NEWS RELEASE

The 103rd TOKYO INTERNATIONAL Gift Show® Spring 2027

Concurrent Trade Shows

LIFE×DESIGN® 21 st Edition by Tokyo International Gift Show

The 41st GOURMET SHOW® Spring 2027

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

LIVING & DESIGN TOTAL INTERIOR 2027

Business Guide-Sha., Inc. has announced that the 103rd Tokyo International Gift Show Spring 2027 and its concurrent trade shows, the 21st LIFE×DESIGN, the 41st Gourmet Show Spring 2027, LIVING&DESIGN 2027 will be held from 24 (Wed.) to 26 (Fri.) February, 2027 at Tokyo Big Sight.

The previous Gift Show in September welcomed 221,897 visitors (4,266 from overseas), while the exhibition featured the presence of 2,880 companies (811 of them representing 20 countries and regions).

The upcoming Gift Show will be held at East Hall 1-8 and West Hall 1-4.
We expect more exhibitors to showcase their products and more visitors from across Japan and around the world.

Details of The Next Shows

Name
The 103rd Tokyo International Gift Show Spring 2027

Theme
Tradition and Innovation Part Ⅱ

Concurrent Trade Shows
The 21st LIFE×DESIGN in Tokyo International Gift Show Spring 2027
LIVING & DESIGN 2027
The 41st Gourmet Show Spring 2027

Organizer
Business Guide-Sha, Inc.

Official Support (Previous Show)

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 / 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 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 (Previous Show)

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 Associa-tion of Japan / Renovation Council / Caring Design Association / Kyusyu Craft Design Association

Statistics (The 102nd Tokyo International Gift Show Autumn 2026 and concurrent trade shows)

Total Number of Visitors

221,897 (Including 4,266 overseas visitors)

Total Number of Exhibitors

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

Total Number of Exhibitors by Country and Regions

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

Pick-Up Exhibition Categories

The 103rd TOKYO INTERNATIONAL Gift Show® Spring 2027

YOUNG FASHION & KIDS STUFF FAIR

A colorful selection of character goods and licensed products brings together items that appeal to both children and adults. The area also highlights current trends such as character merchandise, inbound-focused products, and goods related to fan activities. With inbound tourism continuing to attract attention, the fair provides opportunities to meet buyers from both Japan and overseas.

What's Unique

1.A broad selection for kids, teenagers, and young adults
2.Trend-conscious products with strong visual and appeal
3.Ideal for lifestyle brands looking to reach younger consumers

ANIME / COMIC & CHARACTER LICENSE FAIR

The Anime / Comic & Character License Fair provides a business-focused platform for exhibitors to meet buyers from retailers, wholesalers, and other related industries. The fair is increasingly gaining recognition as a venue for showcasing popular anime and character properties from across Japan. In addition to established IP, the area welcomes emerging creators and new content. In recent years, more OEM / ODM manufacturers have also been looking for new intellectual property opportunities in Japan.

What's Unique

1.Expanding business opportunities in character licensing
2.Strong appeal to both Japanese and international buyers
3.Opportunities to develop new sales channels and business partnerships

BABY & KIDS FAIR

The fair showcases a selection of fashionable baby apparel from Japan and overseas, together with a diverse range of products designed for babies and young children. Visitors can discover silicone toys, baby tableware, custom-made picture books, wooden educational toys, as well as paper and textile products. The area will also feature digital content for children and an overseas organization specializing in toy safety inspections.

What's Unique

1.Growing demand for safe, reliable, and high-quality baby products
2.A steady gift market for baby gifts, birthdays, and school-related occasions
3.Well suited to department stores and specialty retailers

STATIONERY FAIR (Stationeries & Paper Goods + Stylish Stationery)

From everyday stationery to sophisticated paper goods, this area brings together a wide selection of products from Japan and around the world. Japanese stationery and paper products, known for their quality and craftsmanship, are presented alongside packaging materials and carefully selected, design-oriented stationery. Covering both practical and stylish products, stationery remains an essential product category for a wide range of retailers.

What's Unique

1.A diverse lineup ranging from everyday essentials to premium design stationery
2.Consistent demand for repeat purchases, with strong potential as gift items
3.Attractive to specialty stores, department stores, and lifestyle retailers

Pick-Up Exhibition Categories

The 103rd TOKYO INTERNATIONAL Gift Show® Spring 2027

DAILY NECESSITIES & SUNDRIES FAIR

The Daily Necessities & Sundries Fair presents practical housewares, cleaning tools, bath products, and home appliances. Senior lifestyle goods and disaster-preparedness items complete the selection for everyday living.

What's Unique

1. Features everyday lifestyle and household products
2. Covers practical and daily use items that improve living
3. Suitable for general merchandise and mass retailers

NEW KITCHEN & DINING GOODS FAIR

While the Daily Necessities & Sundries Fair brings together housewares, cleaning tools, bath products, and disaster-preparedness goods, the Kitchen & Dining Goods Fair complements it with functional tableware, cookware, cutlery, and kitchen appliances.

What's Unique

1. One-Stop Sourcing: Household and kitchen essentials together.
2. Japanese Ingenuity: Practical, space-saving retail products.
3. Flexible Partnerships: OEM/ODM and export-ready suppliers.

BEAUTY & COSMETICS FAIR

The Beauty & Cosmetics Fair presents high-quality J-Beauty skincare and cosmetics. It also features home beauty devices and professional nail-care products for retail and salon markets.

What's Unique

1. Trusted J-Beauty: Safe, effective products for global markets.
2. Efficient Sourcing: Easy cross-category buying.
3. Targeted Connections: Importers, retailers, and salons.

HEALTH CARE FAIR

The Health Care Fair showcases wellness equipment, relaxation products, and oral-care items. Ergonomic pillows and functional sleepwear address growing demand for sleep and everyday well-being.

What's Unique

1. Sleep & Well-Being: Growing sleep- and self-care categories.
2. Everyday Health: Practical wellness and relaxation.
3. Beauty Synergy: Broader personal-care sourcing.

Pick-Up Exhibition Categories

The 103rd TOKYO INTERNATIONAL Gift Show® Spring 2027

HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR

One of the Gift Show's largest areas, this fair covers furniture, architectural and standing lighting, and wall decor. Clocks, mirrors, and candle accessories complete a broad selection for modern interiors.

What's Unique

1. Broad Range: Furniture, lighting, and decor.
2. Design & Comfort: Quality products for modern spaces.
3. Buyer Appeal: Interior, lifestyle, and home decor retailers.

FLORAL ACCESSORIES & GARDENING GOODS FAIR

This fair features houseplants, fresh and preserved flowers, artificial botanicals, and designer vases. Gardening tools broaden the selection for both homes and commercial spaces.

What's Unique

1. Botanical Trends: Greenery for modern interiors.
2. Diverse Range: Flowers, trees, vases, and equipment.
3. Growing Demand: Gardening and green spaces.

FRAGRANCE FAIR

The Fragrance Fair presents room aromas, essential oils, incense, and potpourri. Relaxation accessories extend the range into wellness and self-care.

What's Unique

1. Sensory Accents: Fragrance for living spaces.
2. Gift Potential: Stylish, high-margin products.
3. Relaxation: Stress-relief and self-care scents.

ETHICAL STYLE FAIR

Focused on sustainable and socially responsible products, this fair includes upcycled goods, biodegradable items, and fair-trade products.
Edible-insect products and eco-friendly regional goods highlight emerging materials and local innovation.

What's Unique

1. Circular Economy: Organic, recycled, and upcycled goods.
2. Social Impact: Innovative materials and fair trade.
3. Strong Interest: Purpose-driven products for buyers and media.

Concurrent Show LIFE × DESIGN

LIFE×DESIGN®

21 st Edition　by Tokyo International Gift Show

【Theme】Crossing Boundaries : Design, Craft, Renovation

LIFE×DESIGN is a concurrent exhibition that brings "DESIGN & CRAFT," "Japanese Manufacturing," and "RENOVATION & LIFESTYLE." New exciting products, interior goods, and materials that color our lives and homes will be showcased. LIFE×DESIGN will be held in the West Hall 1-4 & Atrium at Tokyo Big Sight. LIFE×DESIGN will present the latest lifestyle products exhibition to create a unique atmosphere.

ACTIVE DESIGN & CRAFT FAIR

This is one of the most popular areas within LIFE×DESIGN.
The area is directed by a team of industry professionals with extensive experience as buyer, director, and designer. It presents a selection of refined, design-driven products ranging from avant-garde industrial design to contemporary craft.
Buyers will meet thoughtfully designed pieces that feel both fresh and innovative.

JAPANESE BRAND FAIR

This is a must-see area for international buyers finding Japanese traditional product. Rooted in centuries-old craftsmanship yet designed for modern lifestyles, the collections span kitchenware, fashion, and interior goods.
Discover a curated fair showcasing Japanese brands that seamlessly blend traditional craftsmanship with modern design.

FOCAL POINT

The area brings together special projects showcasing emerging brands and new products, each highlighted as if in the spotlight. Discover FOCAL POINT, a place for exchange where you can take the time to look, listen, and connect face to face.
This area is directed by space designer Takashi Nakahara and graphic designer Mina Tabei.

SAUNA & SPA, GLAMPING & OUTDOOR

Saunas have rapidly gained popularity in Japan, resonating with the country's long-standing bath and onsen culture while drawing inspiration from Finland and Estonia.
At the same time, the glamping and outdoor market continues to expand into new lifestyle segments.
These must-visit areas showcase everything from innovative goods and equipment to fully built cabins, offering strong potential for buyers.

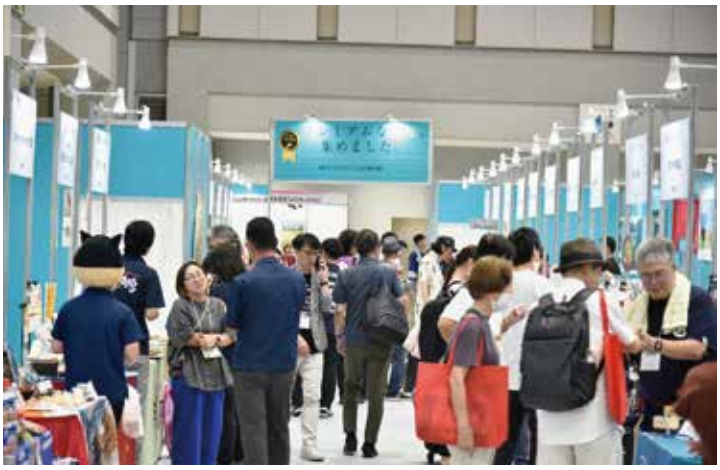
Concurrent Show : The 41st Gourmet Show Spring 2027

Developing new food markets with specialty food from the world

The 41st GOURMET SHOW® Spring 2027

The 41st Gourmet Show Spring 2027 will be held under the theme "Heritage Continued. Flavors Unveiled. Rediscover Regional Food Brands.," aiming to rediscover the value of regional foods across Japan, not only through taste but also through the lenses of lifestyle, philosophy, and time.

Gourmet Show gathers high-quality, concept-based food and beverage products from all over Japan, showcasing the unique food cultures, regional ingredients, and the dedication of producers.



In addition to the five major exhibiting areas; Local Food Fair, Stylish Food Fair, Wellbeing Food Fair, World Food Fair, and Market Solution Fair - there will be special exhibition events with specific themes. As the name suggests, the "Cafe & Tea Fair" will offer a carefully curated selection of specialty teas and coffees designed to help visitors enjoy a blissful moment of relaxation in their daily lives or during a busy workday. The "Party Food Fair" presents food and beverage products suitable for party occasions with loved ones, friends, or family.

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
2027

Trade Show for Total Interior Design: “LIVING & DESIGN”

Established in 2009, since September 2022, “LIVING & DESIGN” has been held concurrently with Tokyo International Gift Show, bringing in not only interior specialist buyers, but buyers from various industries.

For the upcoming fall show in February, we will coutinue our branding by having Yuko Nagayama as our producer . In this show, we will be proposing new ideas to architectural designs in Japan with exhibition of new generation of architecture and exhibition that explores new ideas of renovation.

LIVING&DESIGN’s Director : Yuko Nagayama

2002: Founded Yuko Nagayama & Associates
Architectures designed by Yuko Nagayama

- EXPO 2020 Dubai , Japanese Pavilion
- LOUIS VUITTON in Daimaru Kyoto
- Osaka Women’s pavilion in collaboration with Cartier and Panasonic Group Pavilion, “The Land of NOMO” At Expo 2025 Osaka

Photos of “TSUNAGU ~ Reconnect~” At the Venue

List of Exhibiting Area

MY FAVORITE GOODS VILLAGE / CHARACTER / LICENSE / ENTERTAINMENT

Area CODE	Exhibition Area		Product
A	YOUNG FASHION & KIDS STUFF FAIR		
	AK1	CHARACTER GOODS, TOYS & FANCY GOODS AREA	Character goods, Anime, Toys, Capsule Toys, Fancy goods
	AK2	INBOUND TOURISM, SOUVENIRS & CUSTOM MERCHANDISE AREA	Products for inbound tourists, souvenirs, confectionery, Japanese-style goods
	AK3	FAN MERCHANDISE, PROMOTIONAL & CUSTOM GOODS AREA	Novelties, promotional products, OEM/ODM services, and custom product manufacturing.
A1	BABY & KIDS FAIR		Baby/Kids related products
B	STATIONERY & PAPER GOODS FAIR		Writing Implement, Paper stationery, Wrapping, Stamp, Card, Other stationery, Paper products
BS	STYLISH STATIONERY FAIR		High-quality, Warmth,Thought out stationery, General goods, Designed stationery
GA	ART & GRAPHIC, DESIGN FAIR		Advertisement・Marketing・Production request・Design/Project for merchandise and/or character
HM	HANDMADE HOBBY MAKING FAIR		Handicraft, Art supplies & stationery, 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, Supliment (heart & body health supporting goods)
I	DAILY NECESSITIES & SUNDRY GOODS FAIR	Idea/function products, Environmentally friendly products, Bath/Toiletry goods, Home appliances, Products for the elderly, Eldery care items, Emergency supplies, Other household items
IKD	KITCHEN & DINING GOODS FAIR	Tableware, cooking utensils, kitchen appliances, tumblers, water bottles, lunch boxes, and food storage containers.
IS	SOUVENIR GIFT OF JAPAN FAIR	Regionally distinctive products
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

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.
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

GLOBAL

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	For art museum shop goods, and high-end interior goods
DD	ACTIVE CREATORS	For up-coming talented creators and designers
DIY	DIY BASE TOKYO	Products suited for DIY (variety of goods/tools/parts etc.), DIY suited service, Workshop proposal etc.
GL	GLAMPING & OUTDOOR	Glamourous outdoor living proposal
GLS	SAUNA & SPA	Sauna & Spa related proposal of equipment/goods/pop-up etc.
LS	LIFE STYLINGS	Well designed interior goods, that enhance 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.
FP	FOCAL POINT	A special curated area for design projects. A new concept booth area.

LIVING & DESIGN (Concurrent Trade Show)

LD	LIVING & DESIGN	International trade show for total coordinated interior

GOURMET SHOW (Concurrent Trade 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 food 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