

news +++ Intertextile Shanghai Home Textiles – Spring Edition
National Exhibition and Convention Center (Shanghai), China, 11 – 13 March 2025

intertextile
SHANGHAI home textiles

Comfort meets eco-consciousness and innovation: Intertextile Shanghai Home Textiles – Spring Edition concludes amid strong demand

Shanghai, 20 March 2025. Fuelled by robust demand, the fair wrapped up successfully on 13 March at the National Exhibition and Convention Center (Shanghai). Over 370 exhibitors engaged with more than 25,000 visitors from 85 countries and regions, with total visitor numbers up by 8%, and the number of international visitors more than double that of the previous Spring Edition. As consumer preferences continue to evolve, buyers increasingly sought home products that harmoniously blend style, comfort and sustainability. This trend was evident throughout Hall 5.2, highlighted by the extensive mix of exhibitors and the accompanying fringe programme focused on eco-innovation and smart sleep, reinforcing the fair as an important business platform for the advancing industry.



Over 25,000 visitors attended the show – an overall 8% increase compared to the previous Spring Edition (Photo: Messe Frankfurt)

Speaking on the final day, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “The visitor flow throughout the hall clearly demonstrated the strong demand and recovery within the Chinese home textile market, with many exhibitors reporting high-quality leads. Notably, there was a significant increase in overseas visitors, highlighting the event's growing international appeal. We observed various trends, but prominent themes were sustainability and smart bedding solutions, as more exhibitors are increasingly incorporating technology and eco-friendly practices into their materials and production processes. Overall, the comprehensive selection of products catered to the varied interests of buyers across the industry.”

Eco-consciousness has evolved from being just a nice-to-have to becoming an essential aspect in the home textiles market. In the bedding sector, this has led to a growing emphasis on organic, reusable, and recyclable materials that are free from hazardous chemicals. Throughout the three-day fair, the fairground was abuzz with products that offered both comfort and environmental responsibility.

From smart bedding, featuring temperature regulation and antibacterial technologies, to sustainable home textiles using biodegradable and organic materials, exhibitors showcased a diverse collection of solutions designed to elevate the modern home. Particularly notable was CoolisT Life Technology Co Ltd, which displayed bio-based biodegradable sponges, including Zero Foam and Hydrophilic Foam. Renowned buying brands, including Sainsbury's, Americana International, Li & Fung, and many more, proactively pursued technological innovations, sustainable solutions, and high-end products to better meet the demands of consumers.

The fringe programme also played a key role in driving industry dialogue around eco-consciousness and innovation. The Green and Low Carbon Forum explored sustainable textiles for bedrooms and homes, while the Sleeping Aid Summit 2025 discussed the integration of smart home technologies into bedding. Another event in the spotlight was Timeless and Transformative Colour: Celebrating the Rich Diversity of Modern Living for 2026, held by the Pantone Color Institute. At this event, participants discovered the vibrant colour palettes for home interiors that are expected to be popular trends in 2026.

Exhibitors' feedback

“We're showcasing our new collections and designs. There's a huge potential here – it's a big market that still lacks diverse designs, which presents a great opportunity for us. I come back every year not just to meet new clients, but to nurture existing relationships; they often reach out and want to continue buying from us. The first day was incredibly busy, but it's been rewarding. I've noticed trends like burgundy dreams style in the market, and we're committed to innovating and staying ahead.”

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

“Participating in this show is not just about building up our brand; it's also about forging stronger connections with our customers. This fair really does hold sway in the industry, with almost all home textile clients making an appearance. The textile

industry has hit a bit of a rough patch in recent years, which is why innovation is key. At the fair, our high-quality products have been popular with customers, despite their relatively higher price range. Some clients have been quick to place orders, and the feedback in these past few days has been positive.”

Ms Sapphire Li, General Manager, Zhejiang Eider Warmth New Material Co Ltd, China

“We are promoting four Thinsulate™ models for home textiles, along with various functional options like anti-allergy and antibacterial products. This show is well-regarded, attracting both domestic and international customers. Foreign brands are increasingly interested in eco-friendly features, a trend that local customers are also adopting. Thus, we prioritise environmental protection, innovation, and functionality in our product development. This show is an effective platform for market insights and fosters face-to-face communication with clients.”

Ms Chu Yajun, Sales Manager, Shanghai Ruiping Trading Co Ltd, Global Authorised Dealers of 3M™ Thinsulate™, USA

“Participating has deepened my understanding of market trends and consumer preferences, which is beneficial for our sales. The home textiles market has great potential, with increasing demand for sustainable and innovative products. Consumers are prioritising high-quality sleep and are more conscious of environmental protection, prompting us to develop functional products like sleep aids and antibacterial solutions. This year, more international customers visited our booth than before.”

Ms Huang Chunjie, Deputy General Manager of Sales, Yantai North Home Textile Co Ltd, China

“We attend this show every year, showcasing knitted fabrics, cool fabrics, and polyamide (PA) fabrics. Our cool fabrics feature bright colours and rich patterns, thanks to our digital printing and green dyeing processes. Customer interest remains high at our booth, although competition in home textiles is increasing, prompting companies to focus on product innovation in processes, materials, and sustainability. Environmental protection is a national priority, and we actively incorporate sustainability into our production to meet consumer demand.”

Mr Yu Min, General Manager of Domestic Sales, Jiangyin Hongliu Bedsheet Co Ltd, China

Buyers' experiences

“As the UK's second-largest retailer, this fair is crucial for us to source fabrics and gather inspiration. Innovative products like smart pillows with melatonin highlight industry trends, while many brands focus on sustainability, aligning with our environmental strategy. Chinese suppliers are known for their technological reliability, making this fair a bridge between local and global resources. I've noticed increased international participation, especially from India, Japan, and Korea, which enhances

our options.”

Mr Brian Zhu, Senior Product Developer, Sainsbury’s Argos Asia Ltd, UK

“I come from Hungary and have been attending these fairs for years, often multiple times each year. We are seeking home textiles such as knitted covers, and the Chinese market is becoming increasingly vibrant and competitive. Every year it improves, providing us with valuable opportunities. We operate major furniture and mattress shops in Europe, and this fair is crucial for our sourcing and networking efforts. It’s beneficial that Yarn Expo is also here, as it complements our search for quality materials.”

Mr Gerzsenyi Zoltan, Managing Director, Revotica, Hungary

“Specialising in home textiles like bedding sets and cushions, we’re seeking exhibitors who prioritise patterns and functionality, especially fashionable prints. Current trends focus on stylish design, environmental protection, and comfort. We’ve identified some target exhibitors and will inquire about their new products. The fringe events are beneficial for keeping us updated on popular market trends. I’ve noticed the Chinese market aligning more with international standards, and this show features a diverse range of both local and foreign exhibitors.”

Ms Shirley Xu, Merchandise Manager, Americana International (Shanghai) Ltd, USA

Fringe speakers’ insights

“Our decision to participate in this seminar stems from our long-standing involvement with Intertextile – we’ve been attending for many years because it serves as a vital platform in the home textiles and fashion industries. This year, we had the opportunity to present trends specifically for home textiles, which is particularly exciting as we’ve been forecasting colours for the home furnishings market for over two decades. Conducting seminars like this allows us to share our colour intelligence, helping manufacturers understand which colours consumers desire.”

Ms Laurie Pressman, Vice President, Pantone Color Institute, USA

“We’re gathering sleep health experts to share insights and challenge conventional thinking at the Sleeping Aid Summit. The participation of major domestic platforms and leading brands will provide diverse perspectives, helping attendees broaden their horizons. This forum is essential for both exhibitors and buyers, as it addresses market trends, product innovation, and growth strategies. If we continue to hold such events, we can drive the industry forward by emphasising innovation and upgrading sleep solutions.”

Mr Kevin Liu, Think Tank Expert, China Home Textile Association / China Sleep Research Society, China

Intertextile Shanghai Home Textiles – Spring Edition 2025 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 was 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 this fair, please visit: www.intertextilehome.com.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

20 – 22 August 2025, Shanghai

Press information and photographic material:

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

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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 2024