

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

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles – Spring Edition to transform home comfort with smart bedding technologies

Shanghai, 11 February 2025. Recent shifts in consumer attitudes in China show a willingness to invest more in quality and a growing emphasis on product functionality. This has been well noted by forward-thinking companies across the home textile supply chain. In addition to the latest related offerings in upholstery, towels, carpets, rugs, curtains and many more, smart bedding is set to emerge as a key trend at the upcoming Intertextile Shanghai Home Textiles – Spring Edition. From 11 to 13 March 2025 at the National Exhibition and Convention Center, visitors can explore these trends and discover the latest innovations, alongside specialised pavilions and a diverse fringe programme centred on sustainability, and smart bedding aiding sleep quality.



Highlighted exhibitor presenting functional pillow collections crafted from organic materials (photo: Messe Frankfurt)

Driven by global population growth, rising disposable incomes, and evolving lifestyles, the smart bedding market, encompassing products such as smart mattresses and sleep tracking technology, is projected for substantial growth. The global market for smart mattresses is expected to reach USD 3.3 billion by 2030, growing at a CAGR of 10.1%¹, with innovative bedding also increasingly sought after at Intertextile Shanghai Home Textiles.

Exhibiting at the 2024 Spring Edition, Ms Julie Zhu, Vice General Manager of DongLong Home Textile Co Ltd, noted: “Domestic consumers are increasingly seeking specific features, such as tactile experience, scent sensitivity, and seasonal bedding functionality.” To meet this demand, this year’s show will prominently feature smart bedding solutions – with features such as moisture control, temperature regulation, antimicrobial properties, and sound absorption – through a variety of exhibits and fringe events, emphasising their role in enhancing sleep quality and overall consumer experience.

Comprehensive sourcing experience awaits buyers

Notable suppliers are set to gather to showcase diversified products that meet modern market requirements. Highlighted exhibitors include:

- Bedding: 3M China Limited, Coolist Life Technology Co Ltd, Jihua 3542 Textile Co Ltd, Yantai North Home Textile Co Ltd
- Down: Shanghai Donglong Home Textile Products Co Ltd, Liuqiao Group Co Ltd
- Mattress: Fujian Generous Sleeping Technology Co Ltd, Hui Zhou Wah Shing Company Ltd
- Towelling: Nantong No.3 Towel Factory Co Ltd, Sunvim Group Co Ltd
- Others: Tela’s Design Lda (Textile design), Shinwon Felt Co Ltd (wall)

With a strong domestic contingent, the show will welcome eight major Chinese home textile pavilions, representing various sectors within the industry. These pavilions include the Nantong and Huzhou Pavilions showcasing bedding fabrics and textile design; Qingdao Pavilion and Zhejiang Quilting Craft Association, specialising in bedding and pet products; Zhejiang Down Association Pavilion, focusing on down comforter products; Gaoyang Pavilion, presenting towelling and home products; Wool Spinning Association, showcasing coral fleece, flannels and other blankets; and Zhenze Pavilion, exhibiting silk bedding.

Fringe programme highlighting innovations in bedding and other home textiles

In addition to a robust lineup of exhibitors, Intertextile Shanghai Home Textiles will host various fringe events to keep attendees informed about emerging developments,

¹ “Smart Mattress – Global Strategic Business Report”, January 2025, Research and Markets, <https://www.researchandmarkets.com/report/smart-mattress#src-pos-1>, (retrieved: January 2025)

trends, and key insights, including **Sleeping Aid Summit 2025** and **Green and Low Carbon Forum**. Other notable events at the show include the award presentations and launch ceremonies for 'Zhenze Silk Cup' and 'Zhang Jian Cup'.

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

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Home Textiles – Autumn Edition
20 – 22 August 2025, Shanghai

Press information and photographic material:

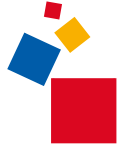
<https://intertextile-shanghai-hometextiles-spring.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

<https://www.facebook.com/intertextilehome>

<https://twitter.com/IntertextileH>

<https://www.linkedin.com/in/intertextilehome/>



Your contact:

Chiela Pun

Phone: +852 2230 9281

chiela.pun@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong

www.messefrankfurt.com.hk

Newsroom

TEXPERTISE
the textile business network
www.texpertise-network.com

13 Countries
50+ Trade fairs

Apparel Fabrics & Fashion | Interior & Contract Textiles | Technical Textiles & Textile Processing | Textile Care

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range

of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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).

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

*Preliminary figures 2024

