

Press release

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New green pavilion and one-stop product zones in focus at Intertextile Shanghai Home Textiles – Spring Edition

Betty Fong
Tel: +852 2230 9281
betty.fong@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
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As one of the most profitable business segments in the entire textile industry, the global home textile market is forecast to grow at a CAGR of 5% from 2023 – 2028¹. Consistently strong but ever-adapting to cope with new trends and consumer needs, much of the home and contract textile industry has been adopting sustainable practices. At the forefront of this green movement is the Lenzing Group, a world-leading manufacturer of renewable specialty fibres. Complementing the fair's other zones, Lenzing and its business associates will form a brand-new home textiles-oriented pavilion at the Spring Edition of Intertextile Shanghai Home Textiles, set to take place from 28 – 30 March 2023 at the National Exhibition and Convention Center (Shanghai).

According to a report from Allied Market Research, the global sustainable home décor market, which includes home textiles, is projected to reach USD 556 billion by 2031, growing at a CAGR of 5.5% from 2022 to 2031. China is also seeing steady growth in the use of these products².

Globally, consumers' growing environmental concerns have led to an increasing preference for eco-friendly home design items, resulting in the market's expansion. This segment has also been boosted by surging demand for high-end sustainable home décor products, due to improvements in living standards in China and other rising nations.

Lenzing Home Textile Satellite Pavilion: centralised convenience for sustainable sourcing professionals

In order to help industry players stay ahead of market trends, the fair will introduce the new pavilion led by Lenzing, the Austrian brand widely known for its ecologically responsible production of renewable wood cellulose fibres. At this edition, the company will shine a spotlight on its fibres' many applications in the home textiles industry. Lenzing will be joined by eight of its downstream Chinese supply chain manufacturers, who will be showcasing their sustainable fibre, yarn and fabric products. Exhibitors at this pavilion are listed below:

¹ Mordor Intelligence: Global Home Textile Market – Growth, Trends, COVID-19 Impact, and Forecasts (2023 – 2028). <https://www.mordorintelligence.com/industry-reports/global-home-textile-market>

² Research and Markets: Sustainable Home Decor Market. https://www.researchandmarkets.com/reports/5671116/sustainable-home-decor-market-by-product-type-by?utm_source=GNOM&utm_medium=PressRelease&utm_code=l5b3ht&utm_campaign=1789675+-+Sustainable+Home+Decor+Global+Market+Report+2022%3a+Rising+Consumer+Preference+for+Environmentally+Friendly+Products+Fuels+Growth&utm_exec=como322prd

- Lenzing Fibers (Shanghai) Co Ltd
- Botou Jinglun Textiles Co Ltd
- Fujian Yongtai County Huaerjin Textile Co Ltd
- Jiangsu Dasheng Group Co Ltd
- Jiangsu Rayfull Textile & Technic Co Ltd
- Qingdao Textiles Group
- Suzhou Zhenlun Spinning Co Ltd
- Ton Design Industrial Co Ltd
- Wuxi Tianmu Extra Width Printing Dyeing Co Ltd

More specific pavilions and zones for buyers to explore

As a leading trade fair in the home textiles sector in Asia, Intertextile Shanghai Home Textiles – Spring Edition will continue to be a showcase for products such as bedding, towelling, table & kitchen linen, home textile technologies, textile design and many more.

In addition to the Lenzing Home Textile Satellite Pavilion, several of the other exhibitors in different product categories have banded together to create multiple one-stop platforms for buyers with specific sourcing targets. These zones and areas include:

- Bedding Products for Campus & School
- Branded Bedding: includes a special silk bedding product zone supported by the town of Zhenze
- Branded Blankets
- Branded Towelling
- Feather & Down Duvet Fillings: supported by the Zhejiang Feather & Down Association
- Intelligent Equipment
- OEM Zone
- Quilt Fillings: supported by the Zhejiang Sewing Crafts Association
- Upholstery Fabrics

With the easing of border restrictions and other pandemic control measures in China, it is now simpler for domestic and international buyers to visit their Chinese suppliers at the fairground and get a feel for their desired products.

Buyers who are looking to skip the registration line onsite can pre-register [here](#).

Intertextile Shanghai Home Textiles – Spring Edition 2023 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).

Intertextile Shanghai Home Textiles –
Spring Edition 2023
Shanghai, China, 28 – 30 March 2023

To find out more about this fair, please visit: www.intertextilehome.com.

For more information about Messe Frankfurt textile fairs worldwide,

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please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

Further press information & picture material

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

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Newsroom

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<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 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 for 2022