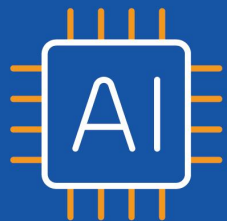




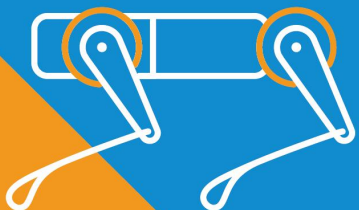
中国家电及消费电子博览会
APPLIANCE & ELECTRONICS WORLD EXPO



AWE2026

Smart AI, Smarter Future

3.12-15 Shanghai New International Expo Center
Shanghai Eastern Hub International Business Cooperation Zone Exhibition Area



*Exhibition
Report*

2026/05



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01

A Global Platform for Smart Living



About AWE2026

APPLIANCE&ELECTRONICS WORLD EXPO

Hosted by the China Household Electrical Appliances Association (CHEAA), the 2026 Appliance & Electronics World Expo (AWE2026) was held in Shanghai from March 12–15, 2026. Under the theme “Smart AI, Smarter Future,” it took place across two venues: the Shanghai New International Expo Centre (SNIEC) and the Shanghai Eastern Hub International Business Cooperation Zone (Eastern Hub IBCZ).

AWE2026 highlighted AI-driven transformation across the industries, featuring innovations in human-vehicle-home ecosystems, smart living, AI-powered appliances and hardware, digital entertainment, health tech, the low-altitude economy, home energy management, and supply chains. It underscored key trends toward intelligent, sustainable, and integrated development. Through high-level forums, consumer events, immersive lifestyle experiences, and extensive digital outreach, AWE further strengthened its position as a global platform for smart living and industry innovation.

■ Key Figures

PART .01

1,200+ global exhibitors

PART .02

170,000 sqm exhibition space

PART .03

140,000+ sqm across 13 halls at SNIEC

PART .04

250,000+ visitors at SNIEC (+30% YoY)
25,000+ visits at the Eastern Hub IBCZ venue

PART .05

Overseas attendance up 50%

2026

01

AI became the central theme

02

Dual-venue exhibition format

03

Home robotics & embodied AI emerged as major trends

04

Deep integration of cross-industry technologies

05

Innovation moving from concept to commercialization

06

Extending beyond the exhibition into consumer and lifestyle experiences

07

Strong lineup of high-level forums & industry events

HIGHLIGHT

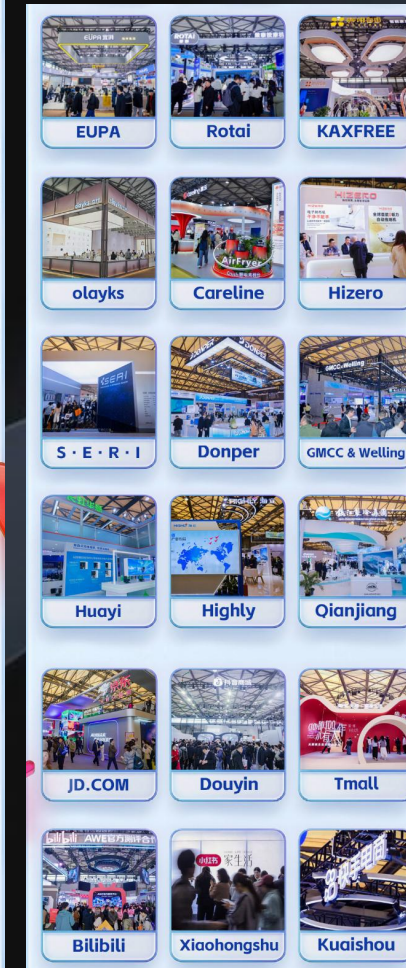
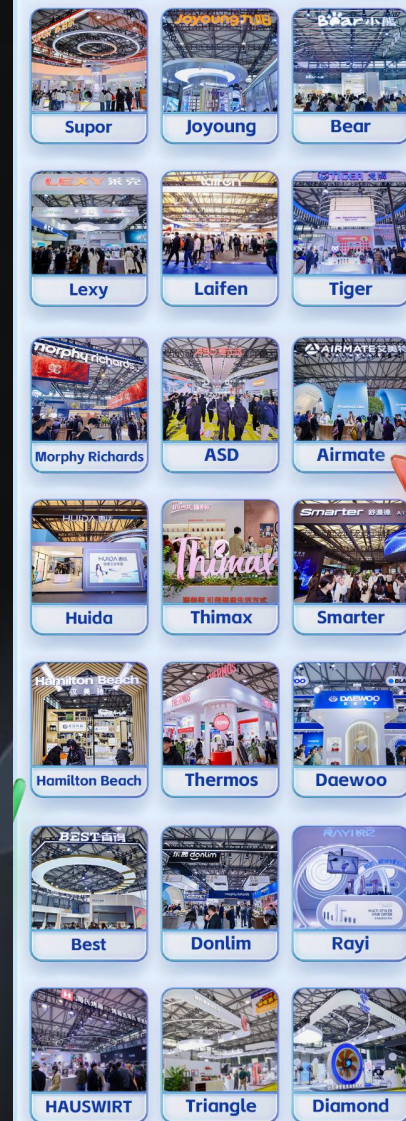
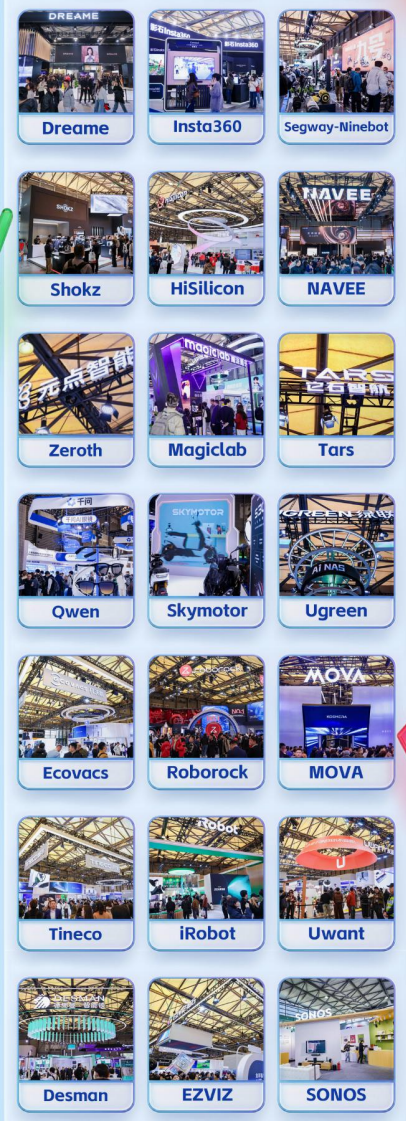
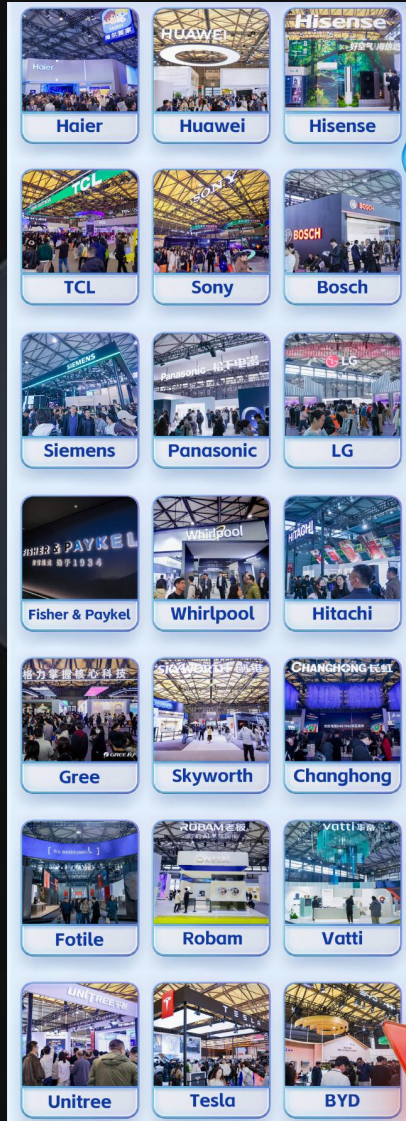
02

**A Global Innovation & New Tech Launch
Platform with 1,200+ Exhibitors**



AWE2026 brought together more than 1,200 global companies across home appliances, consumer electronics, and frontier technologies, spanning smart homes, intelligent mobility, embodied AI, AI hardware, semiconductors, and supply chain innovation.

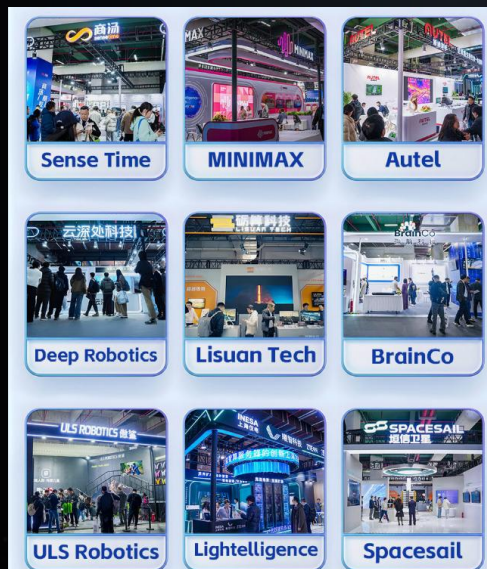
The SNIEC served as the core showcase for the future of smart living.



Selected exhibitors at SNIEC

The Eastern Hub IBCZ venue further expanded AWE's focus on future industries and advanced consumer technologies.

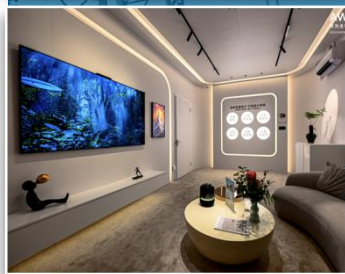
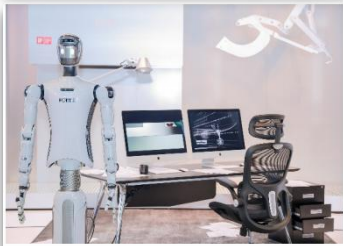
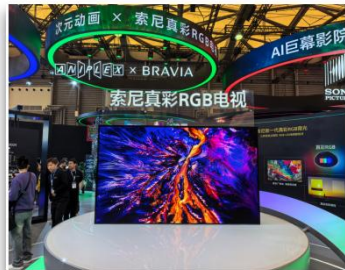
Selected exhibitors at Eastern Hub IBCZ



Global Debuts & Product Launches

AWE has become a key platform for launching new technologies, validating innovation, and shaping future market trends.

Among the headline innovations unveiled at the show were Haier's Seeker series of L4 intelligent home appliance solutions, Huawei HIMA's 896-line dual-optical-path, imaging-grade LiDAR system, BYD's ultra-fast charging technology, Sony's next-gen RGB display technology, and Fotile's world-first robotic kitchen solution.





03

AI Reshaping the Future of Smart Living



AI Appliances: Shifting to Proactive Service

Backed by stronger perception and computing power, AI appliances are moving from passive tools to proactive assistants. Across high-frequency scenarios—including food preservation, cleaning, cooking, water purification, and air management—devices can now automatically recognize environments, anticipate user needs, and coordinate seamlessly. AWE 2026 marked a major milestone with the debut of next-generation L4 autonomous smart home packages.



Home Robotics: Appliances Go Robotic

Robotics is deeply merging with consumer electronics, fueling the emergence of "home service robots" equipped with physical actuation and advanced mobility. At AWE 2026, this was highlighted by cleaning robots evolving toward 3D, cross-space navigation and autonomous obstacle-crossing, alongside "robotic kitchens" utilizing collaborative arms. Together, these innovations signal an accelerating shift toward intelligent home service agents.





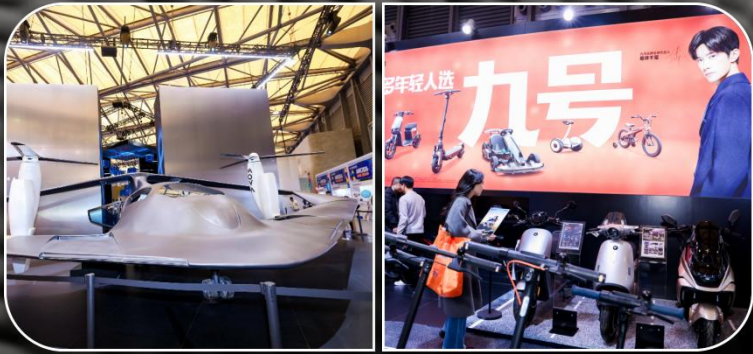
■ Embodied AI: Advancing from Lab to Market

AWE 2026 put a spotlight on the accelerating commercialization of embodied AI, showcasing humanoid, wheeled-legged, quadrupedal robots, and collaborative robots. Through live demonstrations of advanced sensing, motion control, precision manipulation, and real-world applications, robotics companies gave the industry and consumers a firsthand look at how the technology is transitioning from R&D concepts to practical, real-world deployment.



■ Display Tech: Pushing Sensory Boundaries

Displays evolved toward higher resolution and deeper immersion at AWE 2026, showcasing RGB-Mini LED, SQD-Mini LED, transparent, and Micro LED techs. AI is driving the industry from hardware upgrades to a complete system stack: display + chip + algorithm + content ecosystem.



Smart Mobility: Beyond Transportation

Powered by smart cockpits, in-vehicle displays, multimodal interaction, and vehicle-home connectivity, vehicles are becoming intelligent terminals linking homes, cities, and personal data. The lineup of EVs, e-bikes, flying karts, and hydrofoils reflects AWE's forward-looking vision for future mobility.



Smart Hardware: Shifting to Native AI Devices

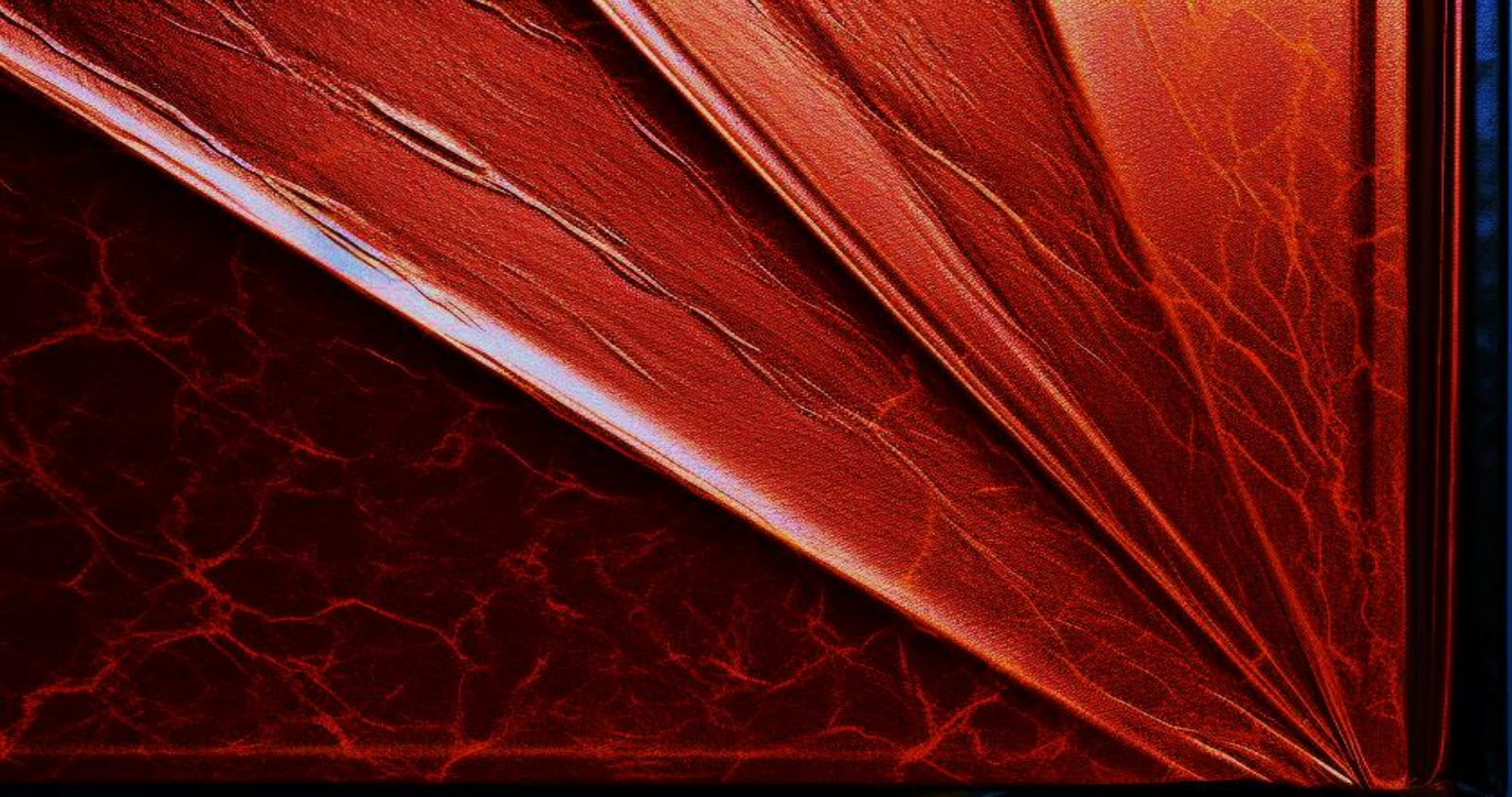
AI is moving from the cloud to hardware. AWE 2026 highlighted AI glasses, conferencing earbuds, NAS, panoramic cameras, and smart hearing aids, positioning these gadgets as new gateways for hybrid work, content creation, outdoor travel, health management, and entertainment.



Future Tech: Expanding Frontiers

AWE 2026 expanded its reach into next-gen consumer electronics and future industries, showcasing AI PCs, AI-native phones, robotics, smart cockpits, eVTOLs, and 3D printing.





04

**A Strategic Platform for Industry
Collaboration and Shared Vision**

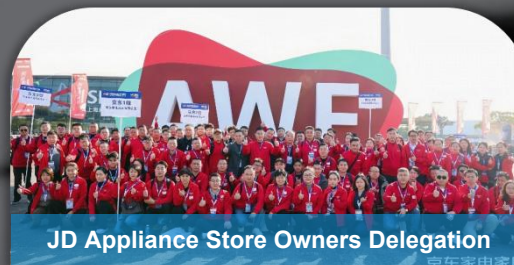
A Premier Gathering with Delegations from the Government, Channels, and Industries

During AWE 2026, more than 100 professional delegations crossed fields to gather on-site, representing a diverse mix of government, business, and academic sectors. Distinguished dignitaries included officials from China's Ministry of Industry and Information Technology, the Ministry of Commerce, relevant departments of the Shanghai Municipal Government, and the China National Light Industry Council. AWE 2026 also drew global distributors, manufacturers, industry associations, multinational executives, and overseas clients, alongside prominent university research teams, technical professionals, venture capitalists, and cross-border procurement teams.

全国家电暨数码和智能产品消费季 启动仪式

中华人民共和国商务部 上海市人民政府

2026年3月13日 中国·上海



JD Appliance Store Owners Delegation



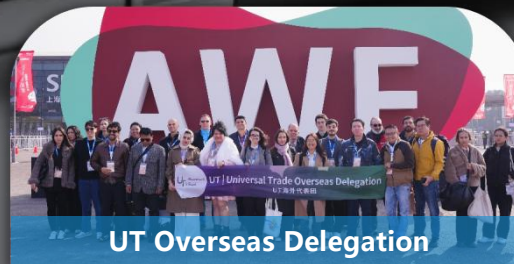
Shanghai Jiao Tong University Student Delegation



Tmall Super Store Owners Delegation



Donghua University Student Delegation



UT Overseas Delegation



Jiangnan University Visiting Delegation



South America & Asia International Buyers Delegation



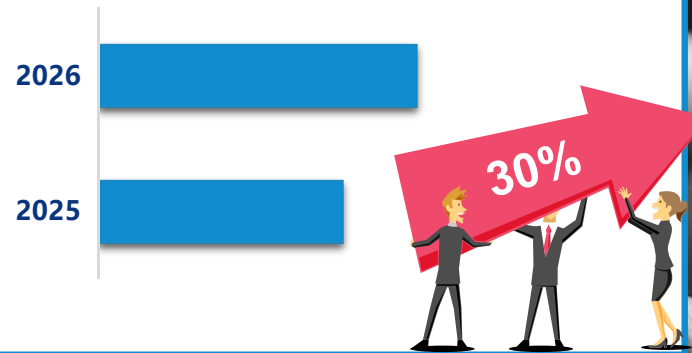
SOOSAN-GROUP

Rising Industry and Consumer Appeal



1

250,000+ Visitors at SNIEC (+30% YoY);



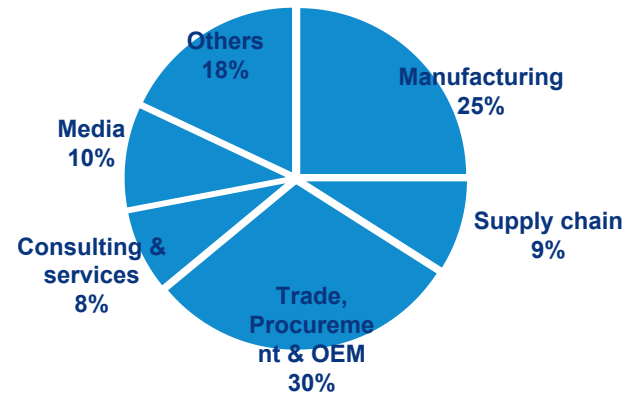
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Overseas Attendance Up 50% to a Record High



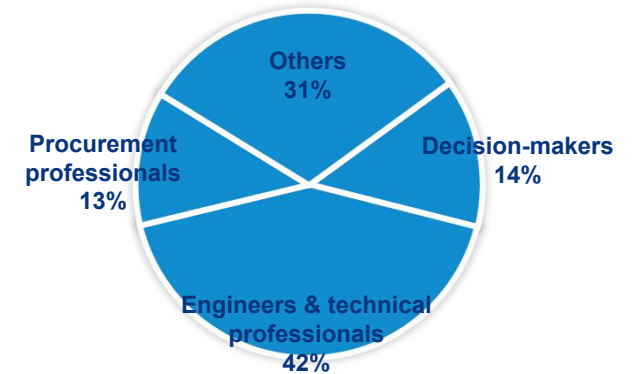
3

Distribution of Industry Professionals by Industry



4

Distribution of Industry Professionals by Job Function



Opening Ceremony & Forums: Shaping the AI Era

The Opening Ceremony
& Main Forum



After the kicking off of the opening ceremony on March 12 at Eastern Hub IBCZ, the following main forum brought together representatives from leading media outlets and companies across smart devices, AI hardware, consumer electronics, and smart mobility. Discussions focused on AI-enabled intelligent terminals, the evolution of smart living, consumer electronics innovation, global expansion strategies, and industry collaboration, further strengthening industry consensus around AI-driven industrial upgrading and the accelerating adoption of smart living.

Home Service Robot
Forum



The debut of CHEAA's Home Service Robot Committee and its first White Paper on the Home Service Robot Industry marked a major milestone. This initiative unites key players across home appliances, AI, robotics, components, and advanced materials into a tightly knit ecosystem.

"Future Home, AI Life"
AWE Summit



Centered on re-architecting living spaces for the native AI era, this summit explored embodied AI at home, people-car-home ecosystems, and smart home security. The event also introduced the *Research on Interconnection Standards for Intelligent Connected Vehicles and Smart Home Systems*, mapping out the technical blueprint for seamless car-home connectivity.

Concurrent Forums & Industry Events



China Household Appliance Retail Innovation Summit 2026



China Household Electrical Appliance Industry Chain Conference 2026



The 3rd Future Home Design-Smart Living Trend Release



Vehicle-Home Interconnection Standards Workshop

Concurrent forums and events at AWE2026 focused on key topics including industrial intelligence, people-vehicle-home ecosystem integration, home service robots, innovative retail, and supply chain collaboration, further reinforcing AWE's role as a platform for industry insight, consensus building, and trend leadership.



05

**A Traffic Magnet for Consumer
Engagement & Buzz**

1

AWE Shopping Festival

AWE partnered with tech and e-commerce giants like JD.com, Tmall, Douyin Mall, Suning, and Kuaishou to launch the AWE Shopping Festival, extending the exhibition's influence into retail and online engagement.

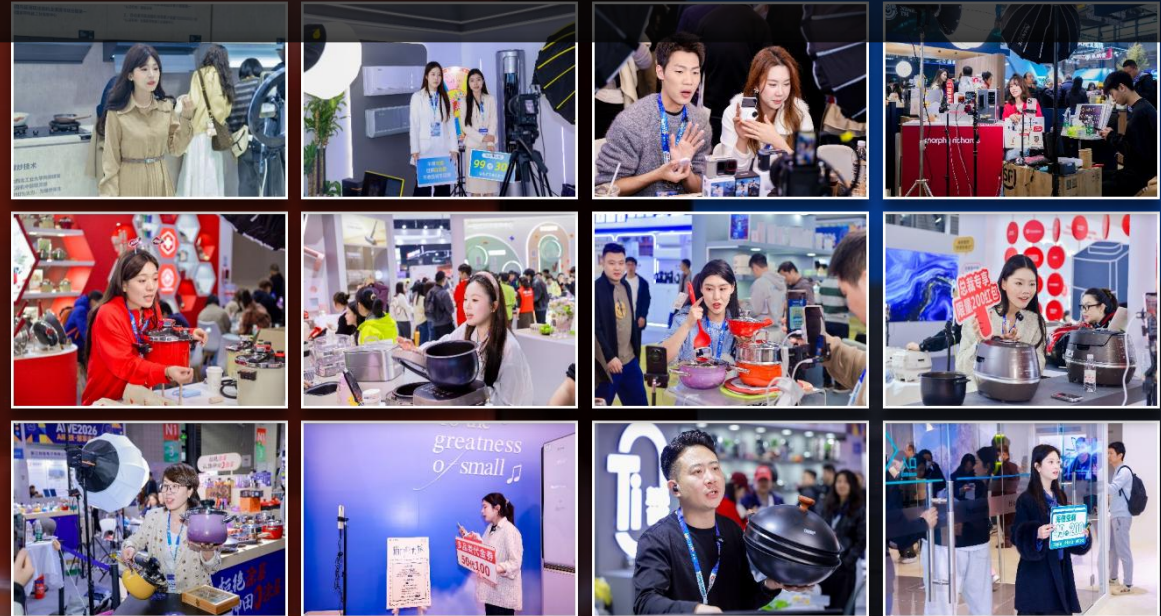


AWE Shopping Festival: over RMB 8 billion in sales, driven by exhibition traffic

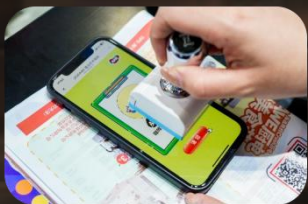
2

RMB 8 Billion+ in Sales

The upgraded, consecutive two-night AWE Live Stream Nights saw hundreds of brands broadcasting simultaneously. Official data confirms total sales from the shopping festival and live commerce events topped 8 billion RMB.

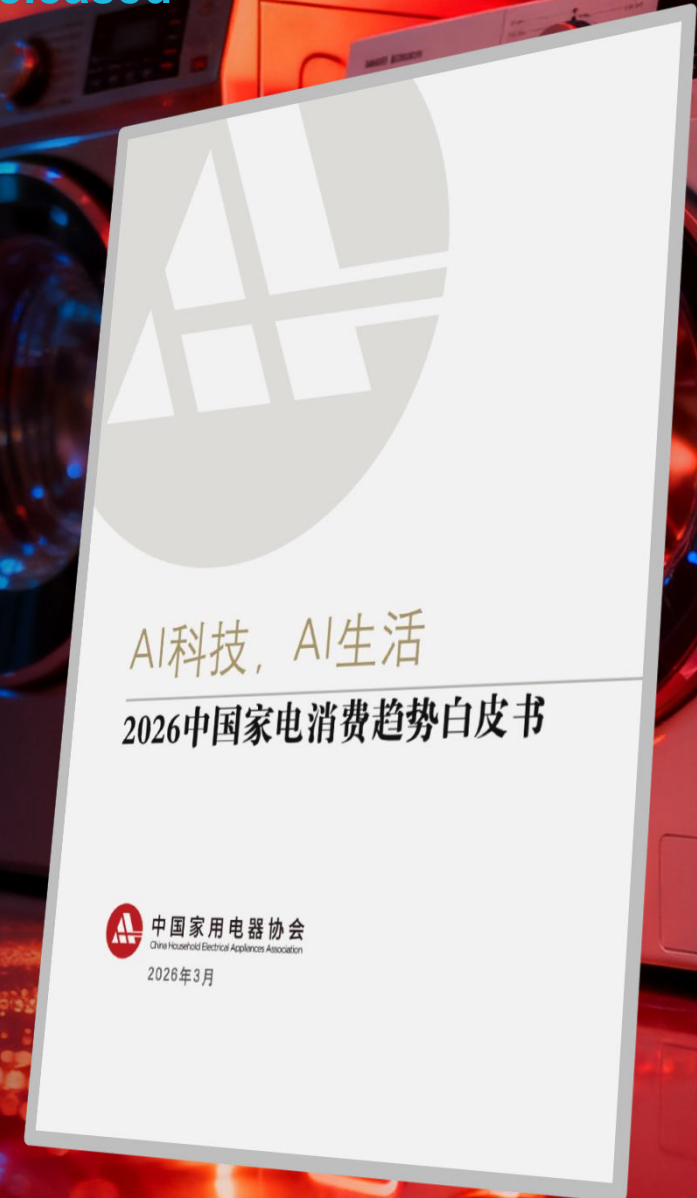


Coffee & Kitchen Festivals Spark Lifestyle Experience Boom



■ National Home Appliance, Digital & Smart Product Consumption Season Launched at AWE 2026 China Home Appliance Consumption Trends White Paper Released

On March 13, China's Ministry of Commerce kicked off the 2026 National Home Appliance, Digital & Smart Product Consumption Season live at AWE, alongside the release of the *2026 China Home Appliance Consumption Trends White Paper* by the CHEAA.





 **Celebrities & Influencers Boosted Visibility**





Cross-Platform Collaboration Drives Nationwide Attention

AWE 2026 partnered with major platforms including JD.com, Douyin, Tmall, Xiaohongshu, Bilibili, Weibo, and Zhihu, creating cross-platform synergy around exhibition highlights, new product launches, influencer exploration, and content seeding, enabling full-chain communication from exposure to consumption.





06

A Media Spotlight for Global
Visibility



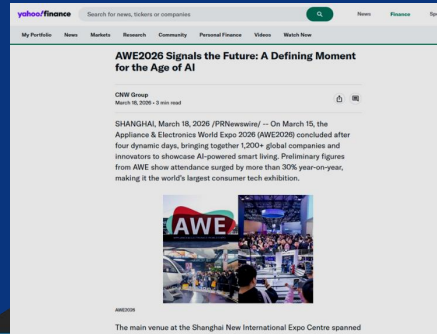
- 小红书
- bilibili
- 微博 weibo.com
- 知乎 有问题 就会有答案
- 什么值得买 科学消费 认真生活
- 环球网 www.huanqiu.com
- Cheaa.com 中国家电网
- 电器 CHINA APPLIANCE
- 搜狐科技
- 腾讯科技
- 财联社
- 凤凰网科技
- 百度营销
- 网易新闻 家居
- sina 新浪科技
- PCOnline 太平洋科技
- 第一财经
- 界面新闻
- 雷科技
- 观察者网
- 热点科技 ITHEAT.COM
- 科技视讯 Technology video
- DDNEWS
- 证券之星 www.stockstar.com
- 艾尚家电网 www.aishang.com.cn
- 零售现场
- 消费观察
- 潮流家电网 tidejd.com
- 慧聪家电网 homea.hc360.com
- 投资界
- 经理人 manager
- 节点财经
- 中移科技
- E心科技
- 钉钉科技
- 差评 X-PIN
- 小麻瓜联盟
- 上海家电网 www.jiadian.com.cn
- 产业在线 ChinaIOI.com
- 现代家电 www.xjdj.cn
- 环球网
- 智能家居
- 智能家电网
- 科技评测室
- 智电网 zhwang.com
- 锋巢网 FENGCHAO.COM
- 亿佳家电网
- 智能公会
- 家电魔方
- 犀牛科技
- 科技财经

Media Structure Optimized with Strong Growth in Independent Media

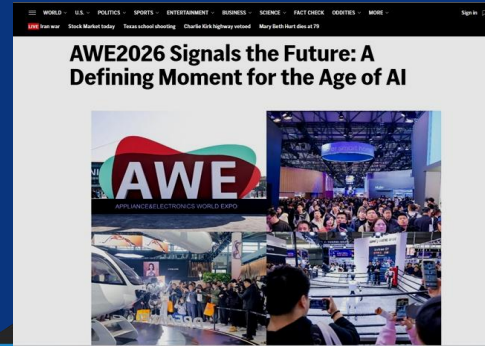
Official website press credential applications rose 50.6% YoY. Mainstream and professional media continued to increase, while independent media reached a new high share.

Widespread Coverage from Leading Media, Sustained Growth in Communication Impact

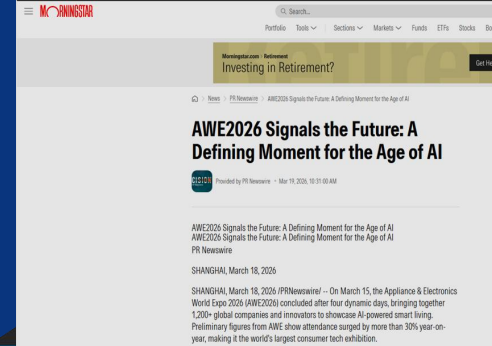




Yahoo Finance



AP (The Associated Press)



Morningstar



CNET Japan

Global Media Spotlight Expands International Influence of the Exhibition



Asahi Shimbun



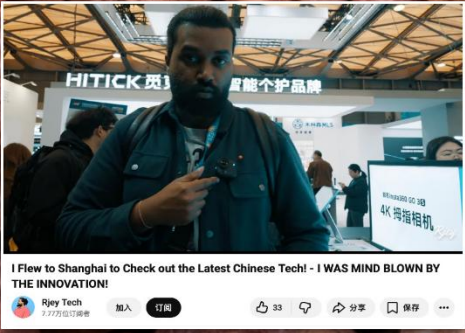
TV TOKYO



Fuji Television Network



Tech influencers and digital creators from Europe, North America, and Southeast Asia attended AWE2026 onsite, expanding the exhibition's global reach and international impact.





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