

# AWE2025 Exhibition Report

AI FOR ALL



# Contents

**01** A Global Center for Innovation in the AI+ Era

**02** A World-Class Event Bringing Together 1,000+ Home Appliance and Consumer Electronics Companies

**03** A Complete Showcase of the Latest Smart Living Solutions

**04** A Global Network Connecting Industry Professionals

**05** A Premier Platform for Industry Growth and Knowledge Exchange

**06** A Widely Recognized Platform for Industry Communication





01

**A Global Center for Innovation in the AI+ Era**





# AWE2025 at a Glance

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The 2025 Appliance & Electronics World Expo (AWE2025), organized by the China Household Electrical Appliances Association, was held successfully from March 20 to 23 at the Shanghai New International Expo Centre.

Ranked among the world's top three home appliance and consumer electronics exhibitions, AWE2025 centered on "AI for All" and highlighted the future of smart living by bringing together the latest global product launches and cutting-edge technologies. This event also featured top industry summits, international trade forums, and consumer activities to drive innovation and collaboration in the home appliance and consumer electronics industry. These efforts offered visitors a firsthand glimpse of how smart, eco-friendly, and premium products are transforming daily life into a more convenient and sustainable experience.



**Date:** March 20–23, 2025

**Location:** Shanghai New International Expo Centre

Exhibition Area

**140,000m<sup>2</sup>**

Featured Brands

**1,000+**

Number of  
Visitors

**192,000**

Growth in  
Overseas Visitors

**29.8%**





## AI for All



Revolving around the theme of "AI for All," AWE2025 showcased the profound integration of AI technology across sectors of home appliances and consumer electronics. This fusion is propelling the industry towards a future marked by enhanced intelligence, personalized experiences, and unparalleled efficiency.

## A Major Industry Gathering

That Captures National Spotlight



AWE2025 captured the spotlight across China and beyond, making it one of the most talked-about events in the consumer technology space. Drawing a wide mix of industry insiders and everyday consumers, the event delivered a celebration of smart living that resonated across society.

# Highlights

## AWE2025

## Global Debuts

Featuring State-of-the-Art Technologies



AWE2025 saw the debut of a host of cutting-edge products including smart home appliances and consumer electronics, large language models, smart home strategies, and AI robots. These exhibits have demonstrated AWE2025's strong technology leadership as a global benchmark for the future of home appliance and consumer electronics.

## Forward-Looking Forums

Charting Future Industry Directions



With a lineup of high-profile forums, AWE2025 provided forward-looking insights through extensive discussions centered on key topics such as smartization, the digital economy, green and low-carbon practices, retail transformation, and evolving consumption scenarios. Several international trade matchmaking events also took place at AWE.

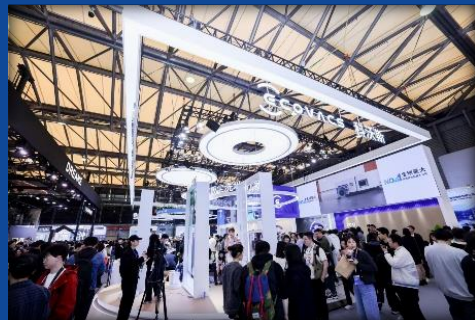
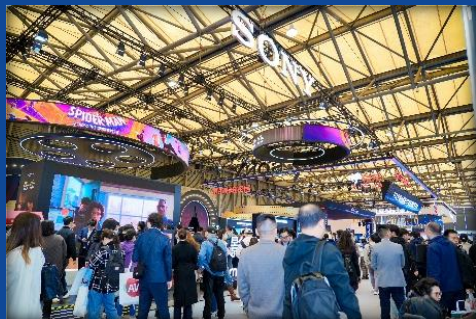
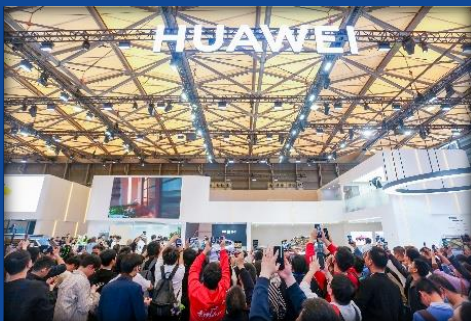


A large, realistic-looking globe of the Earth is the central focus, showing the Americas and parts of Europe and Africa. It sits on a dark, reflective surface. Around the globe, several black office chairs with armrests are arranged in a circular pattern, suggesting a global meeting or conference. The background is a bright blue sky with scattered white clouds. On the left side, there are two overlapping blue circles; the inner one is a solid medium blue and contains the white number '02'.

02

**A World-Class Event Bringing Together 1,000+ Home Appliance and Consumer Electronics Companies**



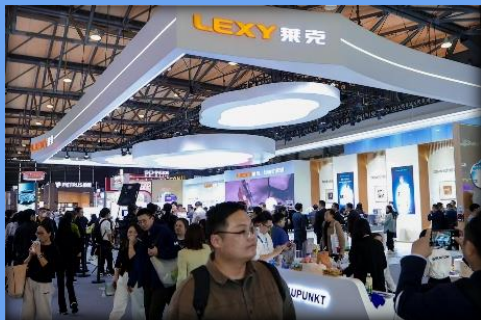
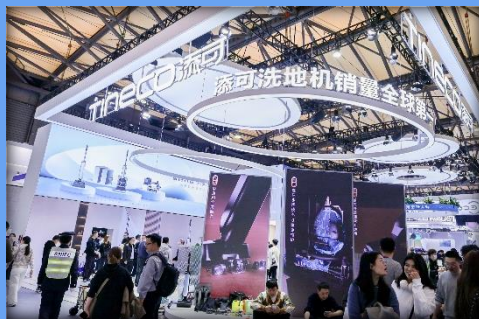
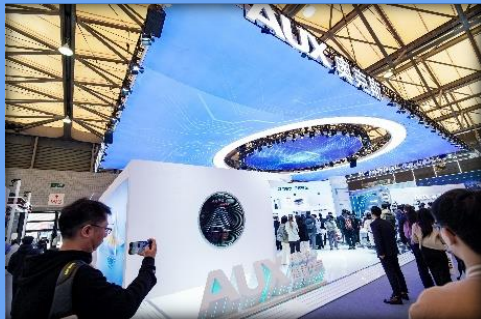
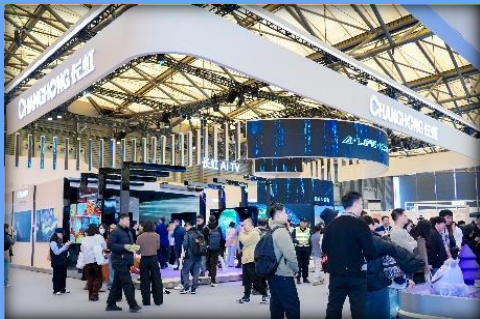


## Strong Lineup of Exhibitors

Over 1000 leading players in home appliances and consumer electronics from around the world came together at AWE2025. A dazzling array of brands showcased their latest offerings, covering smart appliances, connected homes, intelligent travel, health technology, next-gen displays, AI devices, and robotics.









03

**A Complete Showcase of the Latest  
Smart Living Solutions**







## Eye-catching Product Launches & Debuts







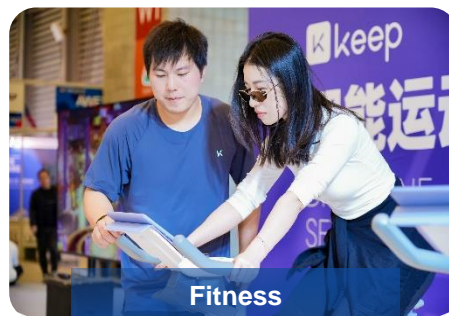
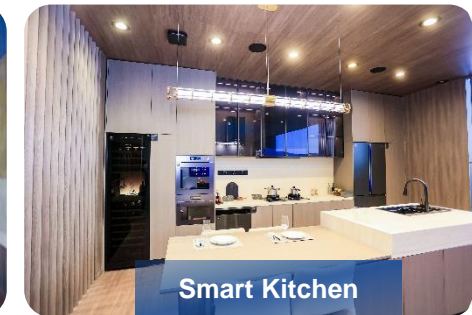
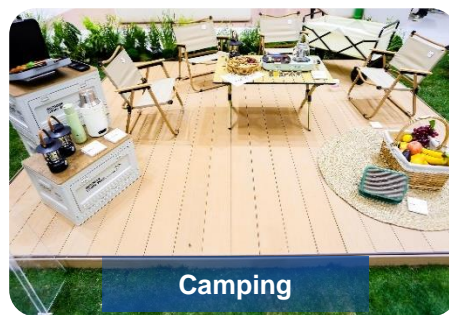
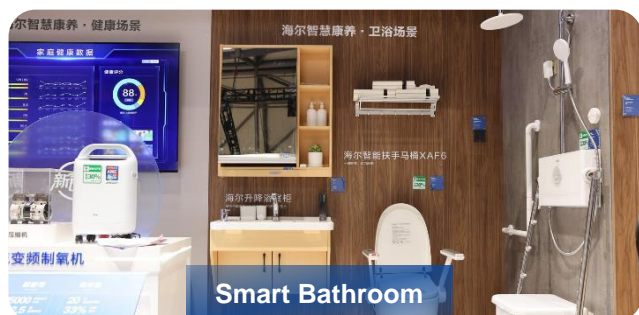
## Smarter Products

With the adoption of technologies like large language models, in-house developed AI agents, multimodal sensing, visual recognition, and AI voice interaction, the products showcased at AWE are evolving from basic voice control to proactive perception and intelligent decision-making. The shift from mere tools to AI companions is already underway.

## New Smart Scenarios with AI-Powered Products

## Broader Scenarios

Smart home scenarios have been expanded to include intelligent experiences and services spanning every aspect of daily life—clothing, food, housing, transport, education, entertainment, health, and elderly care. In addition, AWE2025 also featured increasingly mature smart scenarios such as home security, intelligent kitchens, sleep technology, and health-focused bathrooms.





# All-scenario Smart Living with Seamless Connectivity



## Embodied AI and Domestic Robots

Embodied AI took center stage at AWE2025. Service robots are rapidly making the leap from labs to homes. Tech innovators such as Unitree Robotics showcased advanced humanoids and quadruped robots. AWE2025 also covered kitchen and cleaning appliances equipped with robotic arms, revolutionizing the structure and functionality of home appliances.

## Human, Car, Home: From Single Industries to Transformation of Value Chains

A key highlight at AWE2025 was the human-car-home smart ecosystem. Breaking traditional industry boundaries, several leading players are co-building a new smart living paradigm covering different scenarios and devices. Huawei unveiled an all-scenario solution connecting cars and homes through Harmony Smart Home and Harmony Intelligent Mobility Alliance (HIMA). BYD showcased the Lingyuan smart in-car drone system. Moreover, flagship models from top automakers like GWM, NIO, XPENG, Li Auto, and Zeekr were featured in the Mobile Home booth.





At AWE2025, home appliance became a new expression of lifestyle aesthetics. From whole-house integration and material-centered design to color harmony and emotional interaction, home appliance featured at the event hit a balance of beauty and functionality with integrated scenarios and coordinated spaces. Embedded solutions, product suites, and ultra-slim designs emerged as key trends, while the flexible use of materials like wood, stone slabs, and metals enriched the visual and sensory experience. Additionally, new designs like AI perception, dynamic ambient lighting, and intuitive control have redefined human-device interactions, starting a new era of appliance aesthetics.



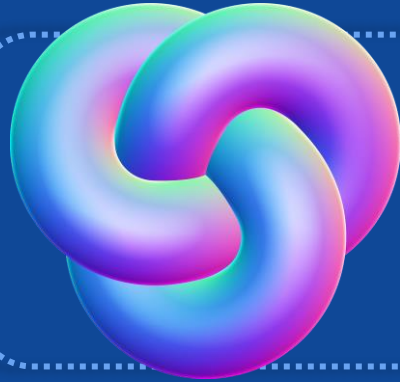
**Elegant Design & Seamless Whole-House Integration**

**Deliver an Unmatched, Immersive Experience**



## Community Engagement

Sparks Emotional Spending and Drives Green, Low-Carbon Upgrades



### Meeting Evolving Consumer Needs: The Elderly, Mothers & Infants, and Pet Owners

Tracking the trend of evolving consumer structures, AWE2025 expanded its reach into niche consumer groups such as the elderly, mothers and infants, and pet owners. Niche products showcased at the event include health and wellness solutions for seniors, healthy cooking and water solutions for mothers and infants, and smart feeding appliances for pet owners, delivering thoughtful, personalized smart living experiences for different consumer groups.







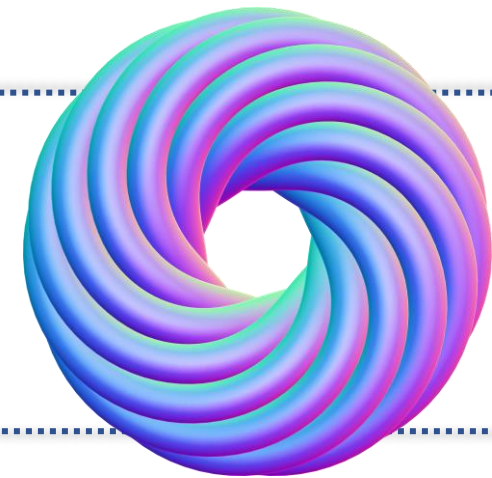
## Self-Indulgent Consumption and Emotional Value

AWE2025 highlighted the growing appeal of self-indulgent consumption. In addition to functionality, self-indulgent products aim to offer aesthetic appeal and emotional value. With stylish designs, fun interactions, and heart-warming scenarios, these products provide greater satisfaction and a strong sense of ritual. Exhibits including smart beds and outdoor gear to compact kitchen appliances, wearables, and gaming accessories catered to younger consumers who prioritize quality and experience in equal measure.



## AI-Powered Energy Efficiency and Smart Energy Management

AI is starting a revolution in energy efficiency and smart energy management across the home appliances industry. At AWE2025, products like air conditioners and refrigerators leveraged AI algorithms for dynamic performance adjustment, delivering energy savings from the moment they power on. Smart heat pump systems, zero-waste heat products, and integrated home energy management solutions showcased at the event demonstrated AI's transformative potential in driving energy efficiency and carbon reduction in homes and beyond. AI has provided a new option for building efficient, sustainable smart energy systems.







04

**A Global Network Connecting Industry Professionals**



Backed by Robust Government Support, AWE2025 Brings Together

# Global Industry Leaders

As a gathering of global industry insiders, AWE2025 drew executives from leading Chinese brands including Haier, Hisense, and TCL, alongside business leaders from multinationals like Bosch Home Appliances, Panasonic, Samsung, and LG.

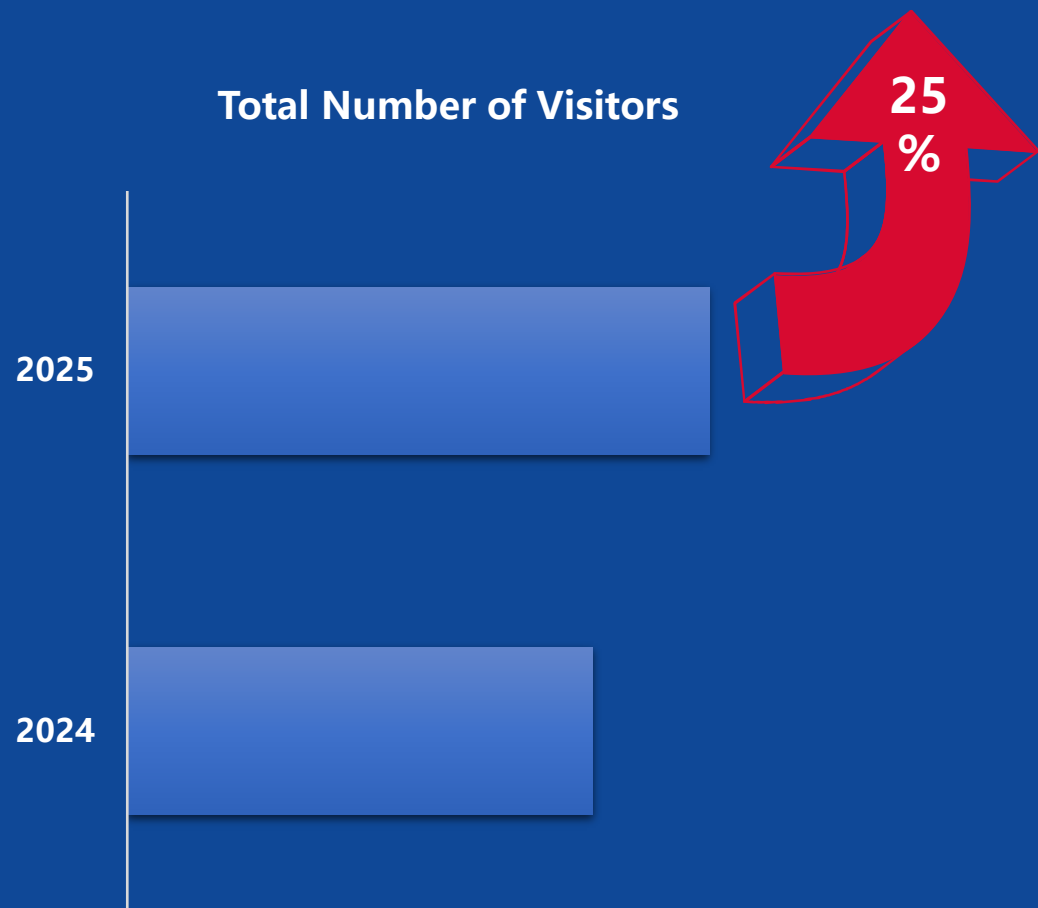




Data 1

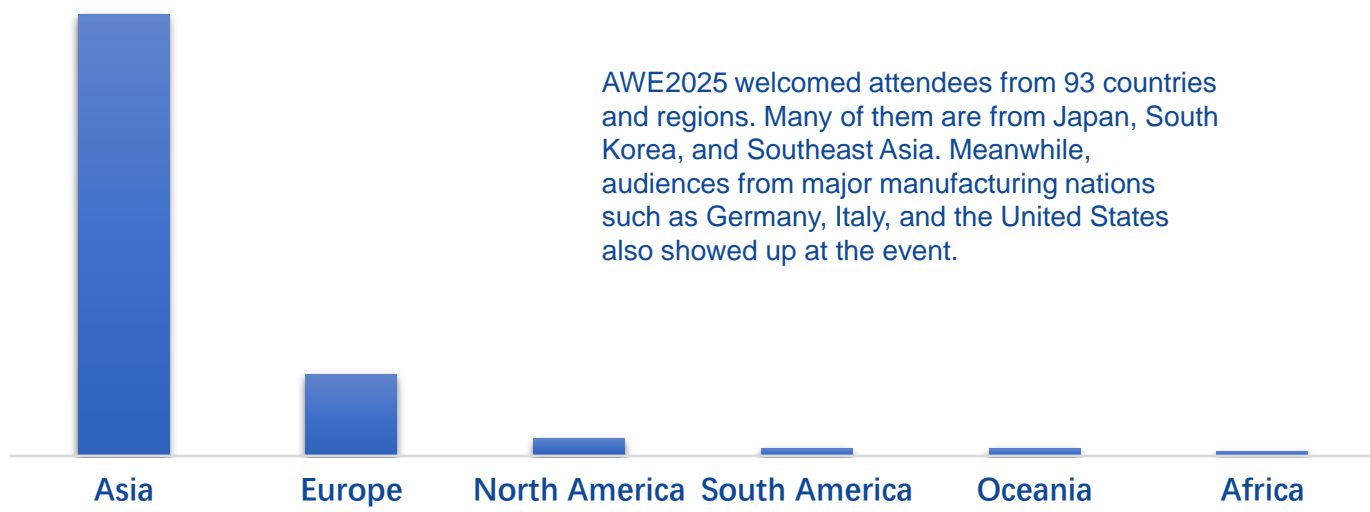
AWE2025 drew 192,000 visitors in total, a 25% increase over the previous year;

Total Number of Visitors



Data 3

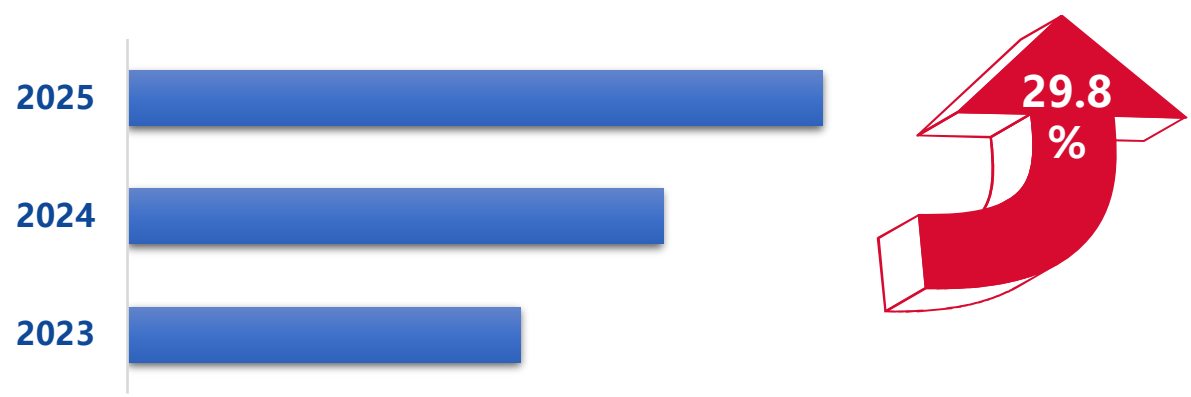
Composition of International Visitors



Data 2

AWE2025's international attendance soared nearly 30% compared to 2024, reaching an all-time high;

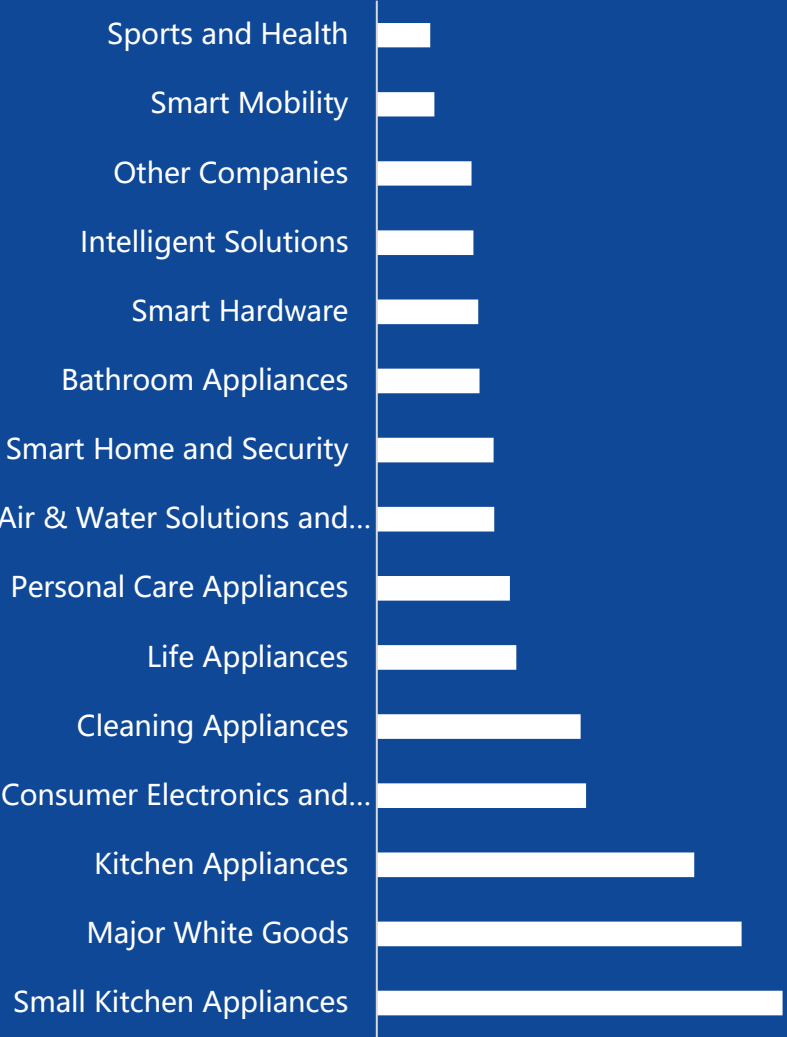
Number of International Visitors





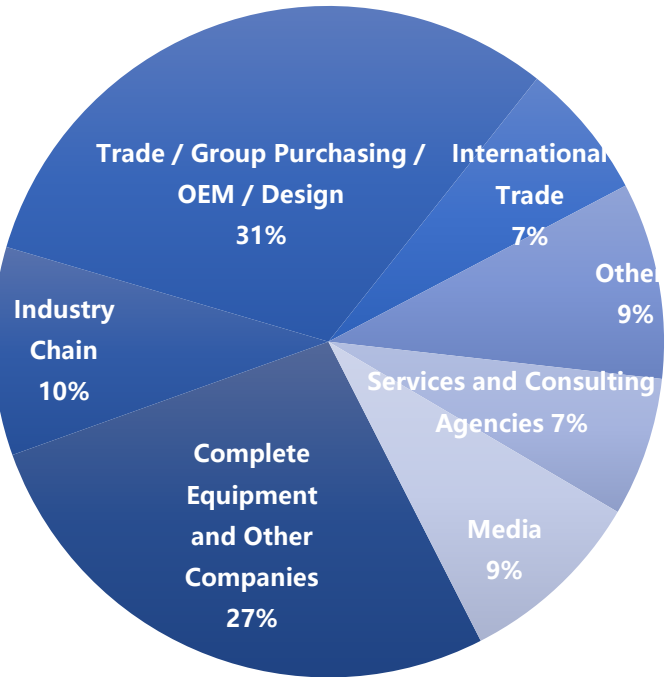
**Data 4**

**Industry Subcategories of Professional Attendees**



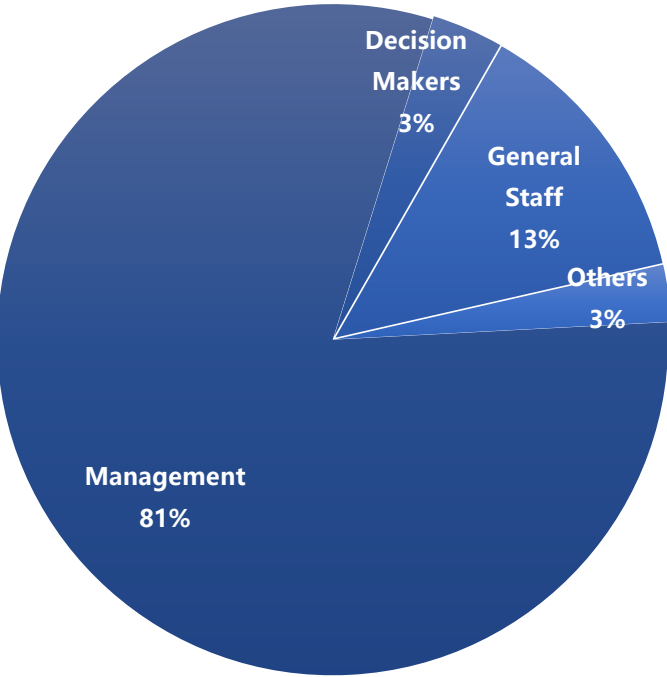
**Data 5**

**Industry Categories of Professional Attendees**



**Data 6**

**Professional Attendees' Job Levels**





## Active Participation of Distributors

Facilitates Product Launches



International Roundtable of Household Appliance Manufacturer Associations  
IRHMA2025



China-ASEAN Home Appliance and Consumer Electronics Industry Top Channels Summit



AWE International Buyer Matchmaking Event



ASEAN Delegation

Multiple international trade matchmaking events were held during AWE2025. They allowed overseas distributors, manufacturers, and multinational buyers to connect directly with Chinese brands and manufacturers. Discussions around product sourcing, market entry, and brand collaboration led to tangible cooperation agreements, a testament to AWE's global platform and international influence.

## International Trade Events

Empower Companies to Go Global





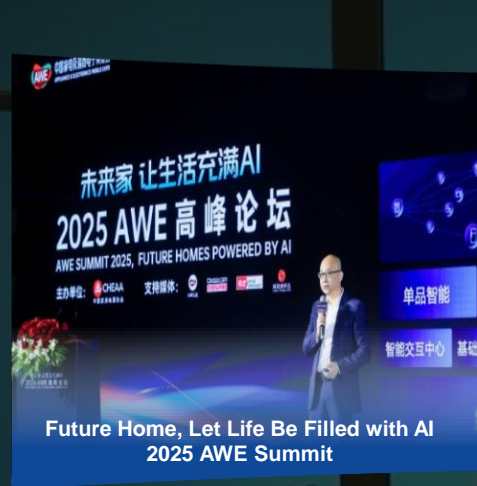
05

**A Premier Platform for Industry Growth and  
Knowledge Exchange**





"WE ARE ONE"  
2025 AWE Summit



Future Home, Let Life Be Filled with AI  
2025 AWE Summit



2025 China Home Appliance Retail  
Innovation Summit



2025 China Household Electrical  
Appliances Industry Chain Conference



Design Smart Homes  
The Second Smart Home Paradigm Release

## Top Forums

Spotlight Industry Trends and Shape the Future of Development



AWE2025 Ultra HD Industry Summit



2025 China Vacuum Industry Summit

As an integral part of the AWE ecosystem, this year's concurrent events and forums delved deeply into globalization and its ongoing development.



Workshop on Accelerating the  
Commercialization of R290 Air Conditioners



"Human-Car-Home" Interconnectivity  
Technology Seminar



# Expert Insights

Spark Innovation and Shape the Industry's Future



**Gao Yuling**  
Chairperson of Hisense Home Appliances

Hisense adopts a strategy of global vision with local execution. It has built a fully localized business presence in markets around the world through aligned cultures, integrated technologies, shared channels, and coordinated supply chains. The company's sponsorship of top-tier sporting events brought it worldwide exposure and also underscored its exceptional solutions, fostering a global brand.



**Yu Juan**  
President of Huawei's IoT Product Line

The era of smart spaces is already here. The development of all-scenario smart living solutions with human-car-home interconnectivity is part of the long-term strategy of Huawei's consumer terminal business. By seamlessly linking home security sensors with in-car systems, Huawei enables real-time communication between homes and cars, delivering a safer and more convenient smart home experience.



**Dr. Matthias Metz**  
Chairman of the board of management and CEO of BSH Home Appliances Group

While China remains a key driver of innovation and growth, emerging markets like India, ASEAN countries, the Middle East, and Africa are rapidly reshaping the future of the home appliances industry. Fast-growing middle classes and rising purchasing power as a result of increasing urbanization in the regions are expanding the demand for home appliances. Today, these high-potential markets are not only important buyers but also new innovators.



**Dr. Zhou Jiong**  
President of Haier Smart Family Research Institute

In response to consumer needs in the AI era, Haier's "San Yi Niao" platform, powered by the Uhome large model, is upgrading its smart home AI brain's perception, voice, and vision capabilities to the new "Eye of AI". The Xiaoyou AI assistant brings human-like intelligence to everyday living. It is not just a tool to help with the chores, but also a smart assistant that takes charge.



# AWE Livestream Night & AWE Shopping Festival

At AWE2025's "Livestream Night," live sales topped RMB 1 billion, while AWE Shopping Festival saw online sales soar past RMB 2 billion.





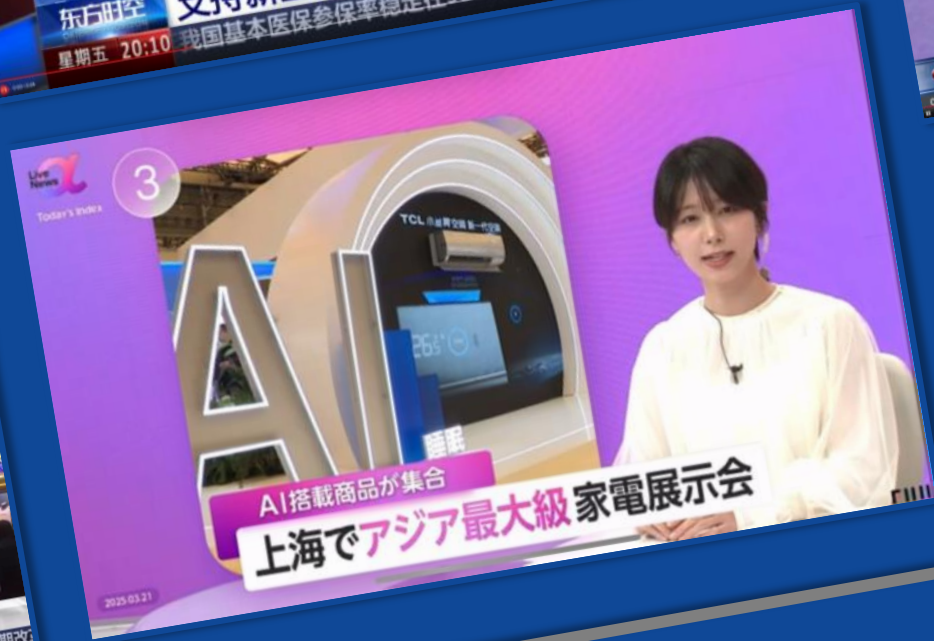
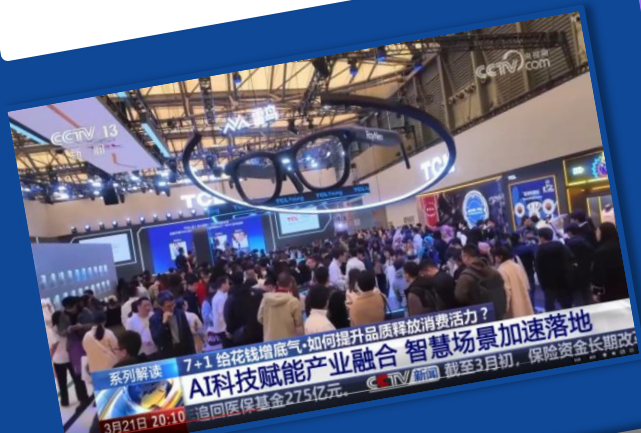
A professional video production setup featuring multiple cameras on tripods, each equipped with a large microphone. The scene is dimly lit, with warm bokeh lights in the background. A hand is visible adjusting one of the microphones. The overall aesthetic is that of a high-end broadcast or studio environment.

06

**A Widely Recognized Platform for Industry  
Communication**



# Top Media Spotlight Boosts Industry Image

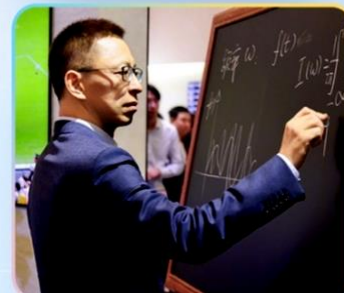




# Cross-Industry Influencers

Deliver In-Depth, Multi-Angle Coverage

AWE2025 attracted a star-studded lineup, featuring China's diving team led by Quan Hongchan, Olympic champions Xu Xin and Chen Meng, along with notable figures like Yu Chengdong and Zhang Chaoyang. They all came to explore AI-driven smart living experiences firsthand.





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

**AWE2025「移动的家」** 首个智能汽车展区  
Intelligent

跨界KOL天团 诚邀共赏 沉浸体验“人-车-家”让科技重塑未来生活  
@中国家用电器协会 @Eva的科技生活 联合打造

活动时间：2025年3月20日-23日  
活动地点：上海新国际博览中心·W1展馆

近千平展览空间 敬请期待

**大V逛展团** PART 2

数码家电知名博主强势集结  
合体探访海尔、格力、石头等热门品牌  
带你一起云逛展

Multiple influencer-led media teams offered diverse, in-depth coverage of the AWE, with a notable rise in both long-form and short-form video content.

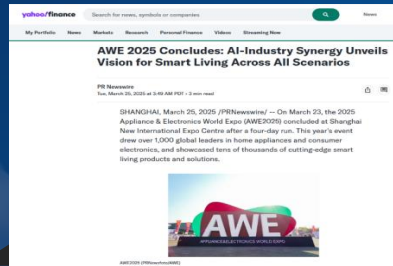




Associated Press (AP)



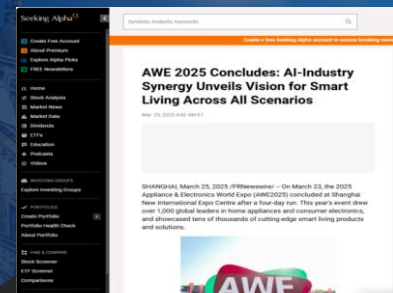
Asahi Shimbun



World-Famous Financial Media  
Yahoo Finance



Global Leading Business News  
Media – MarketWatch



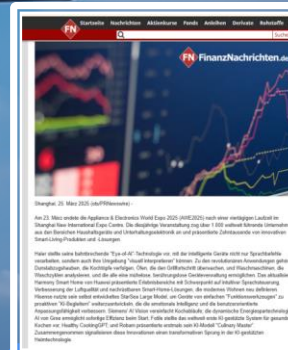
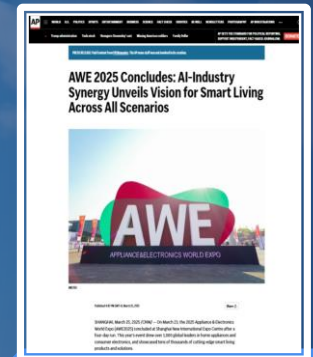
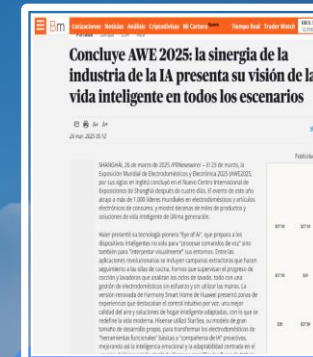
Renowned Investment Research  
Website  
Seeking Alpha



Mainstream Canadian Media  
The Globe and Mail

# Extensive Coverage

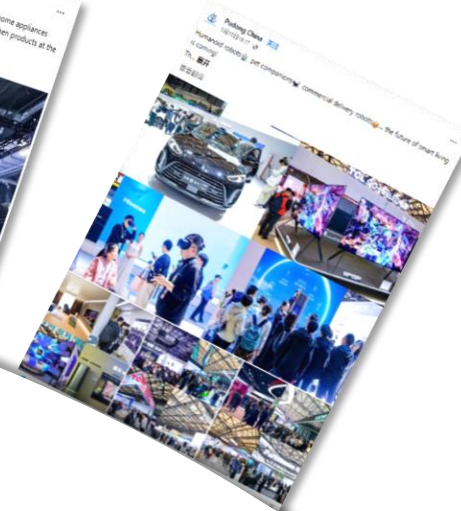
## Underscores Worldwide Impact







Major official media outlets such as China Xinhua News and Yicai actively promoted AWE2025 through their official Meta channels, while many companies also shared their event highlights on the platform.



# facebook

# facebook





**Follow us to learn more about AWE**

Official AWE Website:

<https://en.awe.com.cn/>

AWE at Meta:

<https://www.facebook.com/en.awe.com.cn/>

AWE at Youtube:

<https://www.youtube.com/@AWE-CHEAA>





# AWE

## Conclusion

AWE2025 has drawn to a close, but it marks just the beginning of a new chapter in AI-powered smart living. From the deep integration of AI into everyday life to the seamless fusion of diverse scenarios, from cross-industry collaboration to continually evolving consumer experiences, AWE has once again proven itself a global trendsetter and a central hub for the home appliance and consumer electronics industries.

At this historic crossroads of technological transformation and shifting consumer expectations, AWE2025 not only served as a launchpad for world-leading innovations but also as a collaborative platform to explore the possibilities of tomorrow's lifestyles.

As the curtain falls, a bold new vision for smart living is beginning to unfold. Moving forward, AWE will continue to join forces with industry partners, global networks, and millions of users to shape a smarter, more sustainable, and higher-quality future for all.