

news +++ Intertextile Shanghai Home Textiles – Autumn Edition
National Exhibition and Convention Center (Shanghai), 18 – 20 August 2026



Intertextile Shanghai Home Textiles returns in August as global sourcing hub and trend barometer for home textiles industry

Shanghai, 25 February 2026. Following the conclusion of Heimtextil last month, the flagship fair in Messe Frankfurt’s global home and contract textiles portfolio, Intertextile Shanghai Home Textiles – Autumn Edition will return 18 – 20 August 2026 at the National Exhibition and Convention Center (Shanghai). Building on the momentum generated in Frankfurt, the Shanghai fair will reinforce its position as the foremost home and contract textile platform in Asia – successfully bridging the gap between East and West, and connecting global product trends, supply-chain shifts, and buyer demand in one marketplace. Notably, the 2025 Autumn Edition welcomed over 35,000 trade buyers from 116 countries and regions, with a 55.6% international visitor increase, and featured nearly 900 exhibitors from 26 countries and regions.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, underscored Intertextile Shanghai Home Textiles’ rising international significance: “The international presence at the fair continues to grow, with overseas visitors increasing for three consecutive years. In addition, the 2025 edition welcomed new overseas exhibitors from countries like Bulgaria, Finland, Indonesia, Iran, Malaysia, the Netherlands, and Vietnam. The fair has become crucial for the industry – not only for building relationships, but also for gaining insights into innovative trends, showcasing products, and inspiring future product development that could shape market directions.”

Building on the fair’s importance as a hub for trend discovery, NellyRodi™ Agency will return for the 2026 Autumn Edition to elevate the Trend Forum through a more immersive, lifestyle driven, and interactive experience. A joint team of Chinese and overseas designers will set the core themes, including colour range and moodboards of curated fabrics, materials, and prints, plus exhibitor-linked products – strengthening the Forum as an engaging platform that sparks ideas and supports future product development.

Global home textile industry strengthens through value creation, sustainability, and smarter products

The global home textile market is projected to reach USD 220.2 billion by 2032, growing at a 6.8% CAGR (2025 – 2032)¹. Growth is being supported by lifestyle shifts, greater investment in home aesthetics, and faster innovation in materials, functionality, and sustainability features. Simultaneously, supply chains are adjusting – mirroring broader trade and manufacturing rebalancing. Chinese manufacturing continues to move up the value chain, strengthening design and R&D capabilities, while more price-sensitive

¹ ‘Home Textile Market – Global Industry Analysis and Forecast (2025–2032)’, March 2025, Stellar Market Research, <https://www.stellarmr.com/report/Home-Textile-Market/2180> (Retrieved: February 2026)

production is increasingly distributed across South Asia, Southeast Asia, and parts of Central and Latin America.

In this landscape, Intertextile Shanghai Home Textiles – Autumn Edition plays a central role in connecting global trends with concrete sourcing demand – on the one hand bringing together leading Chinese manufacturers and design-driven brands, and on the other hand gathering a strong line up of international exhibitors from Asia, Europe, the Middle East and beyond, enabling buyers from different markets and channels to complete their entire sourcing journey in one place. Last edition demonstrated the fair's ability to attract premium global participation: the Editor Zone alone brought 53 overseas high-end brands to the show, 23 of which are new. Three global industry associations also joined with quality displays – Associação Home From Portugal (Portugal), Home Textile Export Council (Egypt), and Nippon Interior Association (Japan) – showcasing the strengths of their regional textile industry.

Beyond these displays, several standout products highlighted the industry's progress – such as soft chenille, which offers a cloud-like touch of ultimate comfort; nature-inspired coarse linen textures; and anti-dust curtains featuring innovative anti-static technology. The upcoming fair is expected to continue this drive, giving buyers a focused opportunity to source the latest advancements.

Building on that foundation, the 2026 edition is expected to bring together key categories such as upholstery and sofa fabrics, bedding, curtains, sun protection, and more. As manufacturers and brands step up upgrades in materials, design, and production efficiency, Intertextile Shanghai Home Textiles – Autumn Edition is set to offer a direct route from trend to business: buyers can assess performance and sustainability claims side by side, while exhibitors debut new collections and innovations shaped by current consumer expectations. This makes the fair an efficient meeting point for companies adjusting sourcing strategies, optimising portfolios, and pursuing new growth opportunities.

Intertextile Shanghai Home Textiles – Autumn Edition 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, please visit: www.intertextilehome.com.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)

26 – 28 February 2026, Ho Chi Minh City

Intertextile Shanghai Home Textiles Apparel Fabrics – Spring Edition

11 – 13 March 2026, Shanghai

Press information and photographic material:

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

Social media and website:

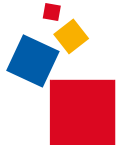
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Background information on Messe Frankfurt

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 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* 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).

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*Preliminary figures 2025