



LOS ANGELES - NEW YORK - PARIS - SHANGHAI

# RESULTS & ANALYSIS

## SHANGHAI SPINEXPO™

AUTUMN/WINTER 2026-27

# 19-20-21 AUGUST 2025



YARNS – FIBRES – KNITWEAR – KNITTED PRODUCTS

## IMPROVEMENT IN VISITOR QUALITY

**S**PINEXPO™ *Shanghai just ended. It took place at Pudong World Expo & Convention Centre, on 19-20-21 August 2025 and welcomed 8501 visitors during the three days.*

This session marks a decision to stop onsite visitors' registrations, SPINEXPO™ being a trade show targeting potential buyers from the textile industry and not a platform for suppliers or individuals coming to perform their business. This is a decision taken after the success of the SPINCLUBs in Paris and New York, strictly monitored on this basis, and making it worth exhibiting companies' investment. SPINEXPO™ thanks exhibitors for their back-up.

The uncertainty surrounding US import taxes combined with a downsizing of the Chinese local economy had an impact on the show. The session's atmosphere was calmer than usual, but efficient. Exhibitors reported that their sales were good in the first half year but expressed concern and worries about the remaining months for 2025.

General comments from visitors were that products creativity was less than usual, and truly exciting new launches were limited, except for exhibitors targeting the Japan market. We are witnessing two trends from visiting companies. Some buyers continue to prioritize quality over price, fitting higher-end consumption with better and more distinctive products, while others are operating under greater economic pressure and look for cheaper but reasonable high-status products.

We are still working on Day 1 – buyers 'day, to continue identifying visitors with a potential to select products, and we welcome any help from exhibitors to identify more real buyers from trading companies. It is difficult to understand the aim of this category of visitors when visiting the show. Exhibitors recognized an improvement in visitor quality, particularly on day 3, where the number of "business card collectors" and non-qualified visitors dropped significantly. It is to be noted that we did not go down in visitors' numbers despite the more intensive checking of the visitors' profiles.

Slowly, we are noticing a return of US and EU visitors, with 19 visitors from US/Canada/South America, and 43 from Europe. This is encouraging and we will continue to intensify our marketing in these geographic zones. Hong Kong buyers are also coming back to Shanghai with 131 visitors, and we will stop the SPINCLUB Hong Kong and intensify promotion in direct marketing and dynamizing our Changping Showroom activities. Japanese buyers are back with 192 visitors, Korea with 132, and Russia is stable with 47 visitors. Starting next session, we will communicate in Japanese and Korean to explain our visitors' pre-registration.

Some visitors found that the share of flatbed knitting products appeared to decline in the trend areas, and we will strengthen this part for the next session. But we also witness a growing interest in weaving fabrics among our exhibitors, and we need to feature the coming trends as we did for sport footwear or circular knit in the past. We will continue to strengthen flatbed knits while continuing to feature home textile, circular knit and woven techniques. It is evident that SPINEXPO™ strength relies on the designers' creativity and its analysis of "what is coming", even when the economic and political context is complicated. We, at SPINEXPO™, are committed to identifying products that are better and more distinctive, in backing up new products launch, new partnerships among the exhibiting companies and anything that can -one way or another - dynamize the exhibitors' sales.

K. Van Tassel





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# RESULTS OF THE SHOW

TOTAL VISITORS (DAYS 1-2-3)

VISITORS  
BY COUNTRIES  
(TOTAL: 7 642)

CHINA MAINLAND	6 954
JAPAN	192
KOREA	132
CHINA HONG KONG	129
RUSSIAN FEDERATION	47
BANGLADESH	46
CHINA TAIWAN	46
UNITED KINGDOM	12
UNITED STATES	11
TURKEY	11
INDIA	10
GERMANY	6
AUSTRALIA	5
SPAIN	5
MEXICO	4
OTHERS*	32



CHINA  
MAINLAND VISITORS  
(TOTAL: 6 954)

ZHEJIANG	2 522
SHANGHAI	2 148
JIANGSU	1 215
GUANGDONG	409
SHANDONG	162
HEBEI	79
BEIJING	122
INNER MONGOLIA	22
FUJIAN	57
LIAONING	31
ANHUI	44
TIANJIN	16
CHONGQING	23
HENAN	19
SICHUAN	10
JIANGXI	17
HUNAN	16
HUBEI	11
OTHER PROVINCES	31

\* Brazil, Bulgaria, Cambodia, Macao, colombia, Denmark, Estonia, France, Italy, Kazakhstan, Madagascar, Netherlands, Pakistan, Poland, Singapore, Slovakia, Sweden, Switzerland, Thailand.

DISTRIBUTION BY SECTOR

BRANDS / DEPT STORES / E-COMMERCE	14.8%
DESIGN / TRENDS BUREAU	1.3%
DYEING AND FINISHING	0.1%
FIBERS / RAW MATERIAL SUPPLIERS / CHEMICAL	2.5%
GARMENTS / KNITWEAR/APPARELS / TEXTILE MFRS	60.3%
MACHINERY MANUFACTURERS	0.8%
OTHERS (BLOGGERS, CAR INTERIOR, ART GALLERY ETC..)	0.8%
PRESS	0.5%
SPINNERS / TRADING YARN / AGENTS	10.8%
STUDENTS / TEACHERS	1.3%
TESTING / CERTIFICATION CENTERS	0.3%
WHOLESALE / RETAIL / TRADING GARMENTS & APPAREL	6.4%



## DATES 2026

SPINCLUBS

SPINEXPO™ NEW YORK  
14-15 JANUARY 2026  
METROPOLITAN PAVILION

SPINEXPO™ PARIS  
3-4 FEBRUARY 2026  
ESPACE 38

EXHIBITION

SPINEXPO™ SHANGHAI  
10-11-12 MARCH 2026  
WORLD EXPO EXHIBITION & CONVENTION CENTRE





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## PHOTOS OF THE SHOW

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