

The Lifestyle Show

2025 Shanghai·China

POST SHOW REPORT

March 30-April 2, 2025

Shanghai World Expo Exhibition & Convention Center

THE LIFESTYLE
SHOW
生活方式上海秀
2025 Shanghai · China

Concurrent Exhibitions

The 28th China(Shanghai)International Boat Show 2025

and Shanghai International Workboat Show

JD · Shanghai International Lure Fishing & Equipment Show 2025

Shanghai International Water Sports Show 2025

Shanghai International Outdoor Sports & Equipment Show 2025

Best of Best Defining Show 2025(BBDS)

Wise 21st Overseas Property & Immigration & Study Abroad Exhibition 2025

Exhibition Overview

The Lifestyle Show 2025 (LUX2025) came to a successful end on April 2, 2025 at the Shanghai World Expo Exhibition & Convention Center. LUX2025 was held concurrently with the 28th China (Shanghai) International Boat Show and Shanghai International Workboat Show (CIBS2025) and Tourism Plus Shanghai 2025. The exhibition area covered 60,000 square meters, with over 800 high-quality brands and exhibitors making a grand appearance. There were dozens of new product launches and industry exchange forums, and more than 150 exciting interactive experience events. LUX2025 attracted 48,378 visitors, an increase of 35.88% compared to last year. Among them, 2,820 professional buyers from 117 countries and regions overseas came, a 35% increase compared to 2024.

48,378

Professional
Visitors

60,000

m²Exhibition
Area

117

Countries &
Regions

800 +

Premium
Brands

2,820

Overseas
Buyers

150 +

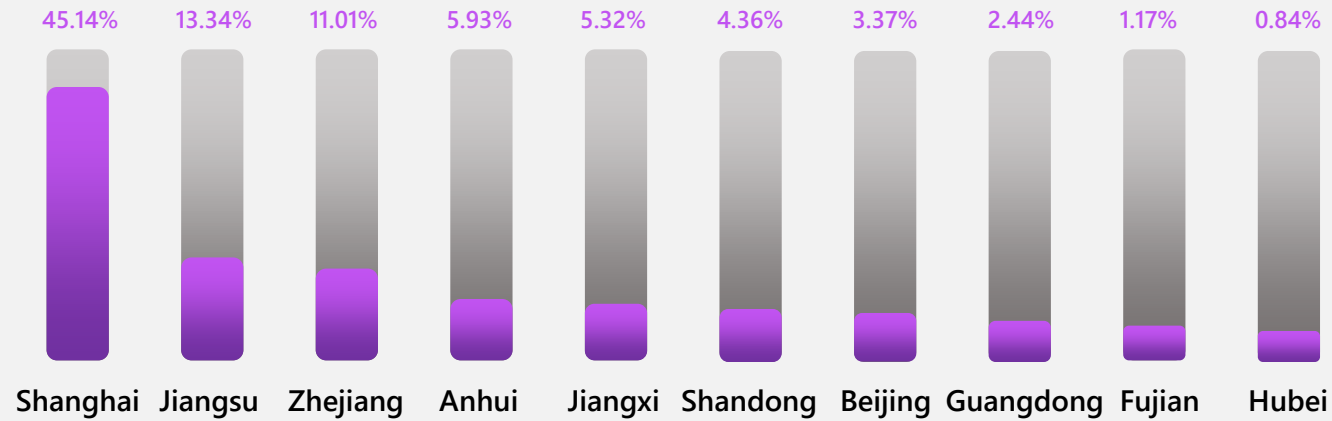
Fascinating
Events

*Figures are inclusive of the 28th China (Shanghai) International Boat Show and Shanghai International Workboat Show and Tourism Plus Shanghai 2025

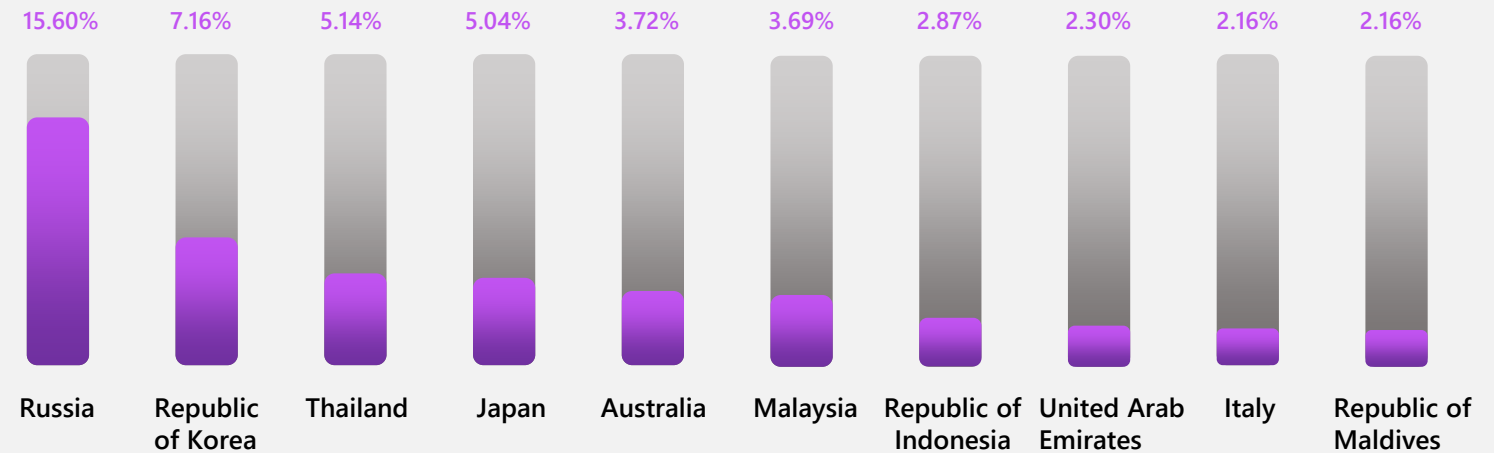
Visitor Analysis

Visitor Analysis

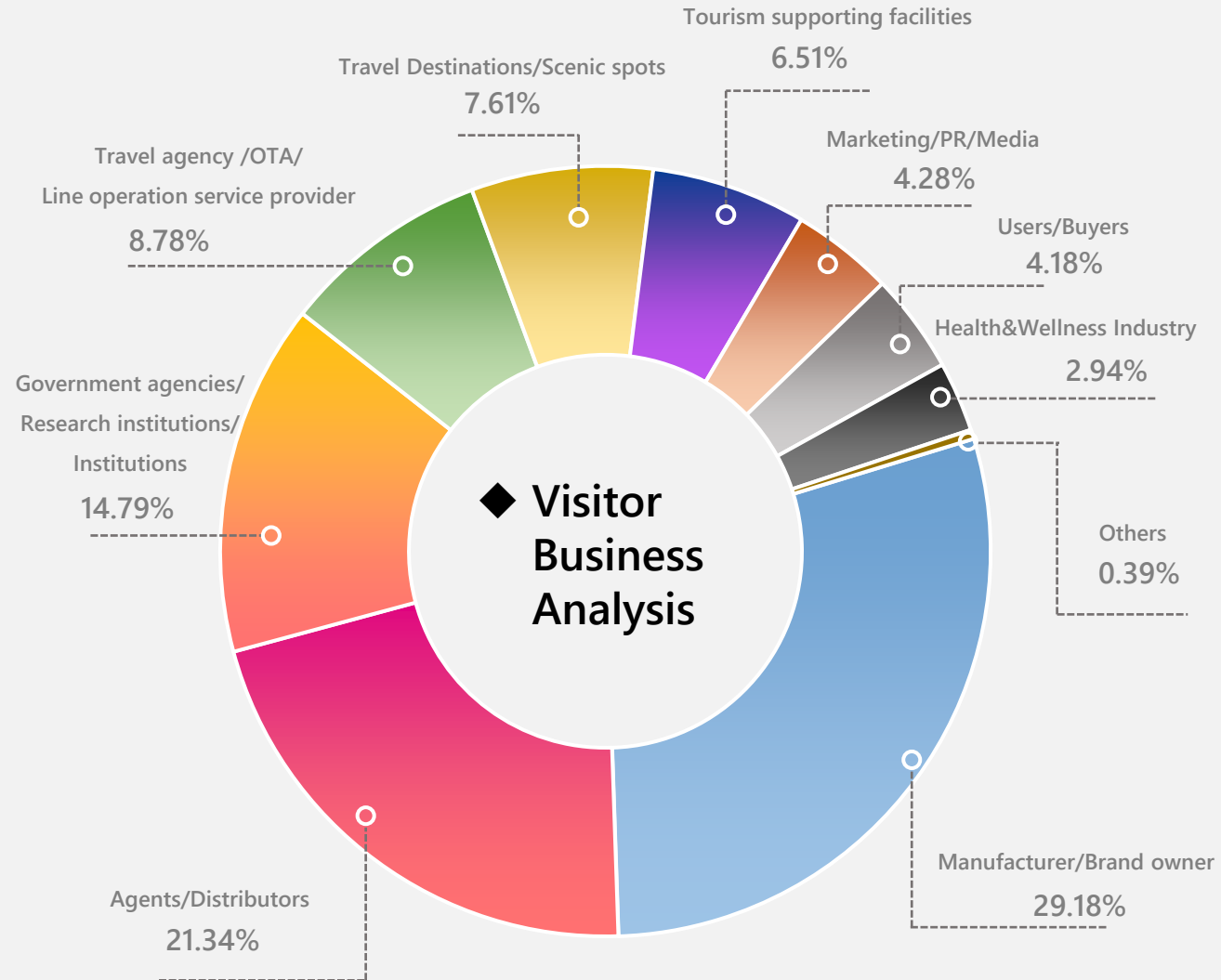
TOP 10 Mainland China Visitor Distribution



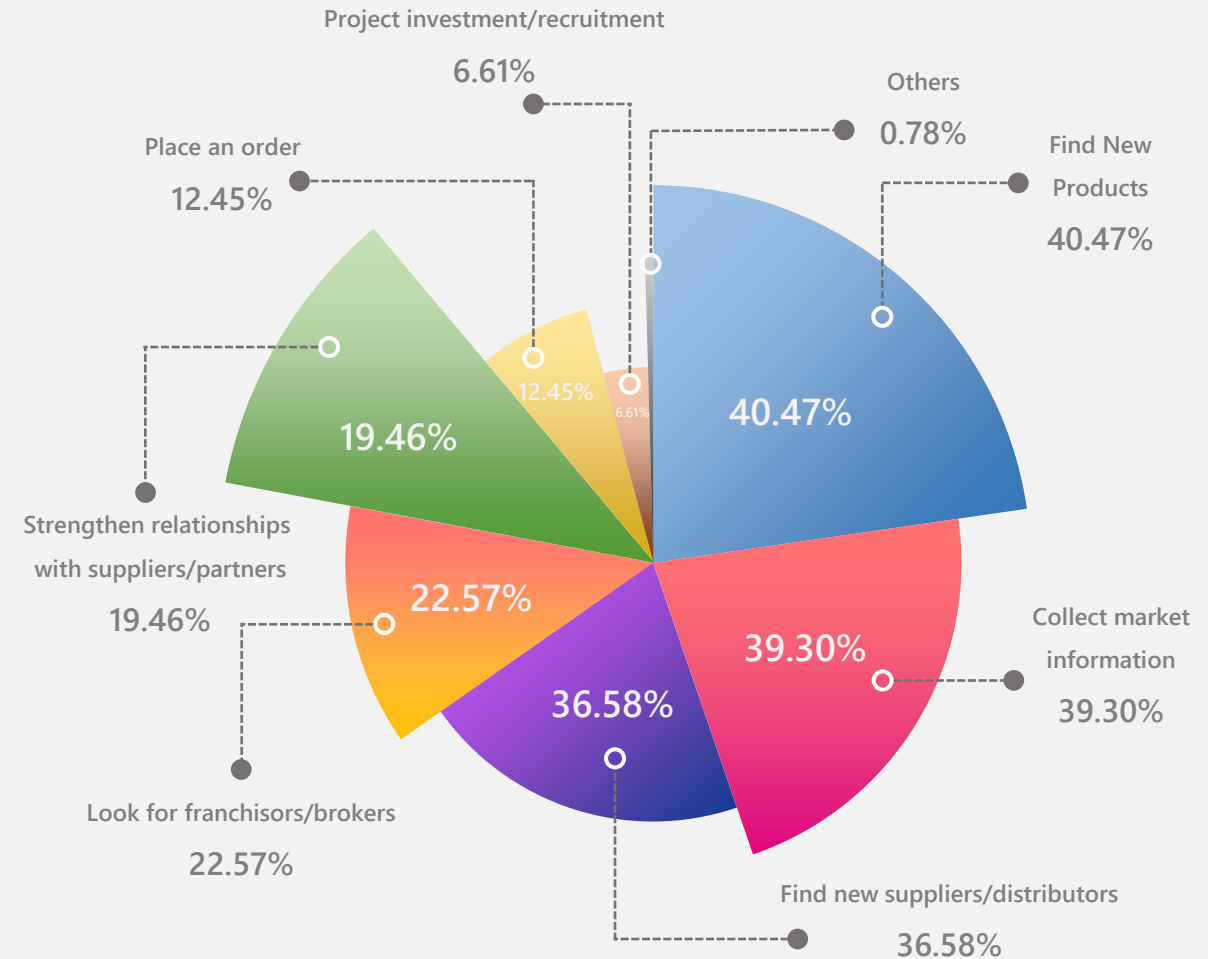
TOP 10 Oversea Visitor Distribution



Visitor Analysis



◆ Visitor Purpose Analysis



Visitor Analysis

◆ Visitor Comments

—— Water Sports Club Owner

Ms. Fei

As the manager of a water sports club, Shanghai International Water Sports Show 2025 has always been my preferred platform to understand the industry's development and learn about the latest product technologies. The exhibition maintains a high level of professionalism. This year, from the innovation of paddle board materials, the ergonomic design of kayaking boats to the intelligent propulsion system of electric hydrofoils, the product line almost covers all scenarios of demand, providing me with diversified choices for purchasing decisions.

—— Taobao Store Owner

Ms. Zhang

This year's Lure Fishing Show is popular, especially for female visitors, the number of whom has more than doubled compared with previous years. The Lure Fishing Show has always been my best platform for product selection throughout the year. This year, the quality of the participating enterprises was very high, with significant product innovation and strong brand strength. I reached cooperation intentions with many enterprises on site, and the gains far exceeded expectations. I am also grateful to the Lure Fishing Show for making our industry more prosperous.

—— Yacht Club Founder

Mr. Zhao

Last year, I was fortunate enough to visit BBDS once. This year, on the basis of last year, there has been a significant increase in scale and brand. We have also reached initial cooperation intentions with some high-end clothing, wine and car brands. In the future, we hope to have the opportunity to more concretely implement these contents in our yacht club and provide our customers with more different experiences and attempts.

Visitor Attendance
Rate

Once	43.67%
Twice	33.01%
Three times or more	23.32%

Visitor Satisfaction

Very satisfied	86.44%
Satisfied	11.55%
Barely satisfied	2.01%

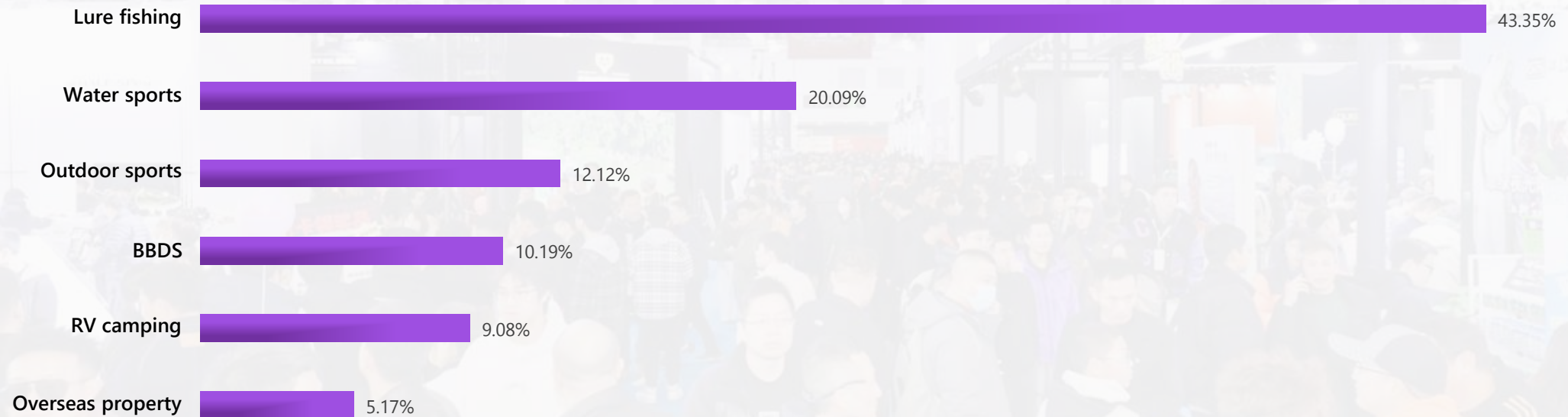
Visitor Recommendation
Rate

96.57%

Exhibitors

Exhibitor Overview

Distribution of Exhibits



The Lifestyle Show Shanghai 2025 focuses on scene experience, showcases creative gameplay, leads new ways of leisure life, and promotes high-quality consumption demand. It has created a multi-attribute and multi-dimensional platform integrating lure fishing, water sports, outdoor sports, BBDS, RV camping, overseas property for visitors from the Yangtze River Delta, China, and even the world. A composite consumption model of "culture and tourism + lifestyle" has been created, and the development level and core competitiveness of regional culture and tourism have been effectively enhanced.

Exhibitor Comments



This is our sixth time to participate in Shanghai International Lure Fishing & Equipment Show. This year's exhibition has many new products. The organizers have put a lot of effort into holding this exhibition. There are much more visitors this year than in previous years, especially overseas visitors. The interactivity and professionalism of the visitors' participation have also improved. At the same time, there are also many new brands participating this year, and we have seen many new faces. It can be felt that the Lure Fishing Show is truly implementing the concept of an interactive exhibition! I hope we can continue to work hand in hand with Lure Fishing Show in the future and develop together!

—— KIMPLE

Shanghai International Water Sports Show is one of the more professional exhibitions in our industry, especially in Asia. As practitioners in the water sports industry, we are very enthusiastic about the gatherings of this industry. We have been participating in this exhibition since 2022. The effect of this year's exhibition is better than previous years, especially the scale and the number of visitors who have given us a lot of positive feedback. So far, we have received intention orders from various countries and regions including Europe, America and Southeast Asia. This is also the reason why we have continuously participated in this exhibition.

—— JetWave



Exhibitor Comments



We obviously feel that this year's Shanghai International Lure Fishing & Equipment Show is of a higher standard than previous years. Many enterprises have put a lot of effort into it, whether it's setting up their own booths or organizing booth activities. The organizers have also added many activities this year. The main stage is bustling and colorful every day. We hope everyone can come to the site to experience it and also hope that the exhibition will get better and better!

—— YEEER!

As a BENTLEY representative at the exhibition, the experience of participating in BBDS for the first time far exceeded expectations. The exhibition precisely targets high-net-worth clients, with a large number of domestic and international professional buyers. The interaction effect with China (Shanghai) International Boat Show and Shanghai International Workboat Show (CIBS2025) is significant. The yacht owners, high-end lifestyle buyers and cross-border brand partners negotiating on site are highly compatible with BENTLEY's client base. This exhibition is not only a product display but also a value resonance among top circles. We look forward to further participation next year!

—— BENTLEY



Theme Area



Lure Fishing

“野”在一起

JD · Shanghai International Lure Fishing & Equipment Show is fully sponsored by **JD**.

The JD Fishing and Purchasing Live-streaming Room conducted a live broadcast simultaneously, taking viewers on an immersive exhibition tour. It also invited brand founders and fishing experts to be guests in the live-streaming room, sharing fishing skills, fishing equipment and prizes worth 100,000 yuan on the spot.

The “Shanghai Limited Lure Box”, a limited-time and exclusive collaboration between co-organizer **Lure Club Co.** and Shanghai Lure Fishing Show, has sparked an online bidding frenzy.

Many **top KOLs and self-media** have voluntarily live-streamed, reaching people of different levels both online and offline, and achieving good results.

17,500+ m² Exhibition Area

1000+ KOLs

140+ Brands

900+ New Products





Lure Fishing

Lure Fishing



Lure fishing stars, brand founders, and managers took turns appearing

The Star-studded
"Acquaintances
Bureau"



Lure Fishing

Lure Fishing



The ultimate annual gala for lure anglers! New product launches, industry forums, brand fashion shows, brand ordering meetings, and cooperation signing ceremonies - there is an event every 15 minutes throughout the entire exhibition period. There is always one that suits you!



Lure Runway Show



Lure Fishing



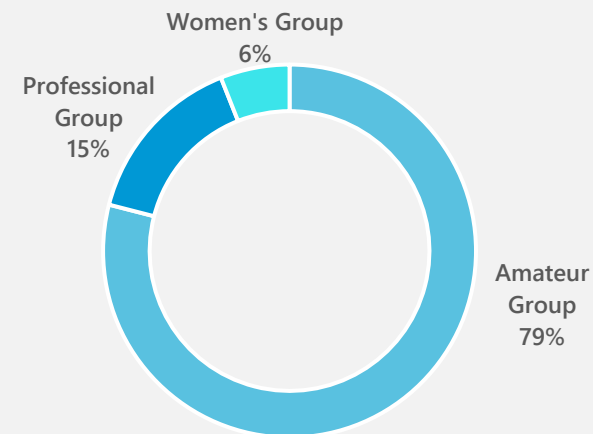
China Lure Challenging Competition

Lure Fishing

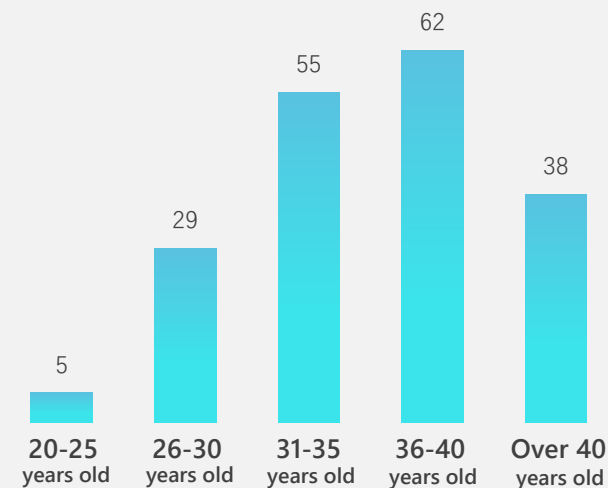
The total prize money reached 100,000 yuan, and it has also become a skills competition that all Chinese Lure people yearn for. The competition is divided into amateur group, professional group and women's group. The competition breaks down the basic steps of lure fishing into a contest of basic skills such as casting, side-casting, overhand casting and playing the fish.



Competition Group (%)



Age Structure of Participants (person)





Lure Fishing

Lure Fishing

Lure Carnival

Interact in areas such as the dissemination of Lure's history, sharing of professional skills, output of Lure culture, DIY handicrafts, parent-child entertainment, Lure e-sports, and sharing by celebrities.



Lure Auction

- 12 commemorative products signed by global Lure stars
- 34 cultural products
- 6 antique-level lots

8 Auctions 127 Auction lots

400+ Participants





Lure Fishing

Lure Fishing

50+ Various Lure
Fishing Champions

3,000,000+ Online Exposure

Mercury
Champions Room





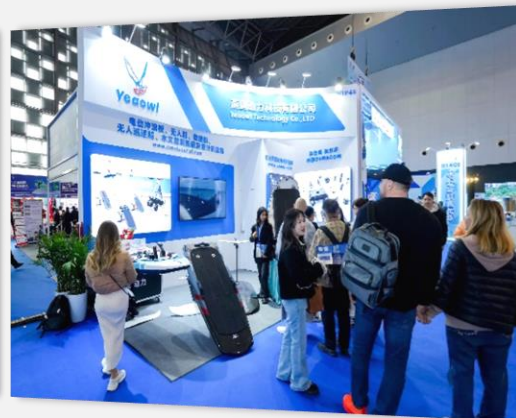
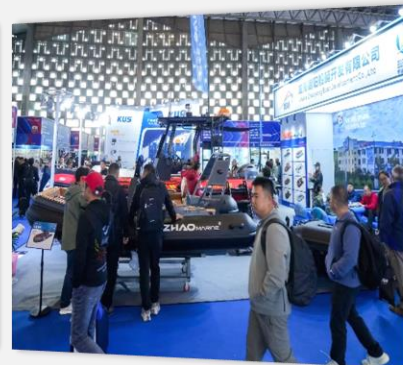
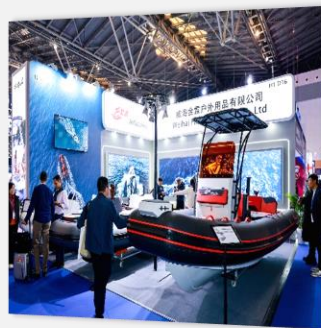
水上运动

多元生态 重塑新生活方式

Rebuild New Lifestyle

朝阳带来了运动型395游艇、无人驾驶救援艇、8m1的休闲艇3款最新产品，为水上中小型游艇行业带来更多的选择。**金能**“零苯环保增塑剂”替代技术使其充气水上设备安全且充满乐趣；**百适乐**Hydro-Force™速航者SUP桨板满足各类玩家；**踏浪智行**的Carbon与Air系列电动水翼冲浪板性能优异、工艺精湛；**泓全**展示了高强度特种纤维面料；**燕鸥动力**的大功率防水无刷电机，防水级别IP68；**华乐充气**的高品质充气拉丝料重新定义“水陆场景”的无限可能；**美誉虹**的涤纶PVC和尼龙PVC材料产品与复合膜材料产品，广泛应用于休闲娱乐和水上运动；**诺迪卡**全新环保水上电动娱乐艇，为平静海水和淡水景区提供安全环保保障。

Water Sports



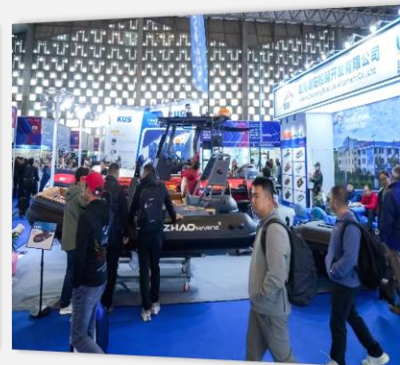
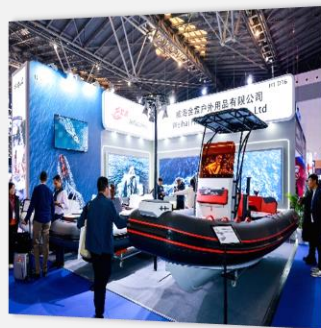


Water Sports

Rebuild New Lifestyle

ZHAOYANG BOAT has introduced three latest products: the sporty 395 yacht, the unmanned rescue boat, and the 8m1 leisure boat, offering more choices for the small and medium-sized waterborne yacht industry. Golden Noon's "zero-benzene environmentally friendly plasticizer" alternative technology makes its inflatable water equipment safe and full of fun. Bestway Hydro-Force™ SUP paddle board caters to all kinds of players. The Carbon and Air series of electric hydrofoil surfboards from JetWave feature outstanding performance and exquisite craftsmanship. Hongquan showcased high-strength special fiber fabrics. The high-power waterproof brushless motor of Yeaowl has a waterproof level of IP68. The high-quality inflatable wire drawing material of Huale Inflatable Products redefines the infinite possibilities of "water and land scenarios". The polyester PVC and nylon PVC material products and composite film material products of MYH are widely used in leisure and entertainment as well as water sports. NAUTICN's brand-new eco-friendly water electric entertainment boat provides safety and environmental protection guarantees for both calm seawater and freshwater scenic spots.

Water Sports





Water Sports

Water Sports



Watersports Carnival

Leading brands such as Seven Larky, Bestway, NAUTICN, GLOBAL NETWORK, JetWave took turns to showcase their latest water sports equipment including paddleboards, kayaks, submersibles, electric water entertainment boats, and electric hydrofoil surfboards. Through multi-dimensional interaction, they perceived the innovative vitality of the water industry chain.



15+ Performances & Experiential Activities

150m²+ Extra-Large Swimming Pool





Outdoor Sports

Defining New Outdoors

The outdoor economy has been activated by Gen Z, making "camping" a new social venue. The Lifestyle Show Shanghai 2025 brought "mountain and wild nature" to the scene. SAIC Maxus, Quye Planet, Kuning RVs, Tiansheng and others created immersive RV camping scenes, where technology and freedom coexist, rewriting the definition of "departure".

Outdoor Sports



International Trade Matchmaking Meeting

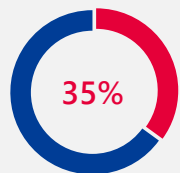
21 Countries & Regions

43 International Buyers

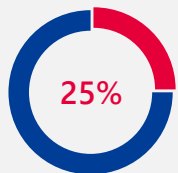
40%+ Procurement Matching Success Rate

94% Procurement Satisfaction

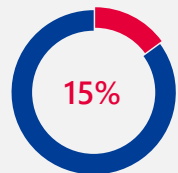
Analysis of Requirements



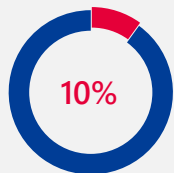
Boats



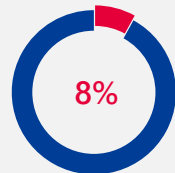
Fishing
Equipment &
Accessories



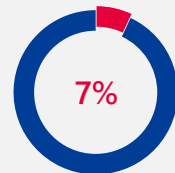
Water Sports
Equipment



Electronic
Equipment



Outdoor
Equipment



Others





BBDS

Best Of Best Defining Show



Unlock Quality Life



BBDS invites high-net-worth private clients to jointly enter the world of quality in the realm of excellence, leading elite individuals on a legendary life journey with extraordinary masterpieces. Brands such as Bentley, Maybach, Ferrari, Casarte, HUAGUANG ROYAL Ceramics, and MEIYU Pearl integrate avant-garde design, luxurious experience, modern life, and elegant art.





Overseas Property

Overseas Property

Insight into Wealth Trends

The Lifestyle Show Shanghai 2025 partnered with Wise 21st Overseas Property & Immigration & Study Abroad Exhibition for the first time to build a "Global Asset Allocation Service Matrix". The exhibits cover diverse allocation assets such as international real estate, immigration, investment, and study abroad, attracting internationally renowned exhibitors such as Gold Water, Northernland, Uni Education, Nova, Bangtao, and Element to gather on site.



Marketing Promotion

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Online Mass Media



Industry Media Partners



162,694

43,060,683

16,000,000+

4,120,015

18,385,000+

3,072,000+

Tourism Plus Shanghai

TOURISM PLUS
SHANGHAI
上海旅游产业博览会

2025 TOURISM PLUS SHANGHAI

Four Venues, One Vision

Powering Industrial Connections Across 700,000m² in Shanghai

TOURISM PLUS
SHANGHAI

SHANGHAI
LIFE LIFESTYLE

Mar.30 - Apr.2, 2025
PUDONG @ SWECC

HOTEL & CATERING
SHANGHAI

FE

Mar.30 - Apr.2, 2025
PUXI HONGQIAO @ NECC

HSOP

SHANGHAI
LIFE LIFESTYLE

Mar.31 - Apr.3, 2025
PUDONG @ SNIEC

WUWU
EXPO

Mar.31 - Apr.1, 2025
PUXI @ CECIS

"United Sectors, Boundless Journeys". As one of the "14th Five-Year Plan" tourism peak projects and one of the "three major business card events" of Shanghai tourism, Tourism Plus Shanghai is actively shaping a broader blueprint for the tourism industry by continuously aggregating resources and incubating the ecosystem, and by building industrial chain platforms of "tourism + all industries" and "all industries + tourism". Become a key node in the global tourism industry innovation network and help Shanghai become a gateway for tourism investment in Asia.

5Days Exhibition

6000+ Exhibitors

15 Industry Categories

700,000m² Exhibition Area

445,737 Visitors

20,918 Oversea Visitors



The Lifestyle Show

2026 Shanghai·China



TOURISM PLUS[®]
SHANGHAI
上海旅游产业博览会

Mar.29-31,2026

■ Organizer: Shanghai Tourism Trade Association
Sinoexpo Informa Markets

THE LIFESTYLE
SHOW
生活方式上海秀
2026 Shanghai · China

Watersports | Lure Fishing
Outdoor Sports | BBDS
Oversea Property | Urban Style

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**Shanghai World Expo Exhibition
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