

# DOMOTEX asia/*CHINA*FLOOR 2025

The Leading Flooring Show  
in Asia Pacific

## POST SHOW REPORT

26-28 May, 2025  
Shanghai, China

[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)

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**DOMOTEX**  
asia *CHINA*FLOOR



Robust attendance, expansive international participation and forward-thinking innovation defined **DOMOTEX asia/CHINAFLOOR 2025**, which took place from 26 to 28 May at the Shanghai National Exhibition and Convention Centre (NECC) as the largest flooring event of the year. Celebrating its 27th edition, the event reaffirmed its leadership position in Asia's flooring industry, setting new benchmarks for global outreach, innovation, and business opportunities. It, once again, proved itself as the go-to platform for professionals seeking to explore new markets, launch innovative products, and stay ahead of industry trends in the carpet and flooring sectors.

At the same time, the co-location with leading platforms such as R+T Asia, cadex, HD+ Asia and others, under the **BUILD ASIA Mega Show**, continues to expand value for attendees across the construction and design sectors.



# Exhibitors

1,500+ companies & brands showcased their latest products and cutting-edge technologies in a gross exhibiting area of **210,000** sqm.



## Some of the leading exhibiting companies

- |                                   |                            |                                   |                                       |                                    |
|-----------------------------------|----------------------------|-----------------------------------|---------------------------------------|------------------------------------|
| SWISS KRONO                       | kronospan                  | BJELIN                            | 必美地板<br>欧洲原装进口地板                      | 书香门地<br>ARTS MURDI 地板              |
| CRAFT<br>欧洲实木复合地板                 | 天格<br>中国实木地板十大品牌           | TUBAO<br>兔宝宝                      | Layo<br>LAYWOOD<br>复合木业               | ARRE dia<br>艾瑞地板                   |
| OAKLIFE BY FUDELI FLOORING        | OAKLIFE BY FUDELI FLOORING | OAKLIFE BY FUDELI FLOORING        | OAKLIFE BY FUDELI FLOORING            | OAKLIFE BY FUDELI FLOORING         |
| VITVI 维特鲁威地板                      | GREEN HOME<br>绿家地板         | HM<br>Step on Nature              | CFL                                   | Lamett                             |
| YOYU 永裕                           | Senhong                    | 荣登地板                              | 帕克曼木业<br>PARAMAN WOODS                | 世友地板                               |
| JONHOS Floors 庄睿地板                | 圣象<br>POWER DECOR          | Coretec<br>PREMIUM FLOORS         | Gerflor<br>洁弗尔                        | NOVALIS<br>NOVALIS FLOORING        |
| DAEJIN CO., LTD.                  | UNILIN                     | KDF                               | i4F<br>LVT                            | FINEO<br>LVT                       |
| UNY GROUP                         | WONDERFLOOR                | Wayfloor<br>WORLDWIDE FLOORING    | DaluLong<br>大龙装饰地板                    | 金亿源<br>JIN YI YUAN                 |
| YIDA<br>—伊达地板—                    | NOEN                       | 贵恒新材<br>GUAN HENG                 | FLOCIR 禄巨                             | 3D<br>邦绘实业                         |
| HUALI floors                      | Eletic                     | KENTIER                           | 易华<br>YI HUA                          | YOYU 永裕                            |
| KINGDOM 晶通                        | DILON 帝龙                   | 汇美装饰板<br>HUI MEI DECORATIVE BOARD | 新洋                                    | INTCO<br>英特尔                       |
| B ANFERT                          | Himonia 海田                 | 恒兴                                | MILE 米乐                               | AICA                               |
| WUCA                              | ADESIV                     | STAUF                             | Berger-Seidel<br>Accept it like David | Bona 博纳                            |
| BIJLARD<br>PROFESSIONAL ADHESIVES | BIKHOM<br>碧奇航              | AZUMI                             | Boyu                                  | PAULIG<br>SINCE 1750               |
| BULCKAERT<br>博尔卡玛地板               | Standard<br>CARPETS        | EMCO                              | RAGOLLE<br>DESIGN FOR LIFE            | ELITE<br>TEXTILE                   |
| MAHESH EXPORTS                    | BIKANER<br>CARPETS         | Akkad<br>Carpets and Yarn         | Nirmal<br>creating quality, reliable  | 海马地毯<br>HAIMA CARPET               |
| KALI CARPET                       | m<br>美家装饰                  | 山花地毯<br>SHAN HUA CARPET           | MIFLOR                                | 鸿成集团<br>HC FLOOR GROUP             |
| 鸿鼎地毯<br>HONG DING CARPET          | 巨东-中国<br>JUDONG CHINA      | TFC carpets                       | UNIQUES                               | NUOAO                              |
| DONGSHENG<br>东升地毯集团               | 加鼎地毯<br>HOME VALLE         | EULLY<br>艾立地毯                     | GLAMORTEX                             | FREUDENBERG<br>INNOVATING TOGETHER |
| CARD-MONROE<br>CORPORATION        | VANDEWIELE                 | GROZ-BECKERT                      | Ornek Machine                         | MTC                                |
| STÄUBLI                           | Zimmer                     | power-heat-set                    |                                       |                                    |

## | What did exhibitors say

We had good discussions with existing and new customers. Everyone is looking for new opportunities. For us, it is always important to be present. We have a lot of customers attending this show, so wherever the show is, we will be there.

**Valinge Innovation Sweden AB**  
**Niclas Håkansson, CEO Valinge Innovation AB**



We've been participating in DOMOTEX Shanghai for nearly 10 years now and we want to continue to support the show and help drive customers here as well. We have many customers who make appointments to come see us every year and this is a great venue for us to showcase our latest design and products.

**Novalis**  
**John Wu, CEO**



The show has been great. It's the first time in the last five years to come back and it's really exciting to see what the market is doing, what the competition does. The main expectation is that our sales team look and find new partners around the country. As China is a very big country, there are many big cities and we need many distributors.

**EMCO**  
**Joachim Holzapfel, Head of International Sales**



I was very impressed by the number of participants at DOMOTEX asia. I noticed a great new dynamism in the non-PVC world, where we are invested. I was also very impressed to see many Asian countries' customer coming to visit us. We were able to meet some of our partners from the Philippines and Thailand.

**Gerflor**  
**Sebastien GAUCHET, Asia Managing Director**



The show has exceeded our expectations. We've had quite a few meaningful interactions with existing and future customers, so it's been quite good for us so far. Despite a down market, we've been pleasantly surprised. Our strategy is to continue building our dealer network in the Chinese market and we're seeing increased interest in export sales from markets other than the US and Europe.

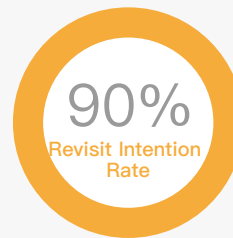
**Craft Floor**  
**Rod Gray, President and Chief Sustainability officer**



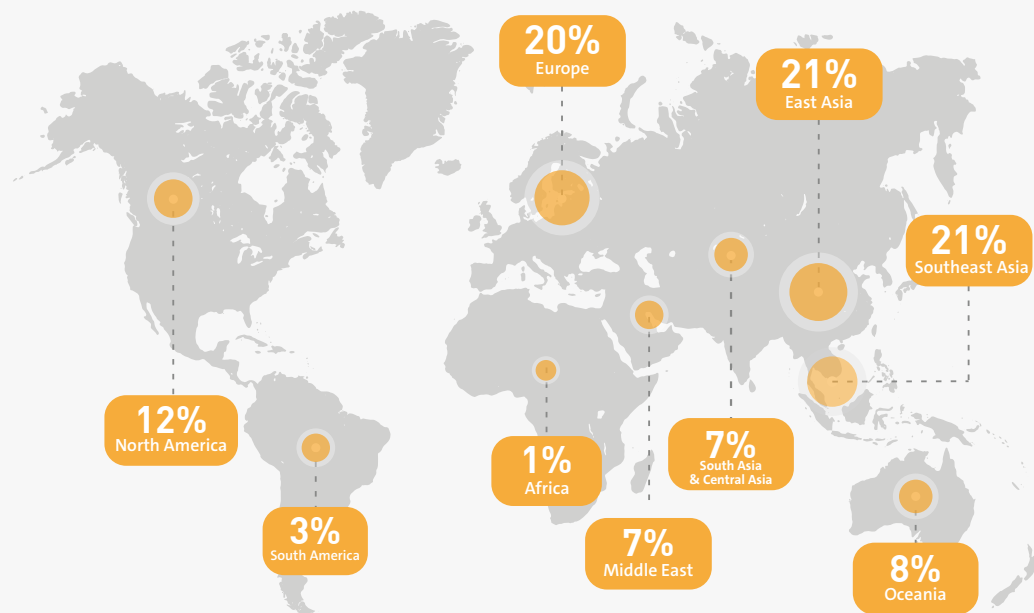


## Visitors
















The show welcomed an impressive **83,056** visitors from **124** countries – the highest number of participating nations since the event's inception. The international visitation number continued its post-Covid growth trajectory reaching **18,121** overseas attendees, cementing DOMOTEX asia's growing worldwide footprint and China's and Asia's enduring role as global hubs for flooring innovation and outsourcing.



## | International visitor profile



## | Top 15 countries

	<i>South Korea</i>
	<i>Japan</i>
	<i>Malaysia</i>
	<i>Thailand</i>
	<i>Australia</i>
	<i>India</i>
	<i>United States</i>
	<i>Vietnam</i>
	<i>Singapore</i>
	<i>Indonesia</i>
	<i>Canada</i>
	<i>Philippines</i>
	<i>UAE</i>
	<i>Italy</i>
	<i>Germany</i>

- The majority of international visitors came from Asia (56%), with Southeast Asia emerging as the fastest-growing region, now accounting for 21% of total attendance and matching East Asia, the show's historically most represented region. The largest numbers of Southeast Asian visitors come from Malaysia, Thailand, and Vietnam, with Vietnam showing the most rapid growth.

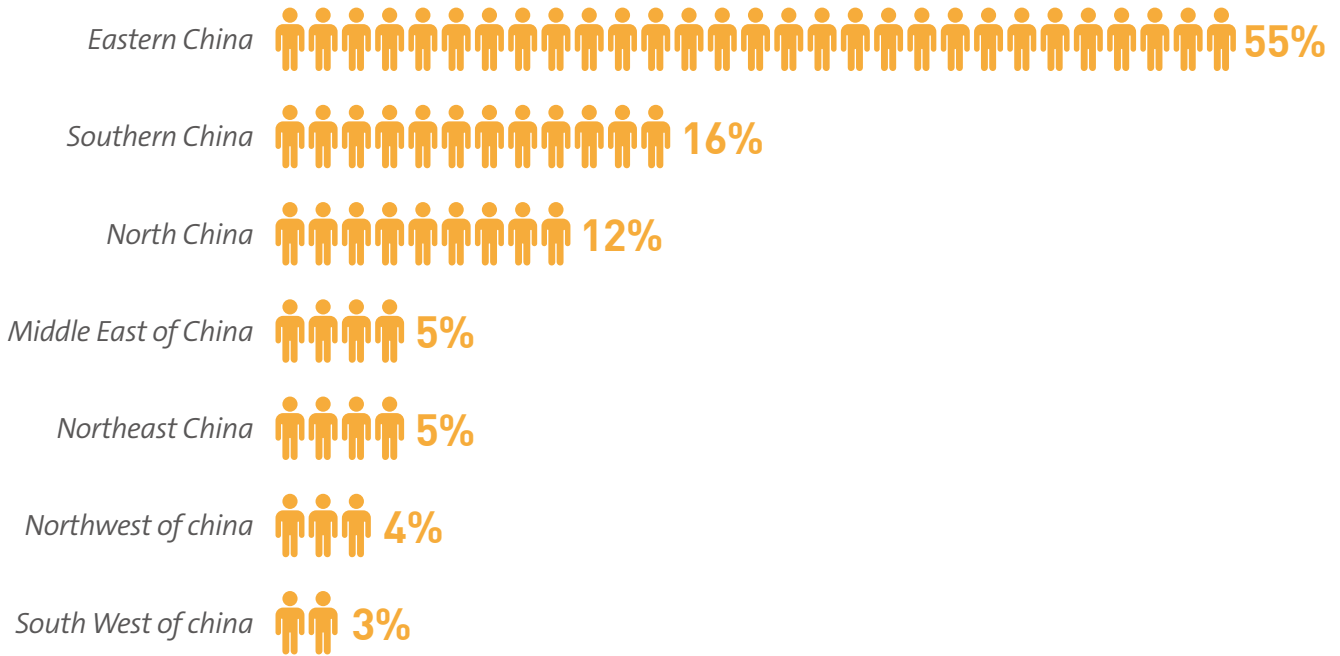
- The Middle East continues its upward trajectory, accounting for 7% of total international visitation for the first time. While the UAE remains the leading source of visitors from this region, Saudi Arabia recorded the highest growth, with a 49% increase compared to the 2024 edition.

- Despite a complex trade environment, visitation from the USA grew by another 9%, making it the 7th highest-ranking country in terms of attendance. Europe remained one of the show's largest regions, accounting for 20% of total international visitation.

- Australia made a strong return as the 5th most represented country, recording a 10% increase in attendance compared to the 2024 edition.

- Visitation from South America saw an impressive 42.6% increase, underscoring the region's growing trade relations with China and Asia overall.

## | Chinese visitor profile



- East China is the largest domestic visitor region to DOMOTEX asia/CHINA-FLOOR, accounting for **55%** of the total domestic visitors.
- The proportion of visitors from various regions remained stable compared to last year, with a slight increase on East China and North China.
- The top **10** provinces and cities in mainland China of visitors are: Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Anhui, Hebei, Beijing, Henan, and Fujian.





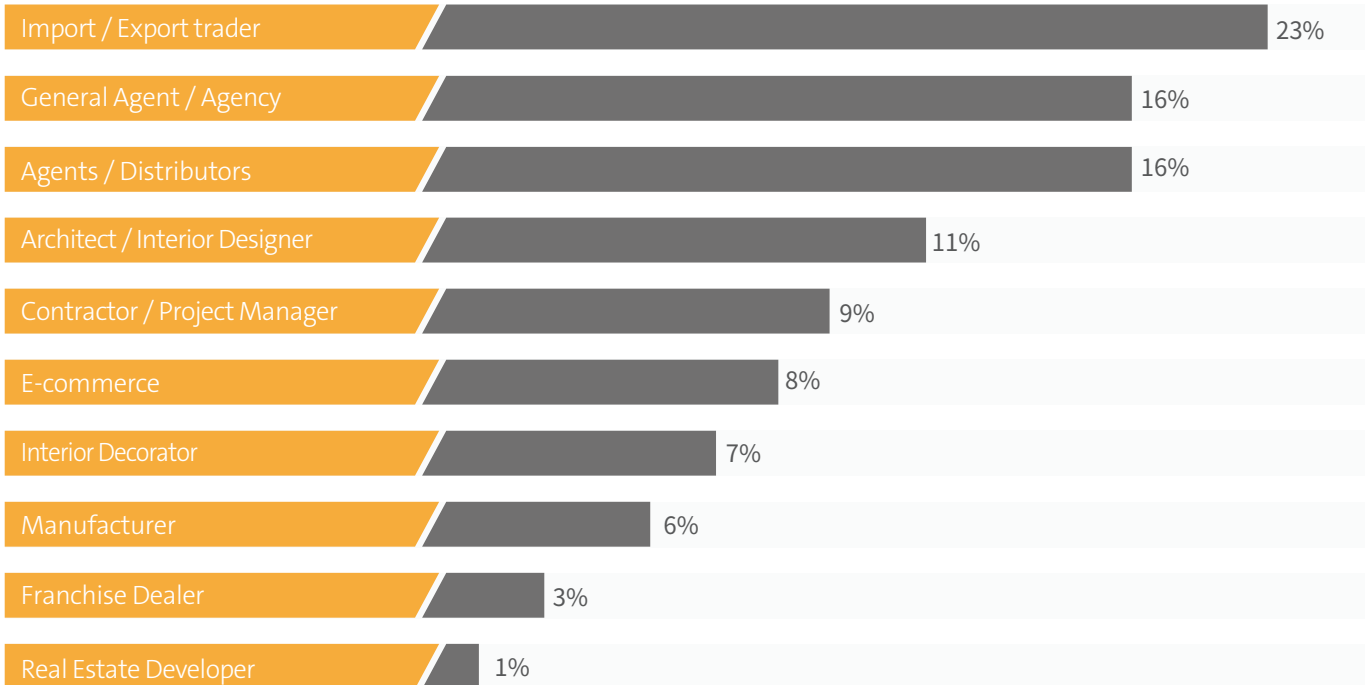
## Buyer Delegations

- To ensure efficiency in reaching out to the most qualified buyers, the show hosted this year various buyer delegation groups put together in partnership with regional industry stakeholders, associations and media partners from all different flooring segments.
- International delegations included groups of buyers from Australia and New Zealand, organized in partnership with the Australasian Timber Flooring Association (ATFA); from Japan, organized in partnership with the Japan Carpet Industry Association; from Malaysia, organized in partnership with the Malaysia Interior Industry Partners Association (MIIP) and Malaysia's Creative Home magazine; and from Europe and the USA, organized in partnership with the European American Chamber of Commerce and Industry (EACHAM).

Part of the outstanding number of visitors were also 12 delegations from China organized in cooperation with regional industry stakeholders such as Nanxun Furniture Industry Association, Jinmao Furniture Square, Golden Triangle Square, and more.



# Visitor Profile



- Import & export traders, agents and distributors are the three main visitor categories which account for over 50% of the total.

- Thanks to the synergies created by BUILD ASIA, there has been a significant growth in segments related to engineering, design & applications. The growth rates of visitors from interior decorators, architects and interior designers have continued to grow for two consecutive years.

- E-commerce visitors continue to demonstrate a steady increase, with a 2% growth compared to the previous edition.



## *I What did buyers say*



We were impressed with DOMOTEX asia/CHINA FLOOR. We made good new contacts, and are confident of adding their products to our showroom. The organization was great and we felt supported. The hotel, meals at the expo, VIP party, and sightseeing tour were all excellent. We would be 100% keen to return to DOMOTEX asia in 2026.

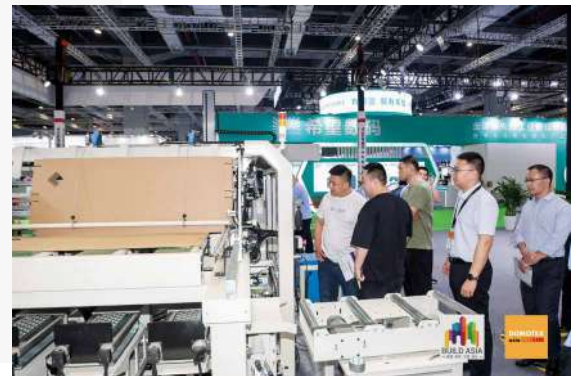
*Mathew Buxcey*

*Ultimate Timber Flooring Pty Ltd (Australia)*

I'm grateful for the great DOMOTEX asia/CHINA FLOOR 2025 experience. It was a huge success for us. We have several deals in the works with people we connected with during the business meeting activities. The networking opportunities were invaluable, and it was fantastic to meet so many like-minded professionals. I'm eager to attend again in 2026.

*Richard Snape*

*The Wooden Floor Company (United Kingdom)*



I was able to meet everyone I had planned to, and I could as well place orders for projects which were discussed beforehand and finalized during the show. We are for almost 30 years in business with China, we developed long and close partnerships over the years and we want to continue this for many more years. I'm eager to attend again next year.

*Frank Nelling*

*Franz Reinkemeier GmbH (Germany)*

I came to the exhibition to take a look at auxiliary material products on site as we have procurement needs in the second half of the year, and so far, we've already connected with several suppliers. I'm a loyal visitor to DOMOTEX asia, coming almost every year, and I'll definitely come back again next year.

*Ai Yang*

*Tiadec Architec (China)*

There are numerous new brands on site this year. Visiting the exhibition enables us to save a great deal of time and connect with a wider range of suppliers. Overall, this year's visit has been highly productive.

*Zhengwei Yang*

*OFWOODDESIGN (China)*

# Concurrent Events and Activities

## International buyer guided tours

More than 180 handpicked flooring buyers from 24 countries took part in personalized guided tours at the stands of around 100+ exhibitors selected based on buyer's product needs.



## Business matchings

3 dedicated sessions saw more than 450 one to one business meetings held at the international buyers' lounge between the buyers hosted by the organizer and the exhibitors.

## cadex

Cadex, the premier event dedicated to architecture and interior design, once again stood out as a central highlight, showcasing the most advanced and integrated architectural and design trends and material installations. The event placed a strong emphasis on the seamless integration of interior space decoration, ranging from flooring and walls to ceilings and furniture. This year's theme "Let's Enjoy" focused on creating joyful and uplifting spaces through the thoughtful use of color and materials, with the goal of enhancing quality of life and fostering a sense of happiness.



## | Material Matters

A standout feature of the event was the Material Matters display area, which showcased groundbreaking material innovations poised to redefine the future of interior design. Cadex also brought together more than twenty speakers from the fields of architecture, interior design, media, and industry leaders, representing countries and regions including China, the UK, Italy, and Germany. Through a dynamic mix of keynote speeches, roundtables, and curated displays, it promoted meaningful dialogues on emerging design trends and material innovations.



## | China Flooring Innovation Summit

Held in partnership with the China National Forest Products Industry Association Flooring Committee, this event focused on the high-quality development of the flooring industry in China. It emphasized innovation, sustainability, and shared responsibility, urging the China flooring industry to collaborate towards a new era of growth focused on quality.



## | Chinese Original Carpet Design Show

This event attracted over 140 submissions from 60 designers representing 22 companies. In a celebration of creativity, 41 designers were honored, and 43 exceptional works were exhibited, with 9 prestigious awards granted.



# Media Exposure

**70+**

international & domestic  
media partners

**600+**

articles & advertisements  
on printed & online media

**13**

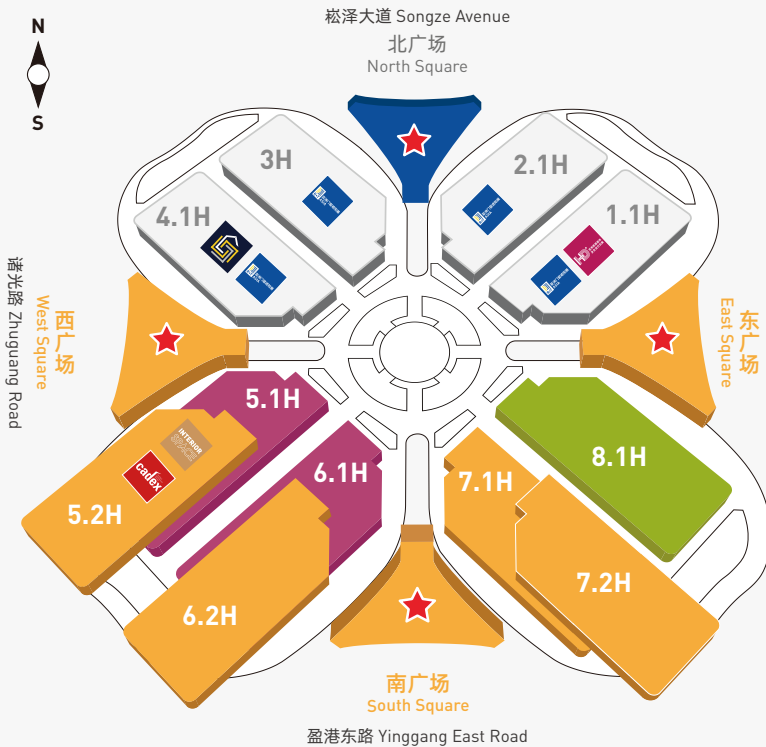
social media  
platforms

**100,000+**

members & followers  
on the social media groups



# Build Asia Mega Show



DOMOTEX asia/CHINA FLOOR 2026 will return again in Shanghai at the **National Exhibition and Convention Centre (NECC)** from **27 to 29 May**.

- ▶ For more information visit:  
[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)
- ▶ For booth reservation contact:  
[may.liu@globusevents.com](mailto:may.liu@globusevents.com)

