

POST SHOW REPORT

The 100th TOKYO INTERNATIONAL
Gift Show
Autumn 2025

Concurrent Trade Shows

LIFE × DESIGN

18 th Edition by Tokyo International Gift Show

The 38th
GOURMET SHOW
Autumn 2025

住まいと暮らしの新時代
TOKYO International
Gift Show

**LIVING
&
DESIGN**
TOTAL INTERIOR
家具 照明 水回り 床壁材
2025

[Date] 3rd (Wed.) - 5th (Fri.), September, 2025

[Time] 10:00-18:00 10:00-17:00 on the 5th

[Venue] Tokyo Big Sight



Business Guide-sha, Inc.

<https://www.giftshow.co.jp/english/>

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SHOW NAME

The 100th Tokyo International Gift Show Autumn 2025

CONCURRENT SHOWS

The 18th LIFE×DESIGN in Tokyo International Gift Show Autumn 2025

LIVING & DESIGN 2025

The 38th Gourmet Show Autumn 2025

DATES & HOURS

September 3rd (Wed.) - 5th (Fri.), 2025

September 3rd - 4th ... 10am to 6pm, September 5th ... 10am to 5pm

VENUE

TOKYO BIG SIGHT (Tokyo International Exhibition Center)

3-11-1 Ariake, Koto-ku, Tokyo 135-0063

TOTAL NUMBER OF EXHIBITORS (including concurrent shows)

2,978 companies

(including 996 overseas companies from 23 countries and regions)

ORGANIZER

Business Guide-Sha, Inc.

OFFICIAL SUPPORT BY

ASEAN-JAPAN Centre / Embassy of the Federal Republic of Germany / AICEP Trade & Investment Agency / Office of Commercial Affairs Royal Thai Embassy / German Chamber of Commerce and Industry in Japan / Italian Chamber of Commerce in Japan / Manufactured Imports and Investment Promotion Organization (MIPRO) / Japan External Trade Organization (JETRO) / Japan Department Store Association / Japan Chain Stores Association / Japan Retailers Association / Central Federation of Commerce and Industry, Japan / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Institute of Design Promotion (JDP) / Tokyo Convention & Visitors Bureau / Japan Direct Marketing Association (JADMA) / Japan Interior Industry Association / Character Brand Licensing Association (CBLA) / Japan Merchandising Rights Association (JAMRA) / The Association of Japanese Animations (AJA) / LICENSING INTERNATIONAL / Japan Specialty Store Association / Nissenken Quality Evaluation Center / Japan Commercial Environmental Design Association / Japan Office Institutional Furniture Association / Japan Federation of Interior Planner's Association / Japan Interior Coordinator Association / Japan Candle Association / LIVING TECH ASSOCIATION JAPAN / Nippon Flower Council / Tokyo Big Sight Inc. / Monthly Gift Premium

WITH COOPERATION OF

Japan Interior Designers' Association / Japan Jewelry Designers Association Inc. / Aroma Environment Association of Japan / Japan Package Design Association / Japan Graphic Design Association / Japan Industrial Design Association / Japan Sign Design Association / Japan Fashion Association / The Japan Design Space Association / Japan Extension Remodeling Conference Organization / The Textile Association of Japan / Renovation Council / Caring Design Association / Kyusyu Craft Design Association



The Total Number of Visitors & Exhibitors

Total number of visitors **219,261**

[including 5,019 from overseas]

Total number of exhibitors **2,978**

[Including 996 overseas companies from 23 countries and regions]

Trade Show \ Date	Sep. 3rd (Wed.)	Sep. 4th (Thu.)	Sep. 5th (Fri.)	TOTAL by each exhibition
The 100th TOKYO INTERNATIONAL Gift Show Autumn 2025	54,041	52,649	36,858	143,548
	Total No. of Exhibitors: 2,084 (939 overseas companies from 19 countries and regions)			
LIFE × DESIGN 18th Edition by Tokyo International Gift Show LIVING & DESIGN 2025	14,481	15,182	13,782	43,445
	LIFExDESIGN Total No. of Exhibitors: 560 (40 overseas companies from 11 country)			
	LIVING & DESIGN 2025 Total No. of Exhibitors: 13 (1 overseas company from 1 countries and region)			
The 38th GOURMET SHOW® Autumn 2025	11,551	12,570	8,147	32,268
	Total No. of Exhibitors 321 (16 overseas company from 3 country and region)			
TOTAL by each day	80,073 (2,124)	80,401 (2,061)	58,787 (834)	219,261 (5,019)

Note : No. of overseas visitors are indicated in parentheses



Summary

The 100th Tokyo International Gift Show Autumn 2025 and its concurrent trade shows, the 18th LIFExDESIGN, the 38th Gourmet Show Autumn 2025, LIVING&DESIGN 2025, were held from September 3rd (Wed.) to 5th (Fri.) 2025 at Tokyo International Exhibition Center.

At this time, we welcomed 996 overseas exhibitors from not only Asia but also Europe, North America.

It is expected to welcome more domestic and international exhibitors and visitors next Gift Show from February 4th (Wed.) to 6th (Fri.), 2026

The No. of Visitors : 219,261 (5,019 from overseas)

The No. of Exhibitors : 2,978 (996 companies from 23 countries and regions.)



The 100th TOKYO INTERNATIONAL Gift Show Autumn 2025

We welcomed 996 overseas companies from 23 countries and regions with 11 international pavilions from Suchas Hawaii stute, Uzbekistan, Taiwan and so on.
There are more than 30 exhibiting categories including interior, tableware kids stuff, stationary, beauty goods, and fashion.



Taiwan Pavilion 1



Hawaii Pavilion



Philippines Pavilion



Made in Uzbekistan Pavilion



WUSATA (Western United States Agricultural Trade Association)
The 38th Gourmet Show Autumn 2025
World Food Fair



Hong Kong Pavilion



Developing new food markets with specialty food from the world

The 38th GOURMET SHOW® Autumn 2025



The 38th Gourmet Show Autumn 2025 welcomed 321 exhibitors and 288 booths, showcasing high-quality and concept-based food products not only from Japan, but also around the world.

The booth exhibits were divided into five main areas: “Local Food Fair”, “Stylish Food Fair”, “Wellbeing Food Fair”, “World Food Fair” and “Market Solution Fair”. In addition, the popular special exhibits such as “Party Food Fair”, “CRAFT DRINK&LIQUOR Fair”, and “FARMER’S PRIDE Fair” were held.



◆Featured Events

To maximize opportunities for exhibitors and visitors to connect, Gourmet Show hosted seminars, a Kitchen Stage, and a New Product Contest. Additionally, the special exhibit “Food & Tableware Exhibition” was organized in collaboration with the concurrent “Tokyo International Gift Show,” presenting the harmony of premium food and refined Japanese tableware. The “World Gourmet Selection” was also held to further expand business opportunities for both Japanese and international exhibitors seeking to export or import their products.



Food & Tableware Exhibition



Kitchen Stage



Business Guide-sha, Inc.

LIFE × DESIGN

18th Edition by Tokyo International Gift Show

LIFExDESIGN, a trade show for renovation, design, and crafts has presented items, and services that led to new and comfortable ways of living at this spring show.

LIFExDESIGN has 14 fairs that showcase different products to enrich people's lives. This year we added a new area "Focal Point" to create an area where new and up-coming products and brands can be showcased. Including Japan, many other overseas brands had exhibited their fantastic products. With Japanese consumers tend to spend more time at home now, there has been a huge growth in demand for interior products. Fashionable imported interior products attracted many interests of Japanese buyers at this show. A collection of refined and tasteful products were presented this show!

Featured Categories



FOCAL POINT



JAPANESE BRAND



ACTIVE DESIGN×CRAFT



ACTIVE CREATORS



SAUNA & SPA



FACTORY NOW!



住まいと暮らしの新時代
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**LIVING
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TOTAL INTERIOR
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2025

“**LIVING&DESIGN**”, an international trade fair for housing and living was held concurrently with the 100th Tokyo International Gift Show Autumn 2025.

Business Guide-sha, Inc. held "LIVING & DESIGN 2025," an international trade show for total interior design produced by product designer Toshiyuki Kita, at West Exhibition Hall 4.

The exhibited products included furniture, lighting fixtures, interior accessories, and other high-quality new products for a “comfortable home”, continuing the theme of the first exhibition.

The fair was well received by buyers in the furniture, housing, and interior design industries, who came to see the extraordinary designs and the fresh new products.

Marva Griffin, Founder of Salone Satellite, Delivered Special Lecture at LIVING & DESIGN

Ms. Marva Griffin Wilshire, founder and curator of Salone Satellite at Milan Design Week, gave a special lecture at the seminar venue during LIVING & DESIGN. She shared key insights from the 26-year history of Salone Satellite and spoke about the evolving future of global design.

To coincide with the lecture, a special display booth titled “**THE NEW DESIGN WORLD**” was showcased at the venue, highlighting emerging trends and bringing new energy to the event.

[Featured Exhibitors]



The special display areas of The "Furniture Design Competition"

The scene of special talk seminar at SHOTENKENCHIKU, monthly magazine of store design, interior and architecture Lounge



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Overseas Exhibitors

The 100th Tokyo International Gift Show Autumn 2025 will feature a wide range of excellent products from many countries and regions around the world at booths of national pavilions, overseas exhibitors, and Japanese importers.

23 overseas companies from 996 countries and region will exhibit directly at the show.

Canada 1, China 676, Estonia 1, Finland 1, Germany 2, Hong Kong 47, India 18, Indonesia 1, Italy 2, South Korea 76, Lithuania 1, Malaysia 2, Pakistan 1, Philippines 21, Portugal 1, Singapore 2, Taiwan 53, Thailand 22, Turkey 1, United Kingdom 1, USA 40, Uzbekistan 1, Vietnam 4.

(*Including concurrent trade shows as of July 28th, 2025)

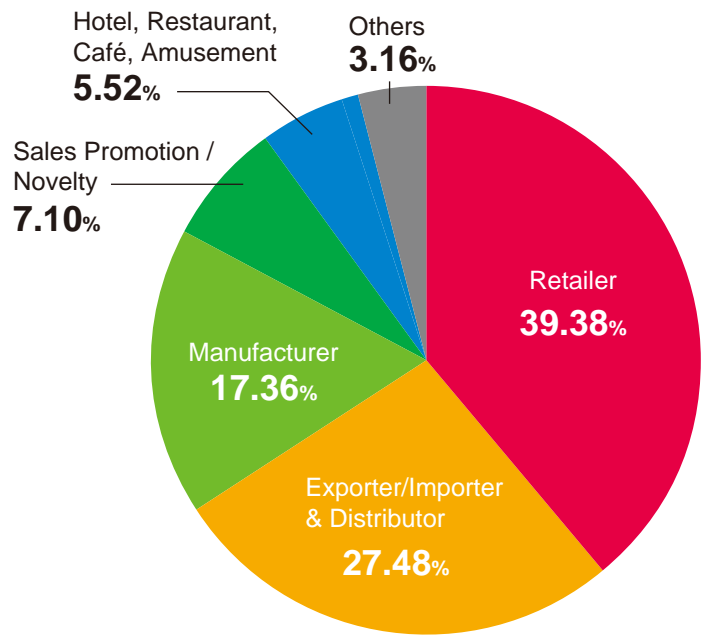
104 brands from 24 countries and region will be exhibited at the Gift Show and concurrent trade shows.

Israel 1, Italy 9, United Kingdom 15, Australia 2, Netherlands 4, South Korea 2, Singapore 1, Switzerland 2, Sweden 3, Spain 2, Thailand 6, China 25, Denmark 1, Germany 7, New Zealand 1, Bangladesh 1, France 6, Bulgaria 3, USA 7, Vietnam 1, Belgium 1, Portugal 1, Hong Kong 2, South Africa 1.

(*As of July 23th, 2025. Counted by submission from exhibitors)



The 100th TOKYO INTERNATIONAL
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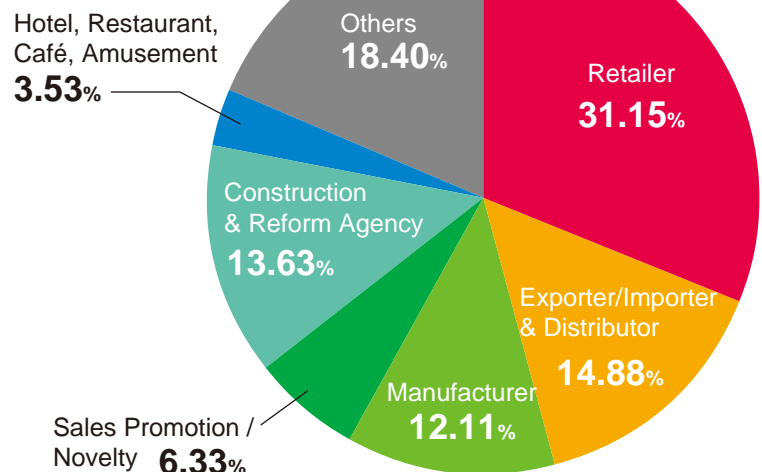


n=143,548

LIFE × DESIGN

18th Edition by Tokyo International Gift Show

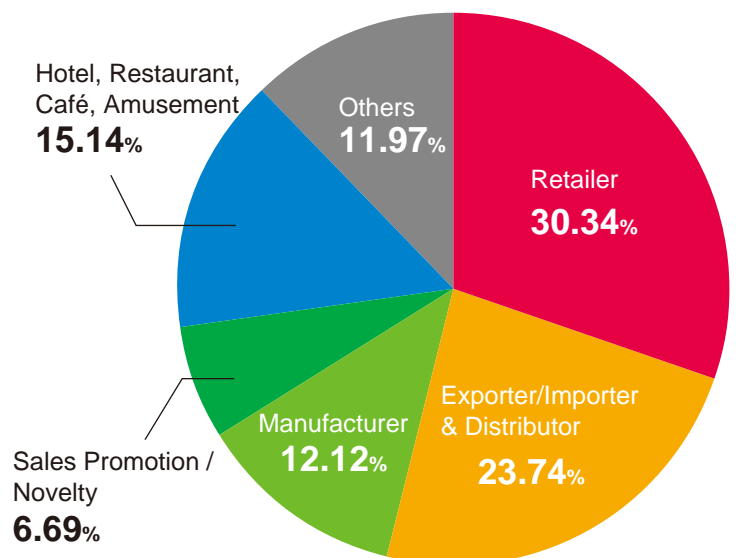
住まいと暮らしの新時代
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Sales Promotion / Novelty 6.33%

n=43,445

The 38th
GOURMET SHOW
Autumn 2025



Sales Promotion / Novelty 6.69%

n=32,268



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List of Exhibiting Area



GLOBAL

Area CODE	Exhibition Area	Product
GH	GLOBAL HANDMADE FAIR	Handmade goods that expresses different cultures
N	IMPORT GIFT FAIR	Imported goods



LIFE×DESIGN(Concurrent Trade Show) ※Applicable for raw space Plan

AD	ACTIVE DESIGN × CRAFT	Avant-garde industrial design, Craft design, Designed goods (exhibition via examination system)
AG	ART GALLERY FAIR	Evokes emotion and enriching art works
DD	ACTIVE CREATORS	Talented creators and designers
DIY	DIY BASE TOKYO	Products suited for DIY (variety of goods・tools・parts etc.), DIY suited service, Workshop proposal etc.
FP	FOCAL POINT	A special curated area for design projects. A new concept booth area.
GL	GLAMPING & OUTDOOR	Glamorous outdoor living proposal
GLS	SAUNA & SPA	Sauna & Spa related proposal of equipment・goods・pop-up etc.
LS	LIFE STYLINGS	Highly designed interior goods that enhances variety of lifestyle scenery
MN	FACTORY NOW!!	Iron, Copper・Carpenter・Shaving・Welding・Press・Printing etc., Factories' technical abilities and, a "factory" specialized area to promote, factory produced products and brands
NB	JAPANESE BRAND FAIR	Traditional technique and culture of craftsman, Modernly arranged masterpiece
NW	OVERSEAS MARKET DEVELOPMENT FAIR	Product・service that is able to be exported abroad
RF	RENOVATION FURNITURE FAIR	New proposal for furniture, aimed at the renovation market. Furniture that mirrors Japan's proud craftsmanship
RZ	RENOVATION ZONE	Designing living space from living style. New project, backing up the living industry, an idea zone for creating comfortable living space
SO	SOZAI	Expanding the possibilities of the materials, linking businesses to the materials itself
SS	START SCANDINAVIA	To tell the very essence of North Europe (Iceland, Estonia, Sweden, Denmark, Norway, Finland, Latvia, Lithuania), their culture and way of thinking through things and action.

INTERNATIONAL
TOYOTA International
Gift Show



LIVING & DESIGN

LD	LIVING & DESIGN	International trade show for total coordinated interior
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HOME FASHION GOODS VILLAGE

E	HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR	Home furnishing, Furniture, Lighting equipment, Interior accessories, Interior decoration
EF	FABRIC DECORATION FAIR	Fabric products for bed linen, Curtain, Carpet, High quality towel etc.
EK	HIGH DESIGN KITCHEN & TABLEWARE FAIR	Highly designed goods that enhances the kitchen and dining scene
G	FLORAL ACCESSORIES & GARDENING GOODS FAIR	Indoor gardening, Flower arrangement, Houseplant, Vase, Exterior, Dry flowers
H	FRAGRANCE FAIR	Aroma, Fragrance, Incense, Potpourri, Herbs
W	ETHICAL STYLE FAIR	Manufacturer and environmentally friendly eco, Organic, Sustainable products



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MY FAVORITE GOODS VILLAGE



CHARACTER / LICENSE / ENTERTAINMENT

A	YOUNG FASHION & KIDS STUFF FAIR	Character goods, Toys, Fancy goods, Variety goods, etc.
A1	BABY & KIDS FAIR	Baby • Kids related products
B	STATIONERY & PAPER GOODS FAIR	Writing Implement, Paper stationary, Wrapping, Stamp, Card, Other stationary • Paper products
BS	STYLISH STATIONERY FAIR	High-quality, Warmth, Thought out stationary, General goods, Designed stationary
GA	ART & GRAPHIC, DESIGN FAIR	Advertisement • Marketing • Production request • Design/Project for merchandise and/or character
HM	HANDMADE HOBBY MAKING FAIR	Handicraft, Art supplies & stationary, Art & Craft, Scrapbooking & Stamp, Beads & Decoration, etc.
M	SPORTS & LEISURE GOODS FAIR	Outdoor supplies, Leisure • Travel supplies, Playground supplies like kick boards
P	ANIME/COMIC & CHARACTER LICENSE FAIR	Recruiting Licensee, Special Event suggestion, Sales floors suggestion, etc.
Q	LIFE WITH PETS ~people and pets lifestyle for a shared living~	Pet related products, Goods • Merchandise with animal motifs
T	DIGITAL GADGETS & DEVICE FAIR	Electronics/Digital related goods like PC, Smartphones, Mobile tablet, etc.
U	RETAIL SUPPORT FAIR	Retailers, Distribution related attraction of consumers • Operation assistance
Y	CHRISTMAS & BRIDAL/ANNIVERSARY GIFT FAIR	Christmas, Wedding, Festival • Halloween, etc., Products related to variety of holidays



STYLISH VILLAGE FOR LADIES



DAILY NECESSITIES & SUNDRY GOODS VILLAGE



BEAUTY & HEALTH VILLAGE

F	BEAUTY & COSMETICS FAIR	Beauty goods, Body & Healthcare products
HC	HEALTHCARE FAIR	Healthcare products, Wellness, Elderly lifecare, Nursing, Supplement (heart & body health supporting goods)
I	DAILY NECESSITIES & SUNDRY GOODS FAIR	Idea • function products, Environmentally friendly products, Bath • Toiletry goods, Home appliances, Tableware, kitchen goods, Products for the elderly, Elderly care items, Emergency supplies, Other household items
IS	SOUVENIR GIFT OF JAPAN FAIR	Souvenir products and local gems
J	PERSONAL ACCESSORIES & LEATHER GOODS FAIR	Bags, Shoes, Leather accessories, Hats, Scarves, Umbrellas, etc., Fashion accessory products
JB	LOCAL FASHION BRAND from ALL OVER JAPAN	Fabric, Leather, Man-made fiber, etc., Items using materials that carry the 'Made in Japan' brand
FS	FASHION SELECT	High quality fashion goods for department stores • select shops
K	APPAREL FASHION FAIR	Focused on casual clothing, ladies, mens, inner wear, ethnic style, apparel & general goods, Japanese materials like indigo dyeing and old cloth etc., used apparel & general goods, import apparel
LA	FASHION ACCESSORY FAIR	Accessory, Watch, Sunglasses, Glasses, etc., Fashionable and lightly wearable accessories
LO	GEMSTONE & FINE JEWELRY FAIR	Semi-precious stone • Gemstone • Metallic Mineral • Fossil, Diamond, Pearl, Color stone, etc., used high quality jewelry and materials • related products
MC	manicolle tokyo	Fashion goods by designers & creators
SL	SPORTS IN LIFE	Young casual, Sport related apparel, General goods



GOURMET SHOW

GS-A1 • A2	LOCAL FOOD FAIR	Japanese sophisticated regional products such as agricultural and livestock products, beverages, and desserts that are grown in the land of Japan
GS-B1 • B2	STYLISH FOOD FAIR	Stylish products adding color to consumer's lifestyle. Focusing not only on the quality of the products, but also on their design and packaging
GS-C1 • C2	WELLBEING FOOD FAIR	Food products that are gentle and helpful to the body and mind to support healthy lifestyles
GS-D1 • D2	WORLD FOOD FAIR	Authentic food products from all over the world responding to the needs of Japanese consumers who lead global lifestyles
GS-E1 • E2	MARKET SOLUTION FAIR	Innovative services, items, and systems to enrich the food market by making the dining experience more comfortable and pleasant

