

# POST SHOW REPORT

## The 99th TOKYO INTERNATIONAL Gift Show Spring 2025

Concurrent Trade Shows

TOKYO INTERNATIONAL Gift Show<sup>Spring 2025</sup>  
The 17th **LIFE × DESIGN**

Developing new food markets with specialty food from the world

The 37th  
**GOURMET SHOW**<sup>®</sup> Spring 2025

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

**LIVING  
&  
DESIGN**  
TOTAL INTERIOR  
2025

[Date] 12th (Wed.) - 14th (Fri.), February, 2025

[Time] 10:00-18:00, 10:00-17:00 on the 14th

[Venue] Tokyo Big Sight



**Business Guide-sha, Inc.**

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

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**SHOW NAME:**

The 99th Tokyo International Gift Show Spring 2025

**CONCURRENT SHOWS:**

The 17th LIFE×DESIGN in Tokyo International Gift Show Spring 2025  
LIVING & DESIGN 2025  
The 37th Gourmet Show Spring 2025

**DATES & HOURS:**

February 12th (Wed.) - 14th (Fri.), 2025  
February 12th - 13th ... 10am to 6pm, February 14th ... 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)**

**2,728** companies  
(including 342 overseas companies from 14 countries and regions)

**ORGANIZER:**

Business Guide-Sha, Inc.

**OFFICIAL SUPPORT BY (Scheduled):**

ASEAN-JAPAN Centre / Economic & Commercial Office Embassy of the People's Republic of China / Economic and Commercial Office, Embassy of Spain / Embassy of the Socialist Republic of Vietnam / Embassy of the Federal Republic of Germany / Business France / 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 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 / Japan Shopping Tourism Organization / 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 / Art Life Styling Association / Kyusyu Craft Design Association



# The Total Number of Visitors & Exhibitors

<b>Total number of visitors 224,401</b> [including 3,180 from overseas]				
<b>Total number of exhibitors 2,728</b> [Including 342 overseas companies from 14 countries and regions]				
Trade Show \ Date	Feb. 12th (Wed.)	Feb. 13th (Thu.)	Feb. 14th (Fri.)	TOTAL by each exhibition
<b>The 99th TOKYO INTERNATIONAL Gift Show</b> Spring 2025	<b>48,934</b>	<b>51,108</b>	<b>43,028</b>	<b>143,070</b>
	Total No. of Exhibitors: 1,597 (322 overseas companies from 12 countries and regions)			
TOKYO INTERNATIONAL Gift Show Spring 2025 The 17th <b>LIFE x DESIGN</b> <b>LIVING &amp; DESIGN 2025</b>	<b>12,164</b>	<b>17,101</b>	<b>16,086</b>	<b>45,351</b>
	<b>LIFExDESIGN</b>			
	Total No. of Exhibitors: 710 ( 18 overseas companies from 6 countries and regions)			
The 37th <b>GOURMET SHOW</b> Spring 2025	<b>11,135</b>	<b>12,942</b>	<b>11,903</b>	<b>35,980</b>
	Total No. of Exhibitors 404 (1 overseas company from 1 country and region)			
<b>TOTAL by each day</b>	<b>72,233</b> (1,596)	<b>81,151</b> (1,134)	<b>71,017</b> (450)	<b>224,401</b> (3,180)

Note : No. of overseas visitors are indicated in parentheses



## Summary

The 99th Tokyo International Gift Show Spring 2025 and its concurrent trade shows, the 17th LIFExDESIGN, the 37th Gourmet Show Spring 2025, LIVING&DESIGN 2025, were held from February 12th (Wed.) to 14th (Fri.) 2025 at Tokyo International Exhibition Center.

At this time, we welcomed 342 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 September 3rd (Wed.) to 5th (Fri.), 2025

The No. of Visitors : 221,478 (5,721 from overseas)

The No. of Exhibitors : 2,823 (898 companies from 16 countries and regions.)



The 99th TOKYO INTERNATIONAL  
**Gift Show**  
 Spring 2025

We welcomed 322 overseas companies from 12 countries and regions including 2 international pavilions from Taiwan and China. There are 30 exhibiting categories from interior, tableware kids stuff, stationary, beauty goods, and fashion.



Taiwan Pavilion 1



Taiwan Pavilion 2



Home Furnishings, Lighting & Decorative Goods Fair



High Design Kitchen & Tableware Fair



Young Fashion & Kids Stuff Fair



Local Fashion Brand from All over Japan



Developing new food markets with specialty food from the world

The 37th  
**GOURMET SHOW**® Spring 2025



The 37th Gourmet Show Spring 2025 welcomed 404 exhibitors and 283 booths, gathering high-quality and concept-based food products. The booth exhibits were divided into “Local Food Fair”, “Stylish Food Fair”, “Wellness Food Fair”, and “Market Solution Fair”. Alongside, the popular special exhibit area “PARTY FOOD FAIR”, and “FARMER’S PRIDE FAIR” were held. New content “CAFE&TEA FAIR” was also held for the first time, focusing on coffee and tea products.



◆ Featured Events

Gourmet Show held seminars, Kitchen Stage, and New Product Contest, creating more opportunities to connect exhibitors and visitors. Additionally, special exhibit event “Food & Tableware Exhibition” was held in collaboration with the concurrent show “Tokyo International Gift Show” to present the collaboration of premium food and Japanese refined tableware. “World Gourmet Selection” was also held to maximize the business opportunities for both Japanese and overseas exhibitors by displaying their products that wish to be exported or imported.



Food & Tableware Exhibition



Kitchen Stage



TOKYO INTERNATIONAL Gift Show <sup>Spring 2025</sup>  
 The 17th **LIFE × DESIGN**

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



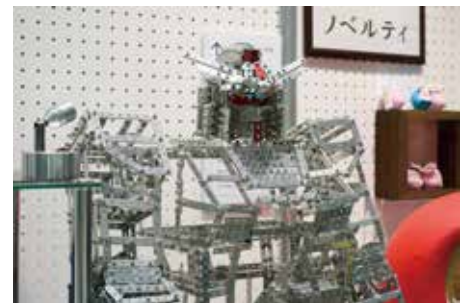
ACTIVE DESIGN & CRAFT FAIR



ACTIVE CREATORS



SAUNA & SPA



FACTORY NOW!



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 99th Tokyo International Gift Show Spring 2025.

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

LIVING&DESIGN welcomed 16 domestic companies. There was also a new exhibitor from 1 foreign country, Hong Kong.

[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





## Overseas Exhibitors

The 99h Tokyo International Gift Show Spring 2025 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.

342 overseas companies from 14 countries and region will exhibit directly at the show.

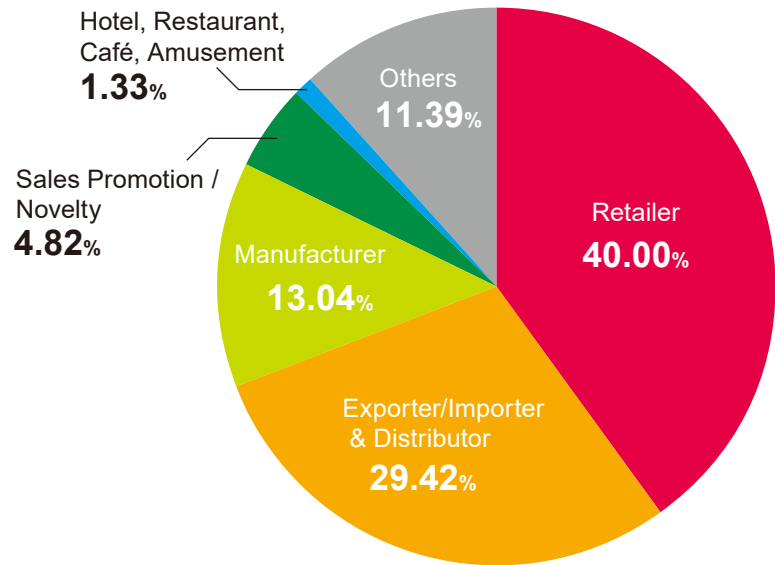
Canada 1, China 271, Hong Kong 19, India 3, Italy 1, Korea 9, Singapore 1, Spain 1, Taiwan 20, Thailand 1, Turkey 1, U.A.E 1, U.K 1, U.S.A 5, Vietnam 6

163 brands from 35 countries and region will be exhibited at the Gift Show and concurrent trade shows.

Argentina 1, Australia 3, Austria 2, Bangladesh 1, Belgium 1, Brazil 1, Bulgaria 1, China 20, Denmark 2, France 10, Germany 7, Greece 1, Hong Kong 3, India 2, Indonesia 1, Israel 1, Italy 19, Korea 15, Malaysia 1, Myanmar 2, Netherland 5, New Zealand 1, Poland 3, Portugal 3, South Africa 1, Spain 2, Sri Lanka 1, Switzerland 2, Taiwan 7, Turkey 1, U.A.E 1, U.K 22, U.S.A 20



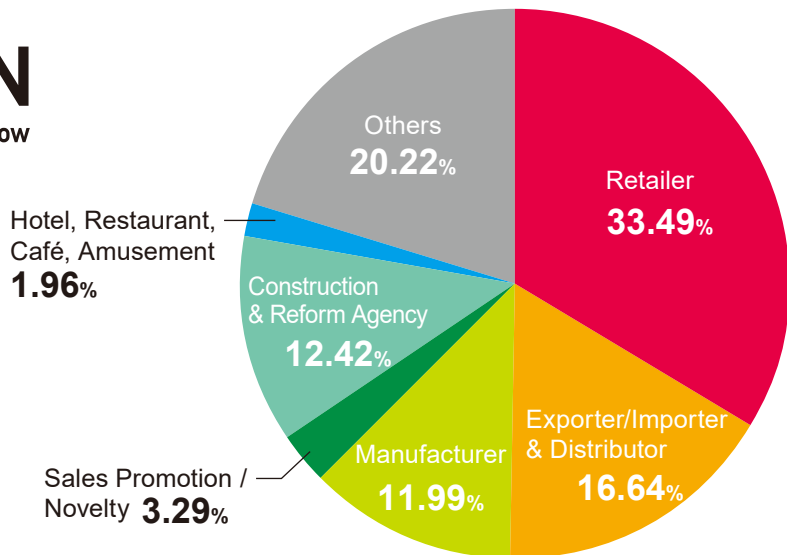
The 99th TOKYO INTERNATIONAL  
**Gift Show**  
 Spring 2025



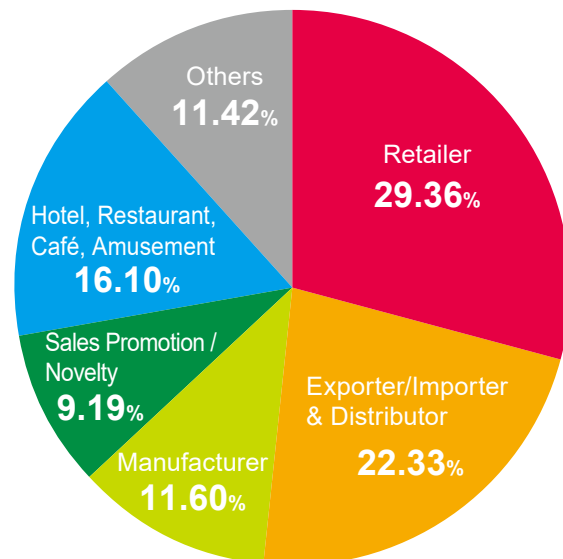
**LIFE × DESIGN**

17 th Edition by Tokyo International Gift Show

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



The 37th  
**GOURMET SHOW** Spring 2025



## 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.

WE'RE COMING TO YOU! 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



## 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