



中国家电
及消费电子博览会
APPLIANCE & ELECTRONICS
WORLD EXPO

AWE2024
Report



智能科技
创享生活

AWE
2024

SMARTIZE THE FUTURE

**One of the World's Top 3
Exhibitions for Household
Appliances and Consumer
Electronics**



1► AWE2024 Overview

📅 March 14-17, 2024

📍 Shanghai New International Expo Center

Hosted by China Household Electrical Appliances Association (CHEAA), the 2024 Appliance & Electronics World Expo (AWE2024) was successfully held from March 14 to 17 at Shanghai New International Expo Center and is recognized as one of the world's top 3 exhibitions for household appliances and consumer electronics.

Themed "Smartize the Future," AWE2024 provided a panoramic view of the latest products, technologies, consumer experiences, and lifestyles brought by AI-powered home appliances and consumer electronics, presenting a new chapter of smart life to consumers around the world. The event also boosted smart, green, and scenario-based consumption amid China's trade-in campaign for home appliances.

📏 **150,000** square meters

👤 **365,000** entries

🏢 **1,000+** exhibitors

📄 **100+** launches



AWE HIGHLIGHT

A Technology-driven Exhibition



Backed by China's rapidly advancing innovation capabilities, AWE serves as a technological barometer in home appliances and consumer electronics across the globe. AWE2024 showcased the latest industry achievements in AI empowerment, industry integration, and product segmentation.

A Platform for Business and Trade



AWE has attracted a large crowd of trade organizations, buyers, cross-border e-commerce vendors, and media outlets in China and beyond, as it becomes a hub for global innovation, smart living scenarios, and business opportunities.

A Premier Platform for Exhibition and Product Debut



Exhibitors have placed increasing emphasis on AWE, holding more than one hundred annual launches for their new strategies, products, technologies, and solutions. Today, AWE has emerged as the go-to platform for showcasing brand strength and connecting with consumers.

The Annual Industry Platform for Media Attention



Over 500 top national media outlets, portals, vertical media in home appliances, tech media, magazines, newspapers, as well as other media outlets and personal media focusing on home furnishing, commerce, and finance provided comprehensive and in-depth coverage of AWE.

Rich Industry and Consumer Activities



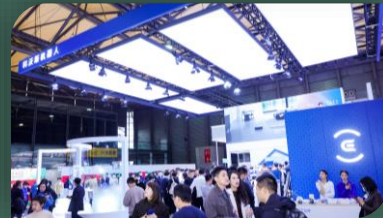
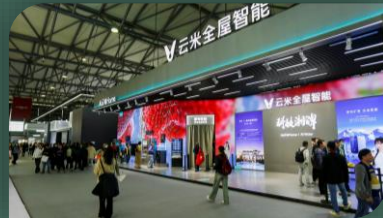
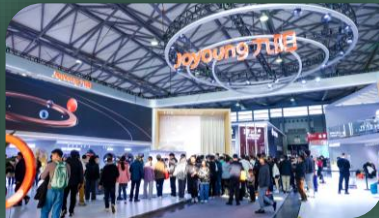
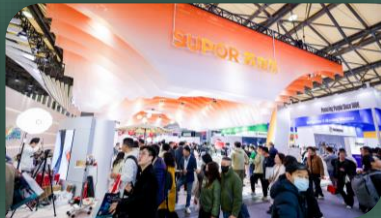
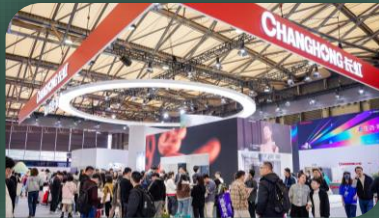
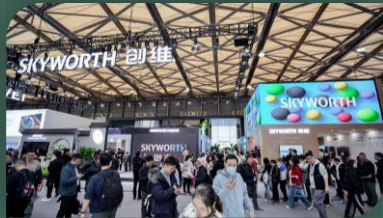
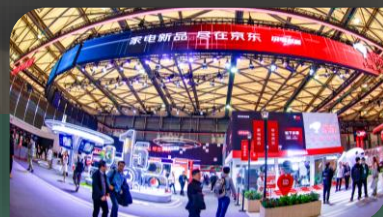
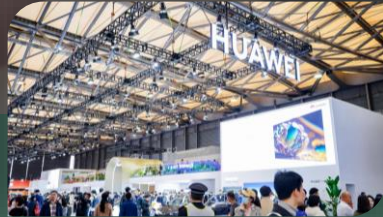
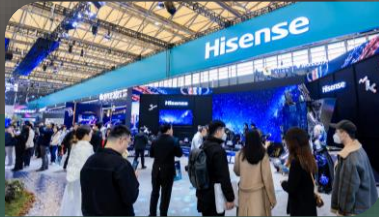
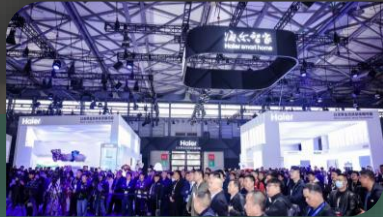
AWE2024 also featured parallel forums focusing on themes such as AIoT, smart home, UHD, cleaning appliances, home design, and new retail. With signature events like the AWE Live Stream Night Show and the AWE Award, AWE2024 created holistic value for both the industry and consumers.

A Top Stage for 1,000+ Exhibitors



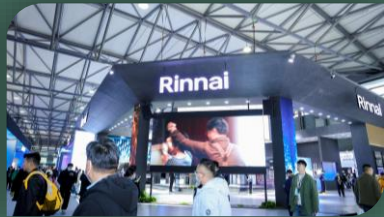
1► Chinese Exhibitors (Selected):

- AWE2024 spanned 13 venues at Shanghai New International Expo Center, attracting over a thousand leading players in the industry. The event included most of the world's top businesses in home appliances, consumer electronics, IT, Internet, and core component supply. Amid slower-than-expected global economic recovery, AWE2024 played a key role in boosting industry confidence and garnered enthusiastic participation from companies from around the world.



2▶ International Exhibitors (Selected):

- Backed by the Chinese market and the Chinese home appliance and consumer electronics industry, AWE's international influence has been steadily growing. Recognized globally as a beacon guiding market trends and technological advancement, AWE has seen increasing investment and attention from overseas brands.



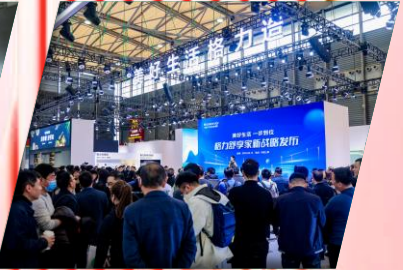
3 Product Debuts from Top Companies



Leading players such as Haier, Hisense, Huawei, Samsung, TCL, and Fotile debuted a concentrated array of products and strategies during AWE2024.

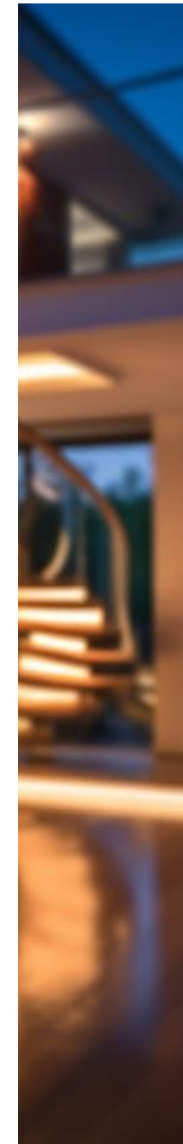


Over a hundred launch events for products, technologies, and strategies were hosted.



AWE has become the premier platform for debuts from top companies.

The Best Platform for a Panoramic View of Smart Life



1► Smart Life & Global Platform

- AWE offers a panoramic view of achievements from the upstream and downstream of the industry. The event presents the latest smart life solutions and trends in smart appliances, consumer electronics, smart kitchens and bathrooms, smart entertainment, smart health, smart healthcare, smart travel, smart education, and smart cities, making AWE a platform for open collaboration that connects the industry with other sectors.



2> Embracing AI, AWE empowers the industry with smart technology

Intelligence is one of the key driving forces behind AWE's leadership in the industry.

A

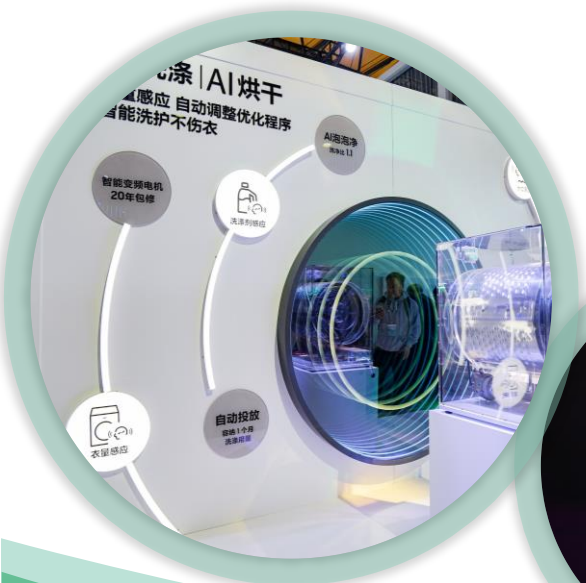
AI Appliances Gaining Traction

At this year's AWE, many products are marked with AI. AI appliances can understand, analyze, and determine users' living habits, thereby better serving users and enhancing their quality of life.

B

The Race of Integrated Smart IoT Solutions

Companies are competing not just in terms of individual AI products but also in integrated smart IoT solutions and ecosystems, empowering life with smart technology.





Integration of Home Appliances and Furnishing

At AWE2024, products, product packages, and home furnishing embraced the trend of an integration of appliances and home furnishing, bringing a better living experience to consumers.



Consumer Technology Products

Cutting-edge consumer technology like smart digital humans, bone conduction headphones, smart chips, AR/VR glasses, and smartwatches are commonplace at AWE.



Energy Management and PV

Leading companies showcased smart energy solutions such as home PV, energy storage, and zero-carbon industrial parks, achieving low-carbon economic growth.



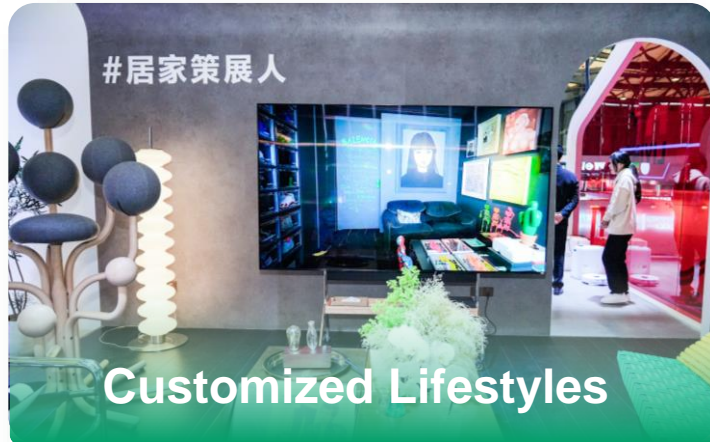
People-Vehicle-Home Solutions

As the concept of a people-vehicle-home ecosystem deepens, a growing number of home appliance companies are entering the NEV field. Cars, components, and a range of automotive electronics were exhibited at AWE2024, expanding industry boundaries and offering new insights into smart travel.

The exhibits at AWE2024 went beyond home appliances and consumer electronics, creating an ecosystem for showcasing cross-industry technological integration.

4► Customized, well-designed, and elderly-oriented solutions for diverse demands

In their pursuit of quality of life, consumers have demonstrated increasingly diverse demands. Responding to those demands, AWE2024 showcased the latest achievements in different segments.



Customized Lifestyles

With the rise of Gen-Z consumers, the emotional value and personalized consumer experience brought by products and brands are becoming more important than ever. At AWE2024, brands and distributors like Tmall and Xiaohongshu presented home scenarios in response to popular trends, allowing attendees to experience new lifestyles.



Aesthetics and Design

At AWE2024, we saw that the understanding of “aesthetics” in home appliance design has reached an unprecedented height. There are breakthroughs not only in CMF design and realization but also in the aesthetics regarding the use cases of various appliances.



New Opportunities in Elderly Care

AWE2024 showed us that in the consumer sector, a range of scenarios have emerged centering on the daily life and rehabilitation/care of the elderly. Traditional home appliances and consumer electronics continue to become more elderly-oriented and more elder-friendly, giving rise to elderly care products.

A Valuable Platform for Eye-opening Exchanges



1▶ Exciting Parallel Forums

As an essential part of the AWE ecosystem, this year's concurrent parallel events and forums explored themes and cross-industry topics such as sustainable development, AIoT, smart homes, UHD, cleaning appliances, home design, and new retail. AWE has become a valuable platform for eye-opening exchanges.



AWE Summit: Sustainability is the Future



AWE Summit: Happiness Begins at Future Home



AWE Award Ceremony





2024 AWE UHD Summit



2024 China Home Appliance Retail Innovation Summit



China Vacuum Cleaning Appliance Industry Summit 2024



Future Home Design - Smart Living Trend Release



2▶ Key Insights



Norbert Herzog

Chief Consultant of Global Strategic Insights at GfK

Smart appliances have become a major growth driver for the market, and innovation will be the key driver for 2024. A value-centric approach, focusing on fully functional and competitively priced appliances, continues to meet consumer demands for convenience and sustainability.



Tetsuro Homma

Vice President of Panasonic and Group Regional Head for China & Northeast Asia

Panasonic has been a participant in China's reform and opening-up, a witness to the improved business environment, and a beneficiary of expanded high-level opening-up. We will make extra efforts to create a better living and healthy environment for the Chinese people.



Jiang Feng

Executive President of China Household Electrical Appliances Association

As the industry seeks constant innovation, AWE is adapting to the latest trends. We are breaking boundaries and expanding the scope and scale of AWE by introducing new business formats and models. We are moving faster to transform into a digital and technology-driven exhibition to improve the experience for both exhibitors and attendees. We remain committed to empowering our exhibitors and partners.



Zhang Chonghe

President of China National Light Industry Council

This year's AWE features over a thousand exhibitors showcasing the application of AI and other advanced technologies in home appliances and consumer electronics. The high-tech content, sophisticated manufacturing, broad use cases, and extensive coverage of these products have established AWE as a platform for open cooperation connecting the industry with other sectors.



Li Huagang

Senior Vice President of Haier Group and Chairman & President of Haier Smart Home

Green development and user experience are not at loggerheads with corporate benefits. Through technological innovation and corporate efforts, both can be achieved at the same time.



Shao Yang

President of Whole House Intelligent Product Line of Huawei Terminal BG

Since its launch, Huawei's Whole House Intelligence has reinforced its seven key advantages. We ensure a comprehensive smart home experience for consumers through stability, easy installation, ease of use, sophisticated design, flexibility, low cost, and lifecycle assurance.



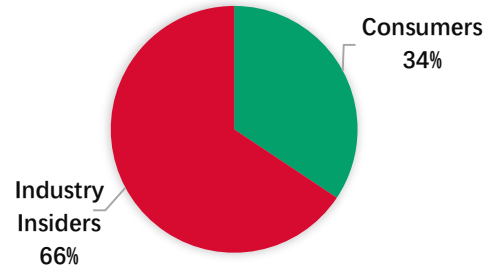
Hu Jianyong

Vice President of Hisense Group

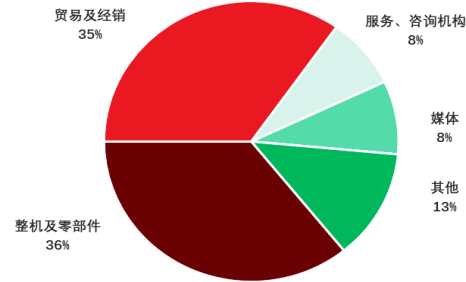
Home appliances revolve around the home, and love is at the center of every home. Hisense not only focuses on technological advancements but also on leading the way technology meets human needs. We continue to improve the experience of technology in a broad range of scenarios.

3> A Global Exhibition Captivating Industry Professionals

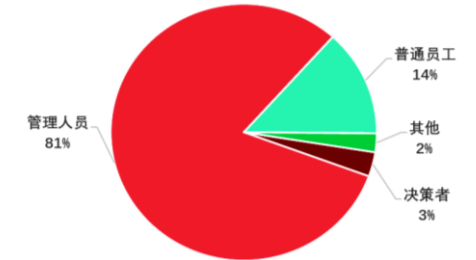
Proportion of Industry Insiders to Consumers at AWE2024



Industry Insiders by Segments

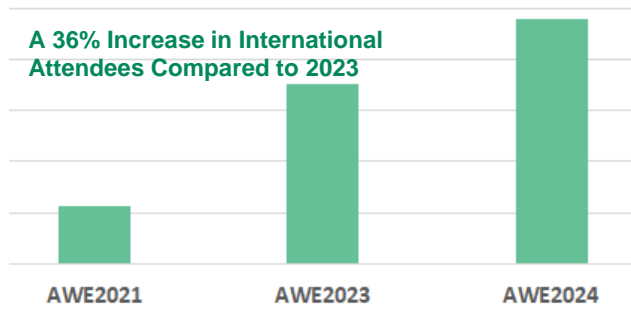


Industry Insiders by Job Ranks

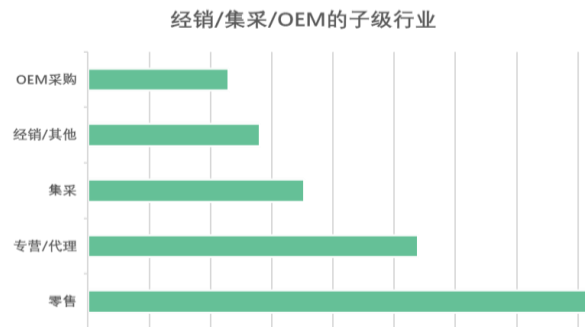


International Attendees at AWE Growing for Three Consecutive Years

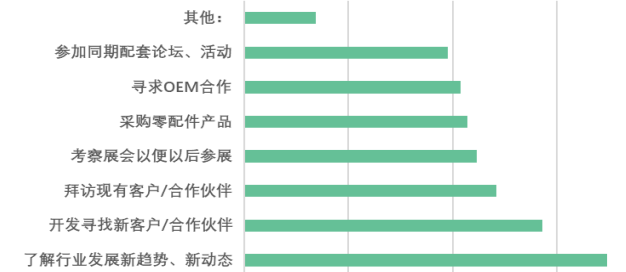
A 36% Increase in International Attendees Compared to 2023



Attendees by Industry Segments



Purpose of Industry Insiders



2► A Tech Feast for International Buyers



- Backed by the world's most dynamic and innovative home appliance and consumer electronics industry, AWE has become the premier platform for showcasing innovative products and smart living solutions, attracting international buyers.

- As AWE's global influence grows, and as exhibitors send more invitations to their overseas clients, more international buyers are drawn to the event.

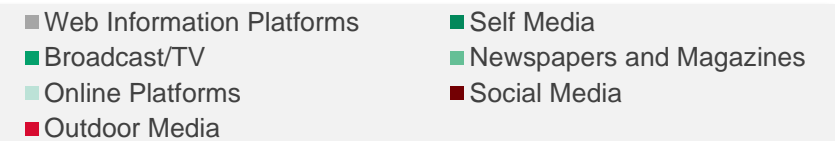
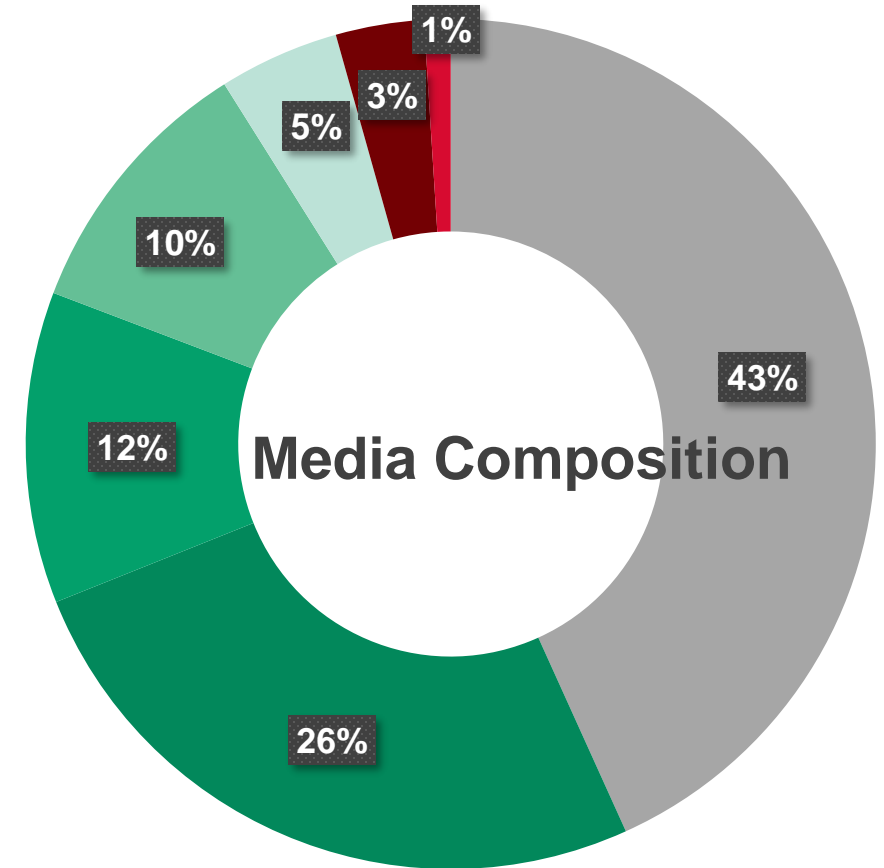
- In 2024, AWE attracted international buyers from 79 countries and regions, including South Korea, Japan, Russia, Germany, Malaysia, the USA, Italy, Singapore, India, and France. The number of international attendees increased by 36% compared to 2023, an all-time high.

A Phenomenal Show That Grabs Media Attention



1 ▶ Media Data

- AWE2024 hosted 110 journalists from 88 media outlets, including 8 state media and national news websites, 5 portals, 24 home appliance vertical media, 19 technology media, 8 magazines and newspapers, 5 home furnishing media, 7 business and finance media, and various personal media.

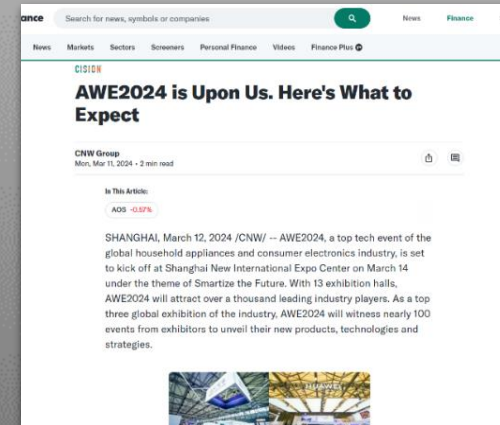


International Media Coverage



Associated Press
The largest news agency in the U.S.

Yahoo Finance
A world-renowned financial media outlet



Asahi Shimbun
One of Japan's top three comprehensive newspapers



Finanzen.net
Germany's most popular financial news platform



MarketWatch
A leading global business news media



Xinhua News Agency

China Xinhua News · 关注
3天 · 🌐

Galeri foto yang diabadikan pada 14 Maret 2024 ini menunjukkan area pameran rumah pintar (smart home) Huawei serta orang-orang yang mengunjungi stan Philips dan Hisense dalam ajang Appliance & Electronics World Expo 2024 (AWE2024) di Shanghai, China timur.

Mengusung tema "Smartize the Future", AWE2024 resmi dibuka pada Kamis (14/3). Merek-merek terkemuka dunia di bidang peralatan rumah tangga dan produk elektronik konsumen berpartisipasi dalam ajang tersebut untuk memamerkan inovasi terbaru mereka. (Xinhua/ Fang Zhe)

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People's Daily

People's Daily · 关注
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With the theme of "Smartize the Future", the 2024 Appliance & Electronics World Expo (#AWE2024) kicked off in east China's #Shanghai on Tuesday. The world's leading brands in the field of home appliances and consumer electronics gathered at the expo to showcase their latest innovations.

<https://english.news.cn/20240315/5c7cfe21b854e37bae1f0b9ac663573/c.html>

查看翻译



👍 赞 💬 评论 ➦ 分享

People.cn

WE ARE CHINA · 关注
4天 · 🌐

2024 Appliance & Electronics World Expo held in Shanghai

With the theme of "Smartize the Future", the AWE2024 kicked off here on Thursday. The world's leading brands in the field of #homeappliances and consumer #electronics gathered at the expo to showcase their latest #innovations.

More pics: <http://en.people.cn/n3/2024/0315/c90000-20145247.html>

查看翻译



Shanghai Let's meet

Shanghai Let's meet · 关注
1天 · 🌐

The 2024 Appliance & Electronics World Expo (#AWE2024) is underway at #Shanghai New International Exhibition Center, attracting over 1,000 domestic and international brands to showcase their latest smart home products and technologies.

查看翻译



Overseas Reporting by Official Media Outlets

A number of prominent official media outlets covered AWE2024 on their Meta channels, including China Xinhua News, People's Daily, People.cn's WE ARE CHINA, Shanghai Let's meet (Shanghai's official account), SMG International's ShanghaiEye, and CRI's IP China, Amazing China, and Hi City.

ShanghaiEye

ShanghaiEye · 关注
3天 · 🌐

With the theme of "Smartize the Future", the AWE2024 kicked off here on Thursday in Shanghai. The world's leading brands in the field of home appliances and consumer electronics gathered at the expo to showcase their latest innovations.

#Shanghai #AWE2024

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CRI

Hi City · 关注
3天 · 🌐

AWE2024 officially kicked off at the Shanghai New International Expo Center on March 14. Themed "Smartize the Future," the #event has brought together over a thousand global leaders in household appliances and consumer #electronics. The #exhibition, spanning an impressive 150,000 square meters, showcased the latest achievements in the seamless integration between cutting-edge technologies such as #artificialintelligence and household appliances and consumer electronics, a selection of high-end, customized, and scenario-based smart IoT solutions, as well as innovations in smart appliances, smart homes, consumer electronics, 3C products, smart displays, smart #entertainment, smart #health, and #smart travel, illustrating the infinite possibilities of the future smart life for consumers.

#AWE #Shanghai #hightech #AI #futuretech #travel #technology #expo

查看翻译



Amazing China

Amazing China · 关注
3天 · 🌐

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#AWE #Shanghai #hightech #technology #expo #AI #futuretech #travel

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IP China

IP China · 关注
4天 · 🌐

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#AWE2024 #AWE #Shanghai

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Global Multilingual Reporting

English

Weather Closures AM Show New Day Sports Seen on TV Jobs Contact Us

AWE2024 Recap: Charting the Future of Smart Living

NEWS PROVIDED BY
AWE
Mar 22, 2024, 1:25 AM ET

SHANGHAI, March 22, 2024 (PRNewswire) — AWE2024, co-located at Shanghai New International Expo Center on March 17, spanned four days and 150,000 m², attracting more than 1,000 global leaders in household appliances and consumer electronics industry.

German

boerse-express

AWE2024 ist da. Was Sie erwarten können

12.03.2024 | 18:30

Quelle: OTS Wirtschaft

Was Portfolios jetzt robust macht

Zuletzt berichtete eine Art "Glocken"-Szenario mit hohen Anleihe-Renditen und Aktienkursen, die von Hoch zu Hoch liefen. Technologische Wertepremien erhalten sich stark, und Prognostikern werden erst ab Mitte des Jahres erwarten. Können sich Anleger nun entspannen? Zurückhalten? Das Fondmanagement des "D.E. - Zins & Dividende" nennt Stellung. Mehr »

powered by Monitor

Die AWE2024, eine führende Technologieveranstaltung der globalen Haushaltsgeräte- und Unterhaltungselektronikbranche, wird am 17. März im Shanghai New International Expo Center unter dem Motto "Smarter the Future eröffnet. Mit 13 Ausstellungen wird die AWE2024 über tausend führende Branchenvertreter anziehen. Als eine der drei weltweit führenden Messen der Branche wird die AWE2024 fast 100 Veranstaltungen von Ausstellern anbieten, die ihre neuen Produkte, Technologien und Strategien vorstellen.

Die AWE2024 wird die Integration von Spitzen-Technologien wie KI in die Industrie zeigen, insbesondere Investitionen in Smart Home-Szenarien und technologiegetriebene Ökosysteme. Hier Smart Home wird zusammen mit Markern wie Hilti, Casarte, Lendel, GE Appliances, Fisher & Paykel und Samsung wieder eine ganze Reihe bringen, man wird sich über Technologieprodukte für das smarte Szenario und das vernetzte Heimnetzwerk über die Zukunft vorstellen. Besucher wird sehen neuen Laser Fernseher, Display und andere Smarte in China, Automobilzubehör, VR und Energieanlagen vorstellen. Es wird über 100 Arten von New Home-Produkten für Besucher in 17 Kategorien ausstellen. Besucher wird seine Investitionen

French

yahoo/finance

Résumé de l'AWE2024 : dessiner l'avenir de la vie intelligente

PR Newswire

Shanghai, 22 mars 2024 (PRNewswire) — L'AWE2024, qui s'est déroulée le 17 mars au Shanghai New International Expo Center, a attiré quatre jours et cinq stands sur 150 000 m² plus de 1 000 leaders mondiaux de l'industrie des appareils électrodomestiques et de l'électronique grand public.

RENDEZ-VOUS

1. Présentation de produits
2. Démos interactives
3. Conférences et ateliers
4. Réseautage
5. Investissements et partenariats

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Dutch

CENTRAL CHARTS

AWE2024 komt erom. Dit is wat je kunt verwachten

AWE LIMITED

Overzicht: AWE

AWE2024 komt erom. Dit is wat je kunt verwachten

PR Newswire

SHANGHAI, 12 maart 2024 (PRNewswire) — AWE2024, een belangrijk toevenement voor de wereldwijde sector van huishoudelijke apparaten en consumentelektronica, gaat op 17 maart van start in het Shanghai New International Expo Center in het Beirong District. Het zal worden georganiseerd door AWE2024, een belangrijke toevenement voor de industrie, met meer dan 100 exposanten die hun nieuwste producten, technologieën en strategieën zullen presenteren.

Portuguese

portal dos Jornalistas

PR Newswire

AWE2024 está chegando. Confira o que esperar

XANGAI, 12 de março de 2024 (PRNewswire) — A AWE2024, um importante evento de tecnologia da indústria global de eletrodomésticos e eletrônicos de consumo, terá início no Shanghai New International Expo Center em 17 de março com o tema "Smarter the Future (participação para o futuro)". Com 13 salas de exposição, a AWE2024 atrairá mais de mil participantes líderes do setor. Como uma das três principais exposições globais da indústria, a AWE2024 contará com cerca de 100 eventos de exposições para revelar seus novos produtos, tecnologias e estratégias.

Japanese

中国のZ世代にターゲット

アジア最大規模家電見本市 1200社以上が参加

INSPIRE

Spanish

Bolsamanía

Resumen de AWE2024: Proyectando el futuro de la vida inteligente

SHANGHAI, 22 de marzo de 2024 (PRNewswire) — La feria AWE2024, que se celebró en el New International Expo Center de Shanghai el 17 de marzo, con sus 150 000 m² atrajo en los cuatro días de duración a más de 1 000 líderes mundiales de la industria de electrodomésticos y electrónica de consumo.



Business Interactions on Facebook

Many exhibitors shared their exciting moments at AWE2024 on Facebook. Haier organized the Haier Fans Club Tour, updating fans with Vlogs showcasing their experiences at AWE.



Conclusion

- As the annual event for global home appliances and consumer electronics held at Shanghai New International Expo Center, AWE2024 proved to be a resounding success. Over four days, the event brought together leading players from the industry, showcasing countless innovative products and technologies. We presented the latest smart life scenarios to global consumers and professionals, sparked a nationwide consumer frenzy, and captured annual media attention.
- As AWE2024 concludes, the industry will continue its journey of innovation and growth, carrying forward the achievements showcased at this exhibition. We expect more smart products to emerge, delivering a smart, healthy, and eco-friendly lifestyle to consumers. Finally, we extend our heartfelt gratitude to all exhibitors, attendees, partners, and media for their participation and support of AWE2024. We look forward to seeing you again at AWE2025, where we will embrace an even more brilliant future for home appliances and consumer electronics.

THANKS

We'll Be Here for
You at AWE2025



AWE Highlights



AWE Mini Program



AWE Subscription
Account



AWE Service
Account