POST SHOW REPORT

The 102nd TOKYO INTERNATIONAL Gift Show® Autumn 2026

Concurrent Trade Shows

LIFE×DESIGN®
20th Edition by Tokyo International Gift Show

The40th GOURMET SHOW®
Autumn 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] September 2 (Wed.) - 4 (Fri.), 2026

[Time] 10:00-18:00 (10:00-17:00 on September 4)

[Venue] Tokyo Big Sight

Business Guide-sha, Inc.

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

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SHOW NAME

The 102nd Tokyo International Gift Show Autumn 2026

CONCURRENT SHOWS

The 20th LIFE×DESIGN in Tokyo International Gift Show Autumn 2026
LIVING & DESIGN 2026
The 40th Gourmet Show Autumn 2026

DATES & HOURS

September 2 (Wed.) - 4 (Fri.), 2026
September 2 - 3 … 10am to 6pm, September 4 … 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)

2,880 companies
(including 811 overseas companies from 20 countries and regions)

ORGANIZER

Business Guide-Sha, Inc.

OFFICIAL SUPPORT

ASEAN-JAPAN Centre / AICEP Trade & Investment Agency / Embassy of India, Tokyo / Nominal support by the Embassy of Finland, Japan / Office of Commercial Affairs Royal Thai Embassy / Italian Chamber of Commerce in Japan / German Chamber of Commerce and Industry 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 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

COOPERATION

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 221,897
[Including 4,266 from overseas]

Total number of exhibitors 2,880
[Including 811 overseas companies from 20 countries and regions]

Trade Show \ Date	Sep. 2 (Wed.)	Sep. 3 (Thu.)	Sep. 4 (Fri.)	TOTAL by each exhibition
The 102nd TOKYO INTERNATIONAL Gift Show® Autumn 2026	52,347 (2,403)	49,979 (1,278)	41,328 (585)	143,654 (4,266)
	Total number of exhibitors : 1,811 (721 overseas companies from 15 countries and regions)			
LIFE×DESIGN® 20th Edition by Tokyo International Gift Show / LIVING & DESIGN 2026	15,474	15,895	14,980	46,349
	LIFE×DESIGN Total number of exhibitors : 659 (79 overseas companies from 11 countries)			
	LIVING & DESIGN 2026 Total number of exhibitors : 24			
The 40th GOURMET SHOW® Autumn 2026	10,181	11,718	9,995	31,894
	Total number of exhibitors : 432 (2 overseas companies from 2 countries and regions)			
TOTAL by each day	78,002 (2,403)	77,592 (1,278)	66,303 (585)	221,897 (4,266)

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

Summary

The 102nd Tokyo International Gift Show Autumn 2026 and its concurrent trade shows, the 20th LIFExDESIGN, the 40th Gourmet Show Autumn 2026, LIVING&DESIGN 2026, were held from September 2 (Wed.) to 4 (Fri.) 2026 at Tokyo Big Sight.
At this time, we welcomed 811 overseas exhibitors from not only Asia but also Europe and North America.
The next edition of the show will be held from February 24 to 26, 2027, and we are planning to further expand both exhibitor participation and visitor attendance.

The number of visitors : 221,897 (4,266 from overseas)
The number of exhibitors : 2,880 (811 companies from 20 countries and regions)

A total of 811 companies from 20 countries and regions participated in the show, presenting a wide variety of unique products from around the world. International exhibitors actively introduced their latest offerings, conducting energetic business negotiations with Japanese buyers.

Korean Pavilion

Korea

State of Hawaii

U.S.A

Ministry of MSME, Govt. of India

India

The Korean Pavilion featured a strong presence of exhibitors from the Chungcheong region showcasing beauty and lifestyle goods, followed by the Hawaii Pavilion, presented by the State of Hawaii, which introduced a popular lineup of local gifts and apparel. Next, the India Pavilion presented eco-friendly jute products and unique regional specialties, while the vibrant Taiwan Pavilion attracted steady buyer traffic with its diverse product offerings. Finally, the Vietnam Pavilion highlighted distinctive local items, bringing a rich variety of international charm to Japanese buyers.

Taiwan Pavilion

Taiwan

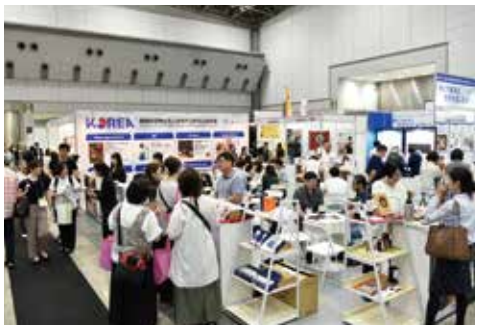
Vietnam Pavilion

Vietnam

Developing new food markets with specialty food from the world

The 40th GOURMET SHOW® Autumn 2026

The 40th Gourmet Show Autumn 2026 welcomed 386 exhibitors across 313 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 "Craft Drink & Liquor Fair" were held.



In order to maximize opportunities for exhibitors and visitors, the Gourmet Show hosted seminars, the Kitchen Stage, and several display events

Among the exhibition areas, the World Food Fair, which featured a large number of products from overseas, welcomed many high-quality food companies from Korea specializing in premium foods. The Wellbeing Food Fair also attracted considerable attention from buyers, showcasing a wide range of products designed not only to address health concerns but also to support a more fulfilling lifestyle.

The display event
"Rediscover Regional Food Brands ～Old and New～"

Live demonstration seminars at the Kitchen Stage

LIFE×DESIGN®

20th 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 Autumn show.
LIFE×DESIGN has 16 fairs that showcase different products to enrich people's lives. Last year we welcomed new brands including Japanese brands, and many other overseas brands, which 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

LIFE STYLINGS

re:re:re

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“LIVING&DESIGN”, an international trade fair for housing and living was held concurrently with the102nd Tokyo International Gift Show Autumn 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.

“TSUNAGU ~Reconnect~” a special exhibition curated and directed by Yuko Nagayama, was held in West Hall 4, within the LIVING & DESIGN.

In this exhibition, hammocks made from ocean litter, upcycled roof tile from past earthquakes were used. The visitors were drawn to the unique display and this exhibition was able to achieve visualization of the essential nature of architecture, that is to “connect. ”

[Featured Exhibitors]

"Furniture Design Competition" Award Ceremony

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

Overseas Exhibitors

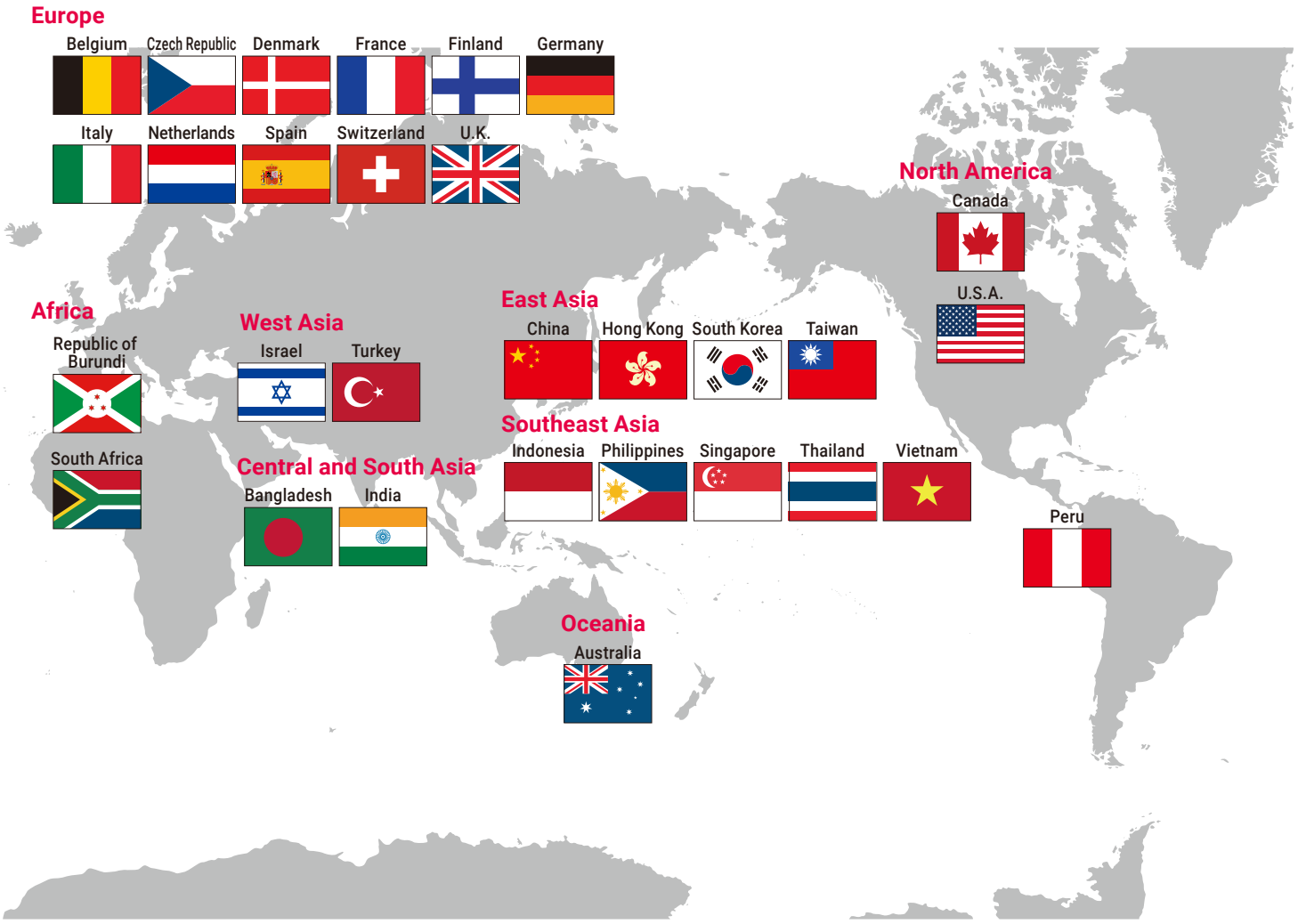
The 102nd Tokyo International Gift Show Autumn 2026 featured a wide range of excellent products from many countries and regions around the world at booths of national pavilions, overseas exhibitors, and Japanese importers.

811 overseas companies from 20 countries and regions exhibited directly at the show.

Bangladesh 2, Canada 1, China 397, Finland 1, Germany 2, Hong Kong 49, India 9, Indonesia 1, Italy 1, Netherland 1, Peru 1, Philippine 19, Singapore 3, South Korea 210, Taiwan 66, Thailand 20, Turkey 1, United Kingdom 1, United States 24, Vietnam 2

126 brands from 22 countries and regions were exhibited at the Gift Show and concurrent trade shows.

Australia 2, Belgium 4, Canada 3, China 30, Czech Republic 1, Denmark 2, France 3, Germany 7, Hong Kong 5, India 1, Israel 1, Italy 8, Netherlands 3, Republic of Burundi 2, South Africa 1, South Korea 6, Spain 4, Switzerland 1, Taiwan 5, Thailand 7, U.K. 11, U.S.A. 19



Summary of the Overseas Buyer Sponsorship Program

At the 102nd Tokyo International Gift Show Autumn 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 32 companies from 10 countries including United States, France, Australia, and Taiwan, attended and engaged in active business meetings with domestic exhibitors at the venue.

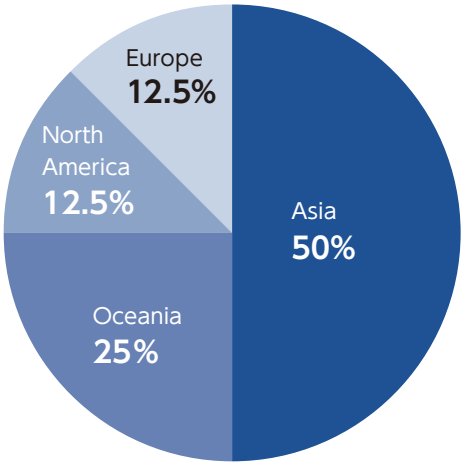
16 Asian companies, including those from China, South Korea, and Taiwan, accounted for half of the total. Seven companies had participated, marking the most percentage this time. (6 at the 101st Tokyo International Gift Show). This suggests a strong interest in Japanese products in the Australian market.

Regarding their objectives for visiting the show, all buyers indicated that they were seeking to develop new business relationships. 13 buyers cited meetings with existing business partners as a purpose of their visit; 21 buyers cited gathering information at the show as a place to discover new products, accounting for more than half of the total.

As in the previous edition, Japanese traditional crafts attracted the greatest interest from buyers. It is also noteworthy that licensing/Anime Goods (17.9%) and food & beverage (10.3%) showed an upward trend.

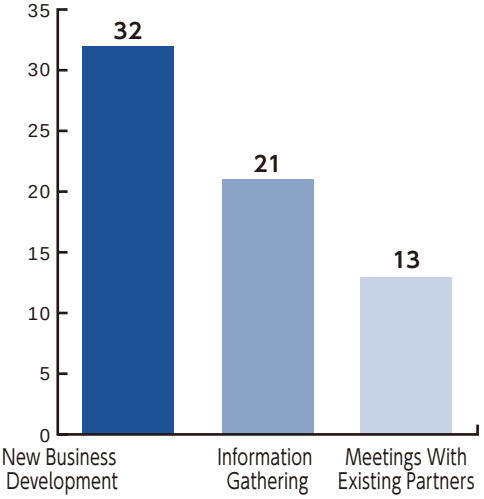
Country	Companies
AUSTRALIA	7
CHINA	4
SOUTH KOREA	4
TAIWAN	4
UNITED STATES	4
HONG KONG	3
FRANCE	2
UNITED KINGDOM	2
NEW ZEALAND	1
UAE	1
Total	32

【Buyer Profile by Region】



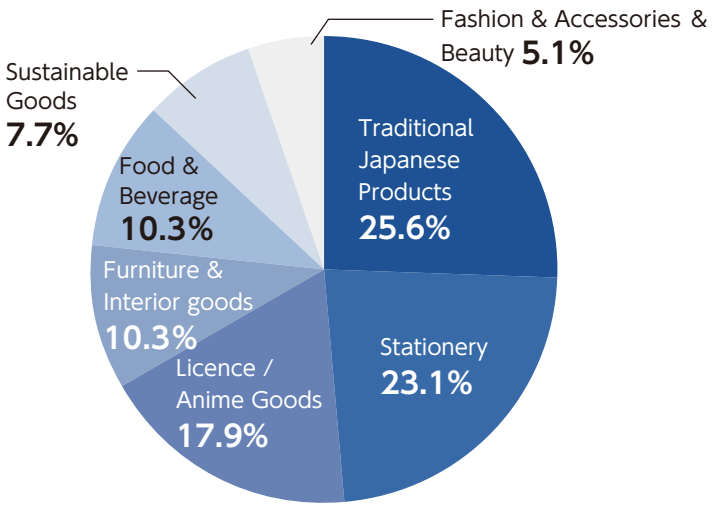
【Purpose of visit】

※Multiple answers allowed

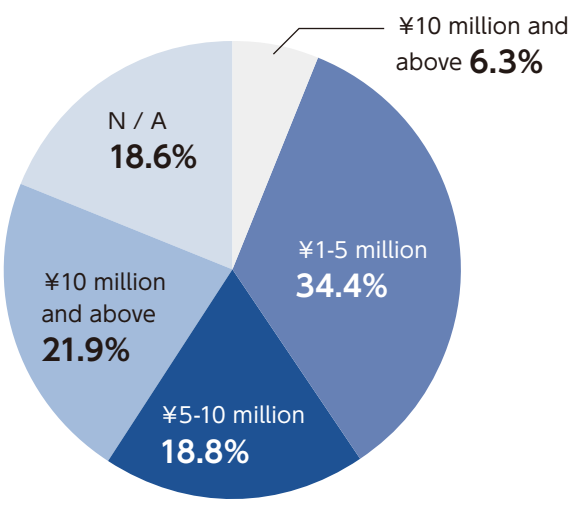


【Products of Interest】

※Multiple answers allowed



【Purchasing Budget】



Business Guide-sha, Inc.

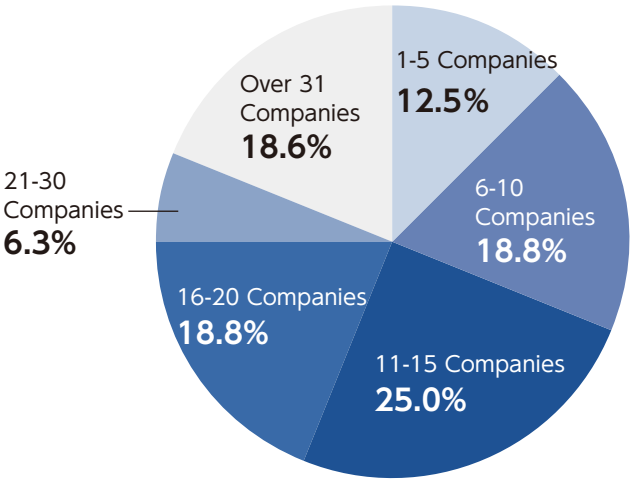
Participation requirements for the program included attending at least two days and conducting a minimum of five business meetings.

The total number of business meetings conducted during this edition reached 632, representing an approximately 6.9% increase from the previous edition (591 meetings at the 101st Tokyo International Gift Show). More than 90% of buyers conducted six or more business meetings, with the largest group holding meetings with 11–15 companies. In addition, some buyers attended all three days of the show and held meetings with more than 60 companies.

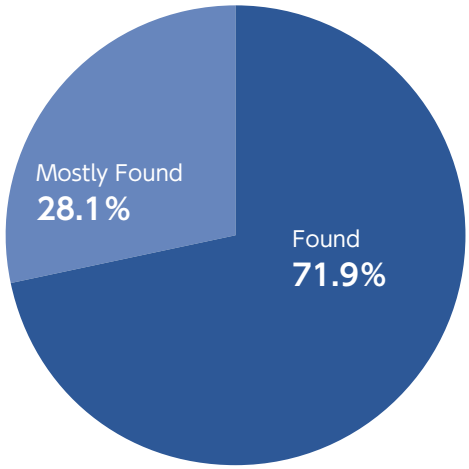
Regarding business meeting outcomes, all participating companies reported that they were able to find the products they were looking for, including those who responded that they had “mostly found what they were looking for.” The number of orders placed reached 169, an approximately 42% increase compared with the 119 orders placed at the Tokyo International Gift Show held in February 2026 (101st edition; 30 participating companies).

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

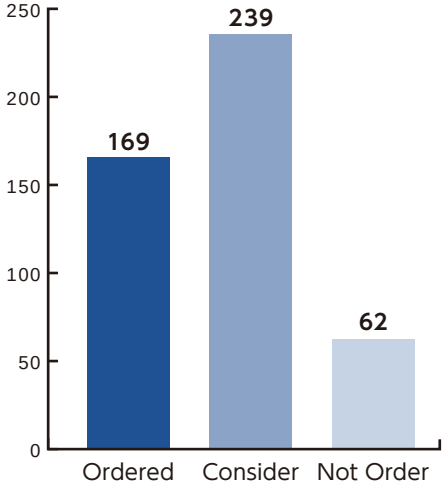
【Number of Business Meetings】



【Success in Finding Target Products】



【Business Meeting Results】



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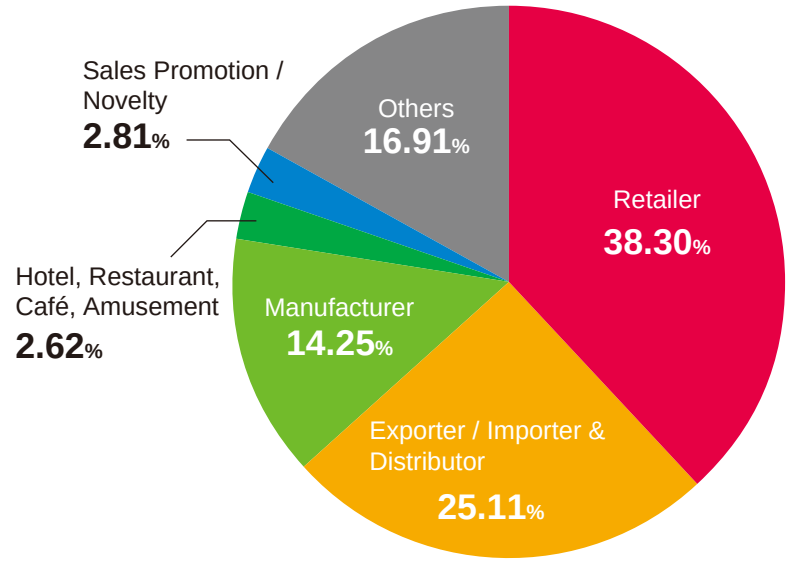

n=143,654

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TOKYO International Gift Show

LIVING & DESIGN TOTAL INTERIOR
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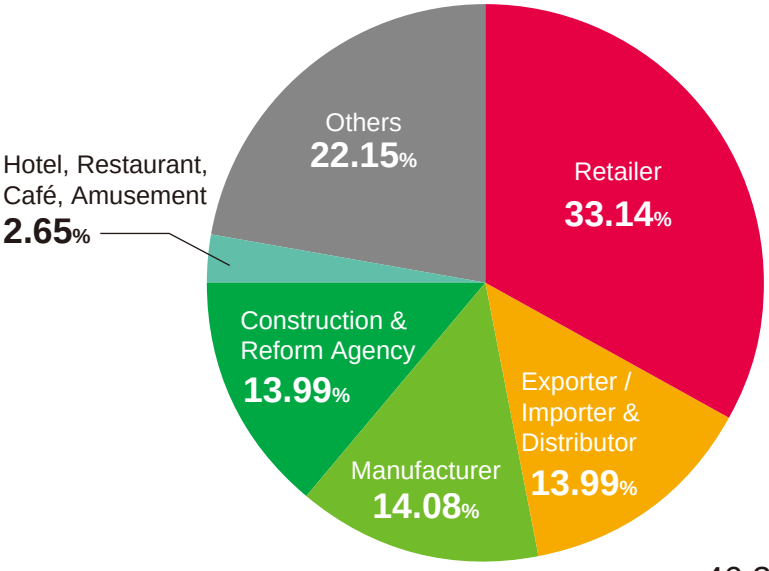
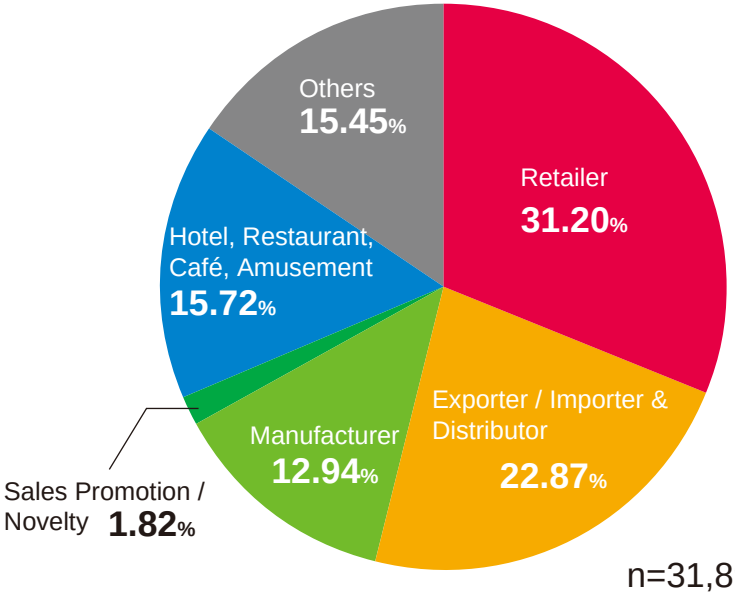


n=46,349

The40th GOURMET SHOW® Autumn 2026



n=31,894

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	Glamourous 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 possibilites 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.

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 ~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, Supliment (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, Eldery care items, Emergency supplies, Other household items
IS	SOUVENIR GIFT OF JAPAN FAIR	Souvenior 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