

# The 101st TOKYO INTERNATIONAL Gift Show Spring 2026

Concurrent Trade Shows

**LIFE × DESIGN**  
19th Edition by Tokyo International Gift Show

The 39th  
**GOURMET SHOW**  
Spring 2026

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

**LIVING  
&  
DESIGN**  
TOTAL INTERIOR  
2026



Business Guide-Sha., Inc. has announced that the 101st Tokyo International Gift Show Spring 2026 and its concurrent trade shows, the 19th LIFE×DESIGN, the 39th GOURMET SHOW Spring 2026, LIVING&DESIGN 2026 are going to be held from 4th (Wed). to 6th (Fri.) of February, 2026 at Tokyo International Exhibition Center (Tokyo Big Sight).

The previous Gift Show at September 2025 welcomed 219,261 visitors (5,019 from overseas), while the exhibition featured the presence of 2,978 companies (996 of them representing 23 countries and regions) including 11 international pavilions including Hawaii, Uzbekistan, Taiwan and so on.

The upcoming Gift Show in next February will be taken place at East Hall 4-8, West Hall 1-4 and South Hall 1-2, expecting more exhibitors to showcase own products and more visitors all over Japan and the world.

## DETAILS OF THE NEXT SHOWS

Name

**The 101st Tokyo International Gift Show Spring 2026**

Theme

**A Gift of Peace and Love Part II**

Concurrent Trade Shows

**The 19th LIFE×DESIGN in Tokyo International Gift Show Spring 2026**

**LIVING & DESIGN 2026**

**The 39th Gourmet Show Spring 2026**

Organizer

**Business Guide-Sha, Inc.**

Official Support & Cooperation (Scheduled)

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 (Scheduled)

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

Statistics (The 100th Tokyo International Gift Show Autumn 2025 and concurrent trade shows)

Total Number of **Visitors**

**219,261** (Including 5,019 overseas visitors)

Total Number of **Exhibitors**

**2,978** (Including 996 overseas companies from 23 countries and regions)

Total Number of Exhibitors by Country and Regions

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 12, Vietnam 14.

## PICK-UP EXHIBITION CATEGORIES

The 101st TOKYO INTERNATIONAL

# Gift Show

Spring 2026

### BABY & KIDS FAIR

In addition to the latest stylish international and domestic baby apparel, the show will also feature a wide variety of silicone toys, baby tableware, custom-made picture books and wooden educational toys, paper and clothes. Moreover, digital content for children and an overseas toy inspection organization will make



### YOUNG FASHION & KIDS STUFF FAIR

This area gathers character goods and licensed products that are exciting and enjoyable for both children and adults. The related market made v-shaped recovery after the COVID-19 pandemic, and the scale of this area has also expanded significantly compared to the previous shows.



### ANIME / COMIC & CHARACTER LICENSE FAIR

Anime/Comic & Character License Fair offers you ideal environment to connect with buyers from retailers, wholesalers and so on. The fair is starting to be recognized as the place to display nation-wide known anime character. The governmental institution has exhibited. Up-and-coming creators will also be welcomed to exhibit. Recently there has been increasing number of OEM/ODM manufactures who is seeking new intellectual property in Japan



### STATIONERIES & PAPER GOODS FAIR, STYLISH STATIONERY FAIR

This area gathers amazing products from Japan and abroad, including Japanese stationeries and paper products that are recognized for their high quality around the world. A wide variety of items are lined up, from packaging and materials to carefully selected high-design stationeries. This product genre is indispensable





## PICK-UP EXHIBITION CATEGORIES

The 101st TOKYO INTERNATIONAL

# Gift Show

Spring 2026

### FASHION SELECT

Curated premium fashion and accessories made in Japan - unique styles and quality you can't find anywhere else. Perfect for buyers seeking differentiation and high-margin products.



### LOCAL FASHION BRAND from ALL OVER JAPAN

Authentic Japanese regional brands - discover traditional craftsmanship and cutting-edge designs from across Japan, offering exclusive collections ideal for international markets.



### DAILY NECESSITIES & SUNDRY GOODS FAIR

From innovative daily-use products to lifestyle-enhancing goods, this fair gathers functional, entertaining, and design-driven items with strong retail potential. A treasure trove for global buyers seeking practical yet creative solutions.



### BEAUTY & COSMETICS FAIR and HEALTH CARE FAIR

Japan's fastest-growing beauty & wellness market all in one place: cosmetics, health foods, fitness, hygiene, and oral care. Meet brands that combine trusted Japanese quality with global appeal.



**PICK-UP EXHIBITION CATEGORIES**

The 101st TOKYO INTERNATIONAL

# Gift Show

Spring 2026

**HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR**

One of the largest areas for home furnishing products such as furniture, lighting, interior accessories, and interior decorations that offer a comfortable way of living in the living room and bedroom. This area has a very large number of companies and booths in the Gift Show.

**HIGH DESIGN KITCHEN & TABLEWARE FAIR**

From high-design tableware, cutlery, tablecloths, cooking utensils to kitchen appliances, this area presents kitchen and dining scenes that bring people together to share a sense of comfort. With the growing popularity of self-catering, which is easy, time-saving, and economical, this is one of the fairs that attracts the attention of many buyers.

**FRAGRANCE FAIR**

Fragrance products," which create a comfortable space for daily life, are gaining popularity as fashionable interior items. We offer a collection of fragrance products such as aroma, herb, incense, etc., and propose a wonderful lifestyle with fragrance.

**ETHICAL STYLE FAIR**

In particular, we are going to enhance three concepts; Upcycle products, Edible insect products and Eco-friendly local products at this Gift Show. For example, accessories made from ocean plastic, snacks made from edible insect powders, and natural detergent made from naturally degradable ingredients will be exhibited. In addition, we will be featuring gift products made of local materials as well as the products conducted by the local governmental institutions.



## PICK-UP EXHIBITION CATEGORIES

# LIFE×DESIGN

19th Edition by Tokyo International Gift Show

## Active Design & Craft Fair

The #1 most popular area in LIFE×DESIGN. This area showcases beautifully designed products and crafts created with care. From avant-grade industrial design, craft design, designed goods, you can find very thought-out new and fresh products here!

## Sauna & Outdoor Goods Fair

A recent trend in Japan has been, going to sauna for the health benefits and business community building.

In the past few years, solo camping has become popular. Additionally, accommodations with glamping facilities are in demand and outdoor goods are selling well!

Don't miss out on the largest trend and business opportunities!

## Life Stylings

In this fair, various high quality interior goods are gathered, such as organic towels, dishware, clothes, interior decorations, other products that help make users' living space more comfortable. This is a perfect area for any products that enhances the living space the user.

Developing new food markets with specialty food from the world

## The 39th GOURMET SHOW<sup>®</sup> Spring 2026

The 39th Gourmet Show Spring 2026 will be held under the theme of "Sustainable Food and Future Stories that Connect the Regions" aiming to create a food market that enriches the society and consumer's lifestyle.

Gourmet Show brings together quality-oriented and concept-based food products from across Japan, showcasing unique regional food cultures, ingredients, and the inspiring stories behind them.

In addition to the 5 major exhibiting areas; Local Food Fair, Stylish Food Fair, Wellbeing Food Fair, World Food Fair, and Market Solution Fair, special themed exhibits such as "CAFÉ&TEA Fair", and "PARTY FOOD FAIR" will be held.

Join the Gourmet Show and discover the possibilities of high-quality food market in Japan!





## A Trade Show for Total Interior Design About "LIVING&DESIGN"

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  
**2026**



For 13 years since 2009, this trade show for total interior design was held in Osaka. Furniture, interior goods, housing equipment, bathroom/plumbing, and building material manufactures from all over Japan, and starting from Italy to overseas, interior related manufactures have exhibited.

Since September, 2022, "LIVING&DESIGN" is held concurrently with "Tokyo International Gift Show", bringing in not only interior design specialist buyers, but buyers from various industries. For the next 2026 Spring show in September, we plan to carry on the well-loved special seminars by renowned designers, architects, etc., in order to continue to attract and increase the number of designers, Japanese shop buyers and importers visits. We hope to continuously contribute to the Japanese market, the product distribution, and the overall production of the living and lifestyle related renovation for housing contract, hotel, and so on.



## LIVING&DESIGN Producer, Toshiyuki Kita



Toshiyuki Kita

Began designing in Japan and Milano from 1969. Since then, Kita has designed many best-seller products from European and Japanese manufacturers world-wide. Many of his works are selected for permanent collections in world famous museums such as The Museum of Modern Art in New York (MOMA), Centre Georges Pompidou (Paris), etc. He is also very active in revitalizing and promoting local Japanese traditional crafts and industries as well. He is the Director of the international trade fair for home and lifestyle renovation "LIVING & DESIGN" and proponent of Japanese lifestyle renovation, the "RENOVETTA" project. Professor at The Osaka University of Arts.

In 2015, his invitational exhibition "Il Lusso Della Natura" was held at Chiesa San Domenico Church in ALBA. Multi-international awards includes the 1990 "Delta de Oro (Gold Prize)" Award of Spain and the prize "carrier internazionale of Compasso d'Oro" of Italy in 2011. In 2016, he served as The International Jury of Compasso d'Oro, Italy. He was bestowed with the honorary title of "Commendatore" by the Italian republic, in 2017. Received an "Intellectual Property Achievement Awards" from Japan Patent Office (JPO) in 2018.

His recent publications include "Power of Design", "Local Industry + Design", "Venture for Design", and many more.

# 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  
Gift Show



## LIVING & DESIGN

|    |                 |   |
|----|-----------------|---|
| LD | LIVING & DESIGN | International trade show for total coordinated interior |
|----|-----------------|---|



## 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              |





## 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<br>~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                   |