

# POST SHOW REPORT

The 101st TOKYO INTERNATIONAL

# Gift Show

Spring 2026

Concurrent Trade Shows

## LIFE × DESIGN

19th Edition by Tokyo International Gift Show

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

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**

[Date] 4 (Wed) - 6 (Fri), February, 2026

[Time] 10:00-18:00 (10:00-17:00 on February 6)

[Venue] Tokyo Big Sight

 **Business Guide-sha, Inc.**

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

**Head Office**

2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034, Japan  
TEL: +81-3-3843-9851 / FAX: +81-3-3843-9850  
e-mail: [overseas@businessguide-sha.co.jp](mailto:overseas@businessguide-sha.co.jp)

**Osaka Branch**

2-16-7F Hommachibashi, Chuo-ku, Osaka-Shi, Osaka 540-0029, Japan  
TEL: +81-6-6258-0002 / FAX: +81-6-6258-0004  
e-mail: [overseas@businessguide-sha.co.jp](mailto:overseas@businessguide-sha.co.jp)

## SHOW NAME

The 101st Tokyo International Gift Show Spring 2026

## CONCURRENT SHOWS

The 19th LIFE×DESIGN in Tokyo International Gift Show Spring 2026  
LIVING & DESIGN 2026  
The 39th Gourmet Show Spring 2026

## DATES & HOURS

February 4 (Wed) - 6 (Fri), 2026  
February 4 - 5 ... 10am to 6pm, February 6 ... 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)

**2,789** companies  
(including 368 overseas companies from 16 countries and regions)

## ORGANIZER

Business Guide-Sha, Inc.

## OFFICIALLY SUPPORTED BY

ASEAN-JAPAN Centre / 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 Retailers Association / Japan Department Store Association / Japan Chain Stores Association / Central Federation of Societies of Commerce and Industry / 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 Specially 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

## IN COOPERATION WITH

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 **226,166**

[Including 2,496 from overseas]

Total number of exhibitors **2,789**

[Including 368 overseas companies from 16 countries and regions]

Trade Show	Date	Feb. 4 (Wed)	Feb. 5 (Thu)	Feb. 6 (Fri)	TOTAL by each exhibition
The 101st TOKYO INTERNATIONAL <b>Gift Show</b> Spring 2026		<b>52,539</b> (1,401)	<b>49,287</b> (822)	<b>42,674</b> (273)	<b>144,500</b> (2,496)
	Total number of exhibitors : 1,584 (360 overseas companies from 15 countries and regions)				
<b>LIFE×DESIGN</b> 19th Edition by Tokyo International Gift Show <b>LIVING&amp;DESIGN 2026</b>		<b>15,615</b>	<b>15,589</b>	<b>14,333</b>	<b>45,537</b>
	<b>LIFE×DESIGN</b> Total number of exhibitors : 766 ( 6 overseas companies from 4 countries)				
	<b>LIVING &amp; DESIGN 2026</b> Total number of exhibitors : 7				
The 39th <b>GOURMET SHOW</b> Spring 2026		<b>11,153</b>	<b>13,099</b>	<b>11,877</b>	<b>36,129</b>
	Total number of exhibitors : 432 (2 overseas companies from 2 countries and regions)				
TOTAL by each day		<b>79,307</b> (1,401)	<b>77,975</b> (822)	<b>68,884</b> (273)	<b>226,166</b> (2,496)

Note : The number of overseas visitors are indicated in parentheses.



## Summary

The 101st Tokyo International Gift Show Spring 2026 and its concurrent trade shows, the 19th LIFExDESIGN, the 39th Gourmet Show Spring 2026, LIVING&DESIGN 2026, were held from February 4 (Wed) to 6 (Fri) 2026 at Tokyo Big Sight.

At this time, we welcomed 368 overseas exhibitors from not only Asia but also Europe and North America.

The next edition of the show will be held from September 2 to 4, 2026, and we are planning to further expand both exhibitor participation and visitor attendance.

The number of visitors : 226,166 (2,496 from overseas)

The number of exhibitors : 2,789 (368 companies from 16 countries and regions)



368 companies from 16 countries and regions participated in the show. Throughout the venue, active and productive business meetings were observed, reflecting strong interest from both exhibitors and buyers. Some overseas exhibitors have found distributors in Japan at the Gift Show, and those distributors have subsequently joined the show as exhibitors. This page introduces several companies.



BOX, TRAY & GIRAFFE LIMITED



Hong Kong



SSONDA - Japanese Exclusive Distributor



Korea



NAYAD



U.S.A

There were group exhibitions from Asian countries and were featured at the venue, showcasing a wide variety of products across different categories. These group participations contributed to the international atmosphere of the show and provided buyers with valuable opportunities to discover new suppliers and products from around the world.



Group Participation from Taiwan



Taiwan



Hong Kong Pavilion



Hong Kong

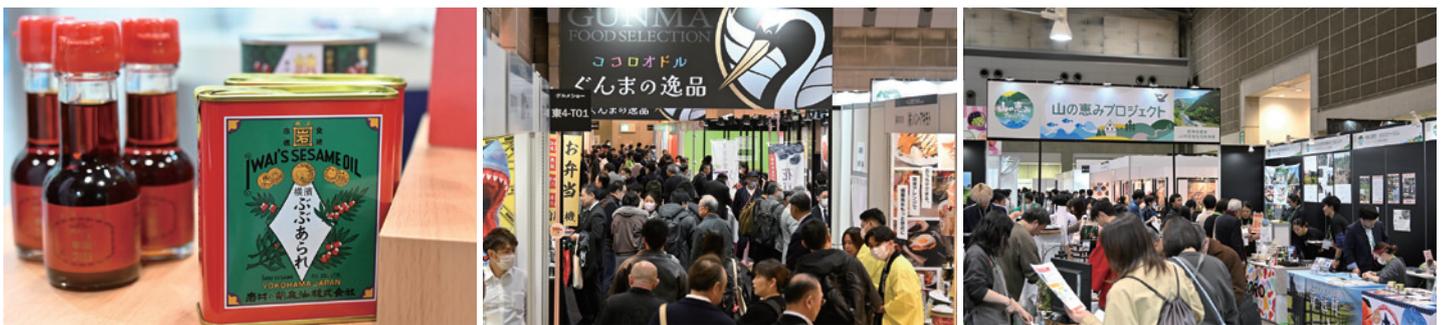


Developing new food markets with specialty food from the world

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



The 39th Gourmet Show Spring 2026 welcomed 432 exhibitors across 296 booths, showcasing high-quality and concept-based food products. The 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, as part of an area configuration designed to address increasingly segmented market needs, the "Party Food Fair" and the "Café & Tea Fair" were held.



In order to maximize opportunities for exhibitors and visitors, the Gourmet Show hosted seminars, the Kitchen Stage, and the New Product Contest. The local governments and regional economic organizations such as Gunma Prefecture and Okayama City presented their high-quality products. Additionally, the Chamber of Commerce business meeting "feel NIPPON" and the "Blessings of the Mountains Project," led by the Ministry of Agriculture, Forestry and Fisheries, were also held. The number of exhibitors and visitors has continued to increase with each edition, resulting in three days of active business meetings.



"feel NIPPON" supported by Japan Chamber of Commerce and Industry



Live demonstration seminars at the Kitchen Stage



# LIFE × DESIGN

19th Edition by Tokyo International Gift Show

LIFE×DESIGN, 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.

LIFE×DESIGN has 16 fairs that showcase different products to enrich people's lives. Last 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 tending 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.

A collection of refined and tasteful products were presented this show!

## Featured Categories



FOCAL POINT



JAPANESE BRAND



ACTIVE DESIGN & CRAFT FAIR



ACTIVE CREATORS



SAUNA & SPA



re:re:re



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



“**LIVING&DESIGN**”, an international trade fair for housing and living was held concurrently with the 101st Tokyo International Gift Show Spring 2026.

Business Guide-sha, Inc. held "LIVING & DESIGN 2026," an international trade show for total interior design, 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.

**“CRAFT UNCOVER for HOTEL,” a special exhibition curated and directed by UDS, was held in West Hall 4, within the LIVING & DESIGN.**

UDS Ltd., a company that contributes to community and urban development, has partnered up with Business Guide-Sha Inc. to launch a special exhibition, “CRAFT UNCOVER for HOTEL.” It proposed the use of traditional and contemporary crafts in hotel environments.

The project discovers new value for crafts by applying those items in unexpected fields. Its first chapter featured proposals for hotel spaces and finds new value and possibilities for crafts.

## [Featured Exhibitors]



The special display areas of The "Furniture Design Competition"

SHOTENKENCHIKU, monthly magazine of store design, interior and architecture Lounge



## Overseas Exhibitors

The 101st Tokyo International Gift Show Spring 2026 featured a wide range of excellent products from many countries and regions around the world at booths of national pavilions, overseas exhibitors, and Japanese importers.

**368 overseas companies from 16 countries and regions exhibited directly at the show.**

China 235, Estonia 1, Hong Kong 62, India 1, Ireland 1, Italy 1, South Korea 24, Malaysia 2, Romania 1, Singapore 1, Taiwan 27, Turkey 1, United Kingdom 2, USA 7, Uzbekistan 1, Vietnam 1.

**93 brands from 21 countries and regions will be exhibited at the Gift Show and concurrent trade shows.**

Austria 2, Belgium 4, Canada 1, China 11, Denmark 3, France 7, Germany 8, Hong Kong 1, Italy 8, South Korea 3, Netherlands 5, New Zealand 3, Poland 2, Portugal 2, South Africa 1, Spain 2, Sweden 2, Taiwan 2, Turkey 1, United Kingdom 13, USA 12.



## Summary of the Overseas Buyer Sponsorship Program

At the 101st Tokyo International Gift Show Spring 2026, the Overseas Buyer Sponsorship Program was held. This program invites highly motivated international buyers interested in sourcing Japanese products from around the world, with the aim of supporting Japanese companies' global expansion. A total of 30 companies from 13 countries including United States, France, Australia, and Taiwan, attended and engaged in active business negotiations with domestic exhibitors at the venue.

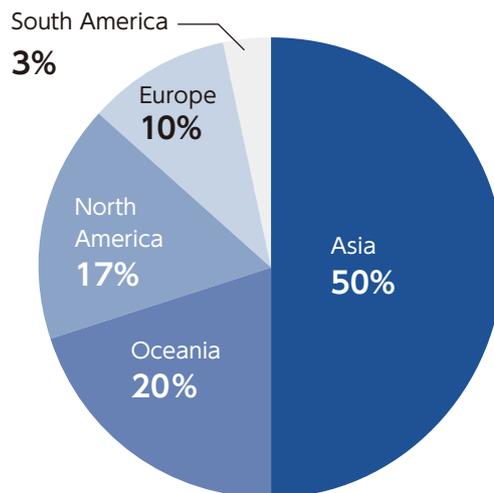
Participants from Asian regions such as China, South Korea, and Taiwan accounted for 15 companies, representing half of the total. By country, Australia had the largest participation with six companies, indicating strong interest in Japanese products within that market.

Regarding visiting purposes, 29 companies attended to develop new business partners, while 16 companies came to negotiate with existing partners.

The product category that attracted the greatest interest among buyers was traditional Japanese crafts. Buyers cited a desire for products showcasing Japan's advanced craftsmanship, which also drew attention to more contemporary items such as stationery, furniture, and interior goods.

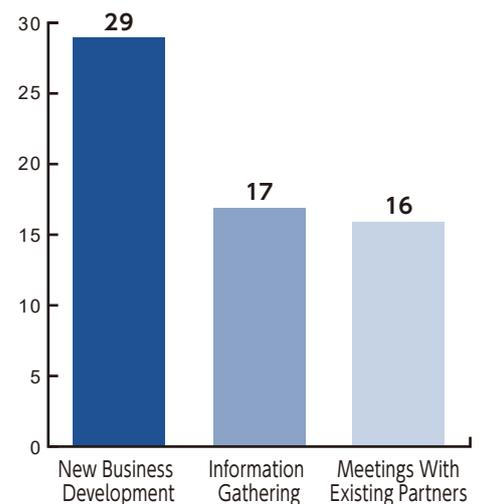
Country	Companies
AUSTRALIA	6
TAIWAN	5
HONG KONG	4
CHINA	3
U.S.A.	3
CANADA	2
FRANCE	1
ITALY	1
KOREA	1
MALAYSIA	1
PERU	1
SPAIN	1
U.A.E.	1
<b>Total</b>	<b>30</b>

**[Buyer Profile by Region]**



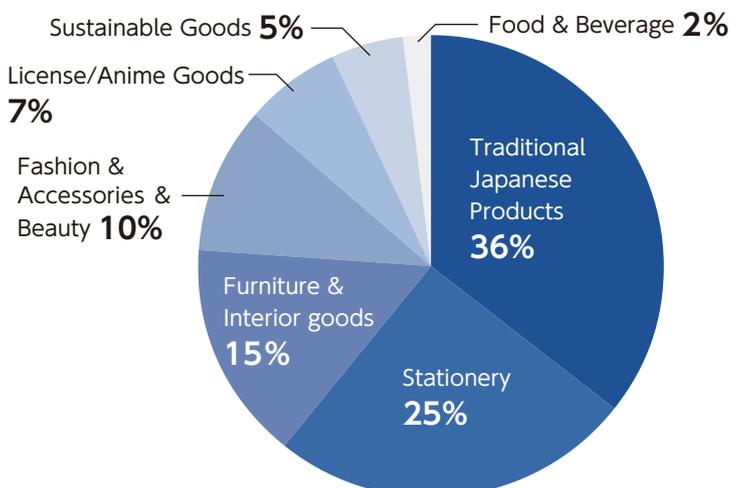
**[Purpose of visit]**

※Multiple answers allowed

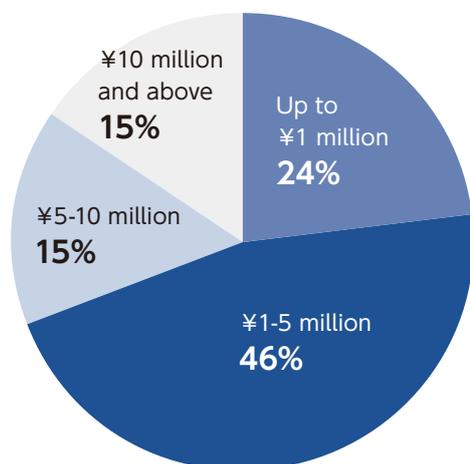


**[Products of Interest]**

※Multiple answers allowed



**[Purchasing Budget]**



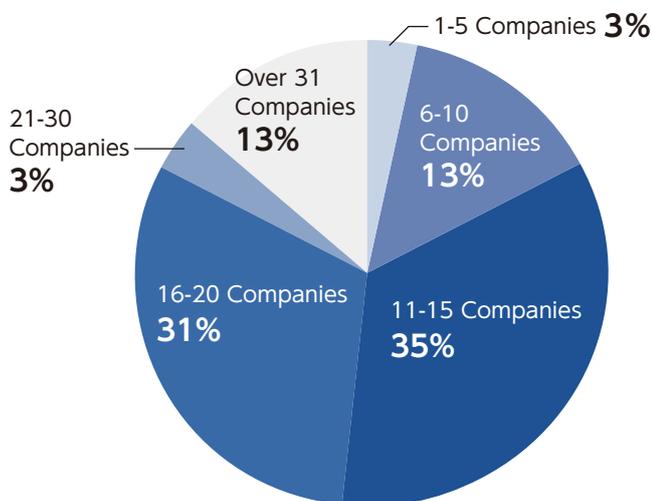
Participation requirements for the program included attending at least two days and conducting a minimum of five business meetings.

The total number of meetings reached 591, with over 90% of buyers holding six or more meetings. The largest group conducted meetings with 11–15 companies, and some buyers attended for three days and met with more than 50 companies.

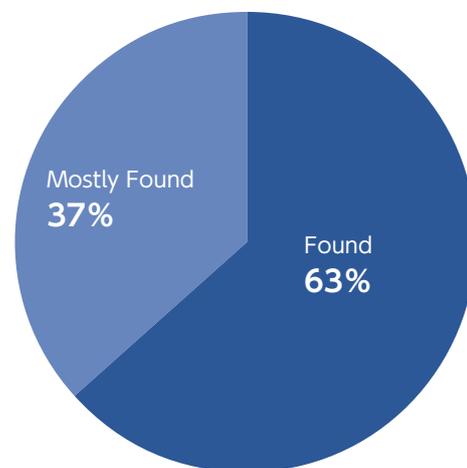
Regarding outcomes, all participating companies reported that they were able to find the products they were seeking, including those who answered “mostly found.” Confirmed orders totaled 119, approximately double the 50 orders recorded at the Tokyo International Gift Show September 2025 (100th edition, 42 participating companies).

As a result, the number of successful business deals significantly exceeded that of the previous show.

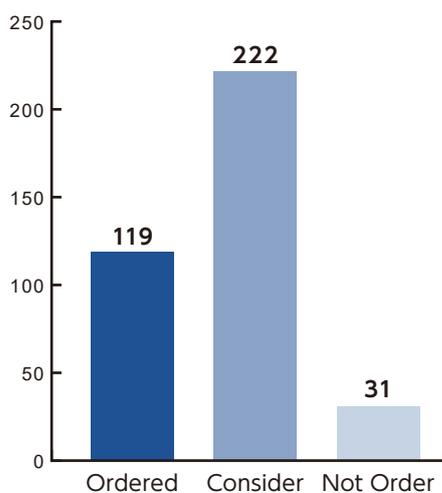
**[Number of Business Meetings]**



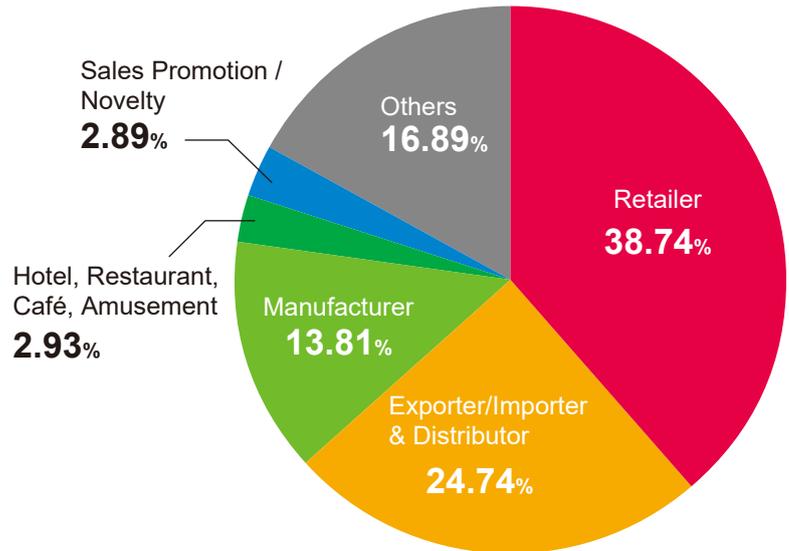
**[Success in Finding Target Products]**



**[Business Meeting Results]**



The 101st TOKYO INTERNATIONAL  
**Gift Show**  
 Spring 2026

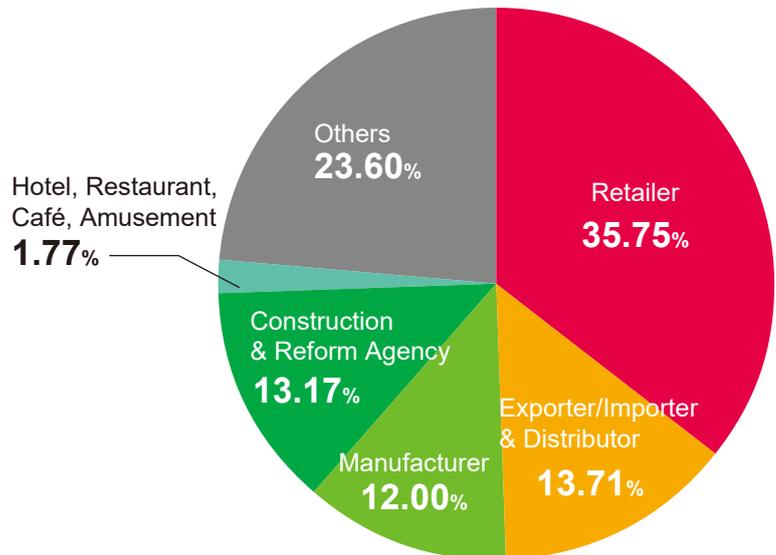


n=144,500

**LIFE × DESIGN**

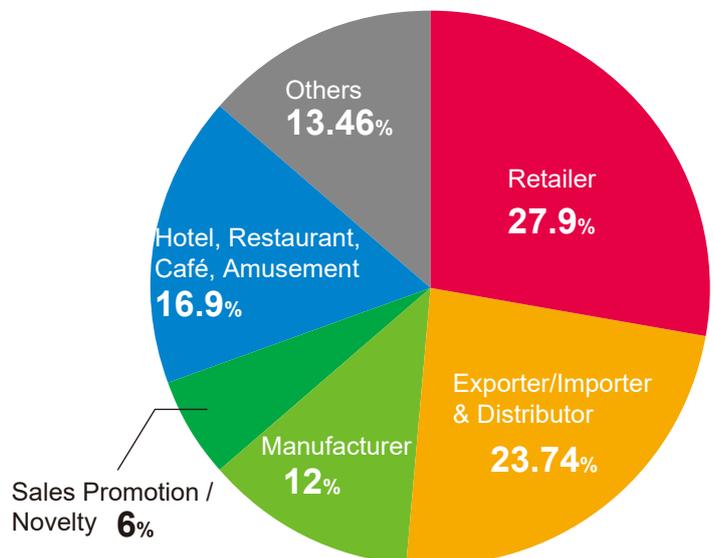
19th Edition by Tokyo International Gift Show

住まいと暮らしの新時代  
 TOKYO International  
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n=45,537

The 39th  
**GOURMET**  
**SHOW** Spring 2026



n=36,129



# 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 FAIR	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.

ESTABLISHED  
2013 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





## 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



## FASHIONABLE GOODS WORLD



## 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

