Retail Stage 零售论坛

Retail Stage, with a variety of formats and themes, invited credible academic experts, shopping center executives, and outstanding retail brands, to discuss retail industry development trends and explore the core value of retail, with professional buyers on site.

以多种形式和多个主题为特点，邀请众多零售业的权威学术专家、购物中心运营高管以及优秀零售品牌商等行业大咖，与现场的专业买家共同探讨零售行业的发展趋势，寻找零售的核心价值。

## Design Forum 设计师论坛

Excellent store design brings endless vitality to stores. Design Forum invited several well-known experts and industry leaders focused on store design to share outstanding case studies with retail professionals.

优秀的门店设计能够为店铺带来源源不断的生命力。展会期间邀请了多位专注于店铺设计的知名专家和行业大咖做客设计师论坛（Design Forum），与现场的零售人士分享优秀案例。



## Design Forum



## ERDA China



## EuroShop RetailDesign Awards China EuroShop中国零售设计奖

The EuroShop RetailDesign Awards China, held concurrently with the exhibition, has always attracted wide attention from industry professionals. This year, it received nearly a hundred outstanding entries. After several rounds of shortlisting, three works stood out from 30 nominated works and won unanimous favor from the jury.

展会同期举行的EuroShop中国零售设计奖（ERDA China）一直受到业内人士的广受关注，今年更是收到了近百幅优秀的参赛作品。经过层层筛选，最终有3个作品从30个提名作品中脱颖而出，赢得评审团的一致青睐。

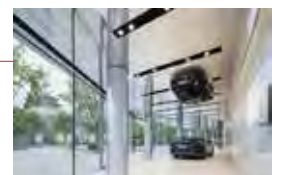
2023 Winners are  
2023 获奖作品



To Summer Beijing Flagship Store  
观夏北京国子监旗舰店  
Designer: F.O.G. Architecture  
设计机构: F.O.G. 建筑事务所



HOLLILAND TRAVEL Flagship Store  
Holliland Travel 旗舰店  
Designer: SLT Design  
设计机构: SLT设计咨询



Jinan NIO House  
济南蔚来中心  
Designer: Lukstudio  
设计机构: Lukstudio 芝作室



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2024.06.06 – 08  
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印度, 孟买



2024.09.03 – 05  
Shanghai, China  
中国, 上海

EuroCIS

2025.02.18 – 20  
Düsseldorf, Germany  
德国, 杜塞尔多夫



2026.02.22 – 26  
Düsseldorf, Germany  
德国, 杜塞尔多夫

# SEE Ü HERE! 遇见更好的2024!

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国内销售

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