



SHANGHAI INTERNATIONAL ADULT
PRODUCTS INDUSTRY EXHIBITION 2026

2026 Final Report

Organizer: Shanghai Safef Exhibition Services Co., LTD

Partner
Media



www.ChinaSexQ.com

SIGN! MAGAZINE

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04.17 (FRI.) —————> 04.19 (SUN.)

📍 Shanghai Convention & Exhibition Center of international Sourcing

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API EXPO | 5th
2026

Exhibition Introduction



Exhibition Overview

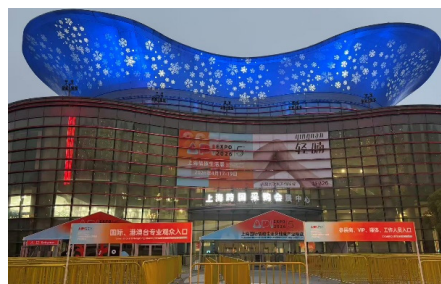


The Shanghai International Adult Products Industry Exhibition (APIEXPO) concluded successfully at Shanghai convention & Exhibition Center of international Sourcing on April 19, 2026. In APIEXPO 2026, it was the first time to set up a trade visitors day, on 17th April APIEXPO was only open for registered Chinese and international traders, which offered the international industry a better business environment. Also, APIEXPO 2026 set up the fast channel for international traders and fast channels for Chinese traders, which saved much time and energy for traders to visit APIEXPO 2026. APIEXPO 2026 continued to offer the industry hotel booking services, which allows thousands of traders enjoy excellent hotel accommodation, at the same time traders were allowed to obtain the trade visitor badge at the lobby of partner hotel of APIEXPO 2026, which also made it much more convenient for traders to attend APIEXPO.

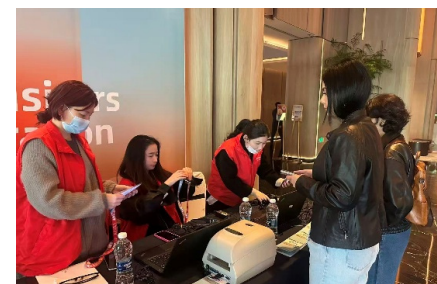
As a milestone for its fifth anniversary, the exhibition, with the core theme of "Born from the Innovation, Explore International Market", has comprehensively upgraded its strategic layout and brought together over 400 high-quality Chinese and International enterprises to create a super ecosystem platform integrating global resource integration, industry trend leadership, brand value incubation and mass consumption connection. The APIEXPO focuses on three core engines: AI technology-driven, accelerated cross-border expansion, and industrial supply chain synergy upgrade, and creates six core sections:



During the three-day exhibition, APIEXPO not only achieved a dual-wheel drive from an efficient Business-end transaction venue to a Consumers-end consumption carnival venue, but also made a leap from "short-term exposure" to "long-term growth engine" through digital tools and precise matching mechanisms.



Fast entrance for international traders.



Fast registration counter in HUALUXE hotel.

Exhibition Scale & Core Data





26,720m²

Exhibition Scale



400+

Exhibitors



60,000+

Visitors



35,640

Professional audiences



Exhibition Scale & Core Data

In the face of uncertainties in the global economy, the rising popularity and full venue load of the APIEXPO not only confirm the strong influence of the API platform, but also reflect that the **global pleasure products consumption market still has extremely strong resilience**. APIEXPO 2026 presents three major features:



Internationalization of APIEXPO has been significantly enhanced

Trade visitors from 80 countries and regions gathered in Shanghai, creating a highly international trading ecosystem.



The proportion of trade visitors has continued to rise

The trade visitor structure has been optimized, with clear purchasing targets and significantly improved on-site conversion efficiency.



More complete industrial chain coverage

From raw materials, production and manufacturing to brands, e-commerce and channels, a full supply chain loop is achieved.

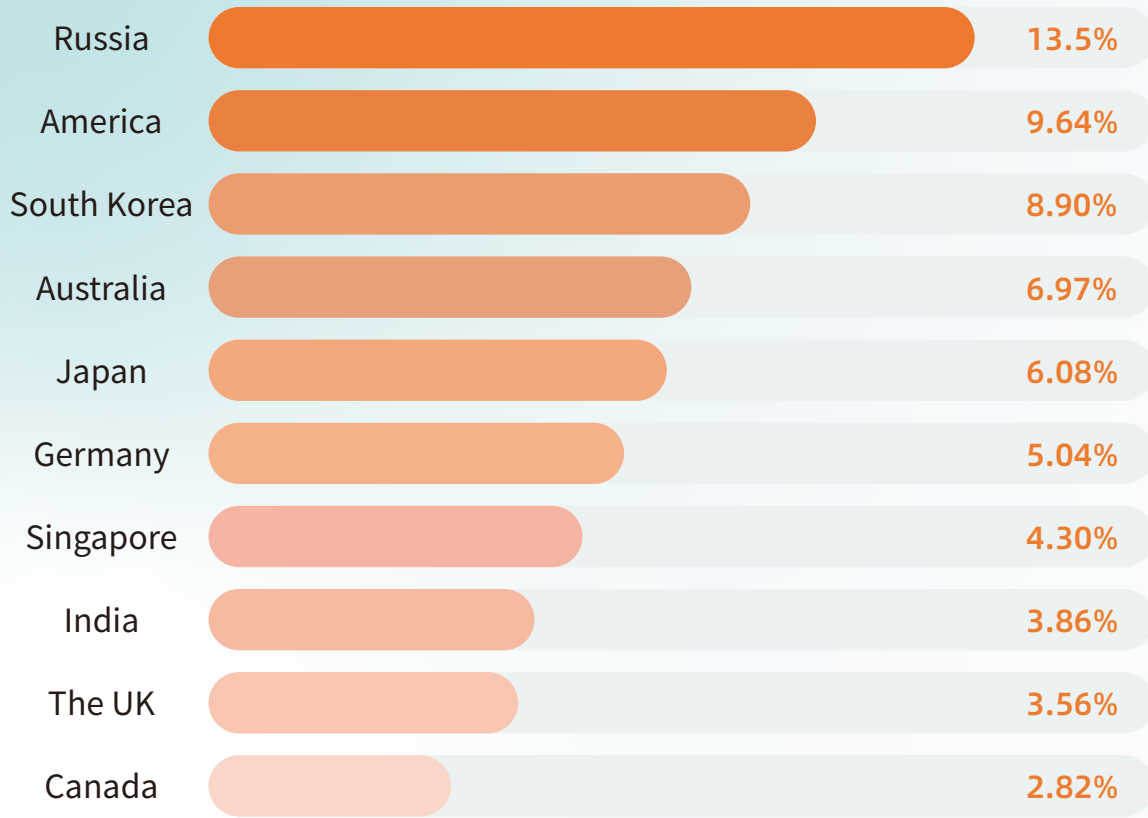


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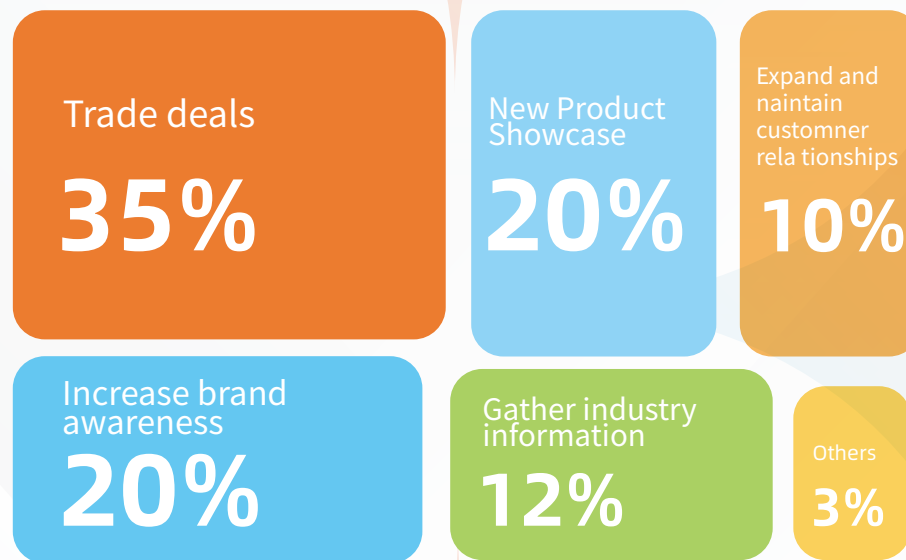
Exhibitor Analysis

Country and region of exhibitors TOP 10



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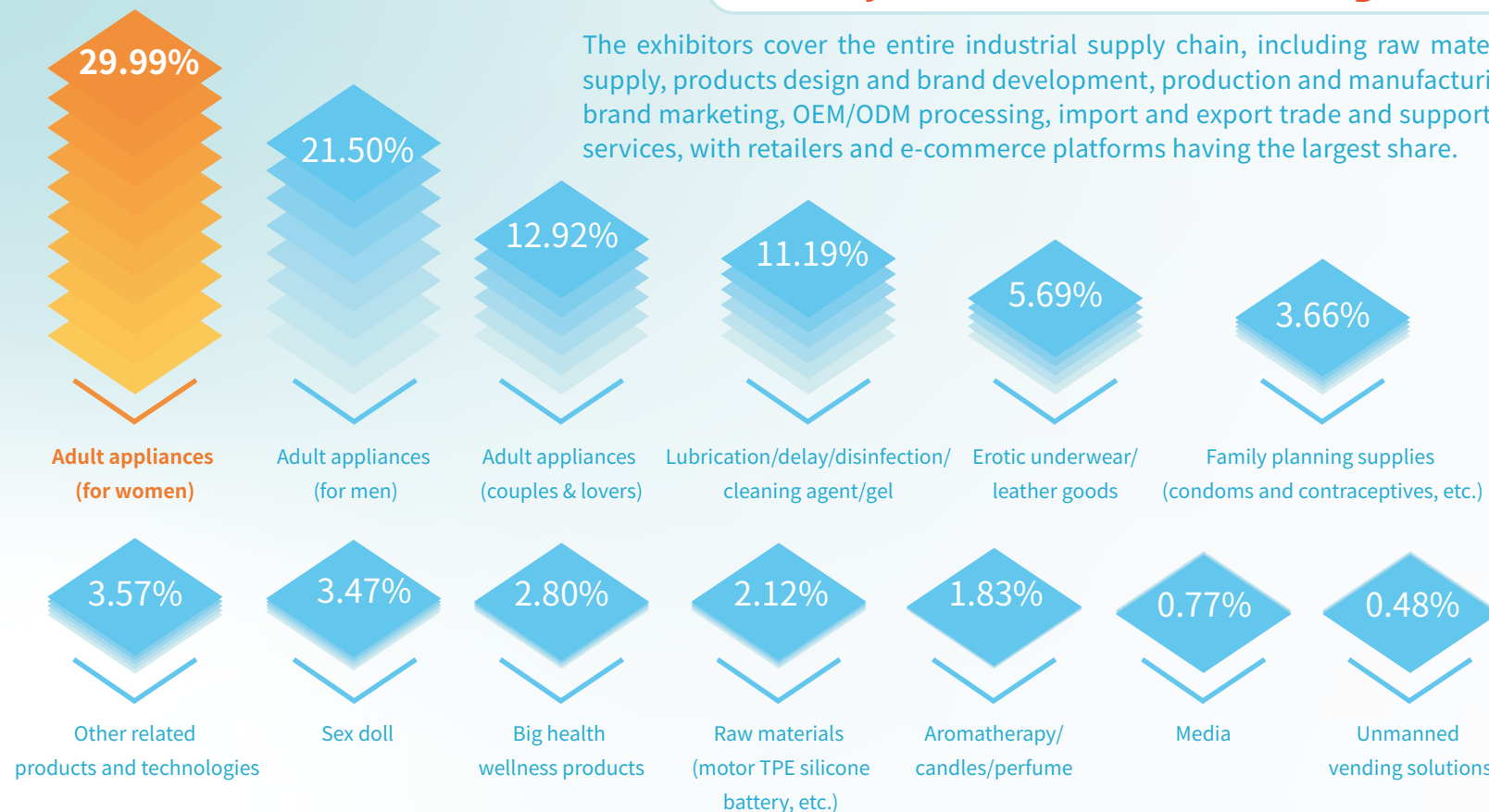
Analysis of exhibitor purposes



APIEXPO 2026 attracts over **400 high-quality Chinese and International companies**, covering the entire pleasure products supply chain, with a rich variety of exhibits, presenting the cutting-edge technology, trendy toy aesthetics and innovative design of the industry. Exhibitors highly praised the exhibition's outstanding performance in terms of business effectiveness, the quality of global buyers and cross-border integration, and expressed great expectations for future cooperation.

Analysis of exhibitor categories

The exhibitors cover the entire industrial supply chain, including raw material supply, products design and brand development, production and manufacturing, brand marketing, OEM/ODM processing, import and export trade and supporting services, with retailers and e-commerce platforms having the largest share.



In terms of the product structure of exhibitors, women's appliances topped the list with an overwhelming share of nearly 30%. This indicates that the "she economy" and the awakening of women's self-indulgence have become the core engines driving the upstream supply chain's R&D and capacity tilt. **Brands are accelerating their move towards high-end lifestyles and women's care.**

Audience Analysis

SHANGHAI INTERNATIONAL ADULT
PRODUCTS INDUSTRY EXHIBITION 2026

Visitors Age Stats

61%

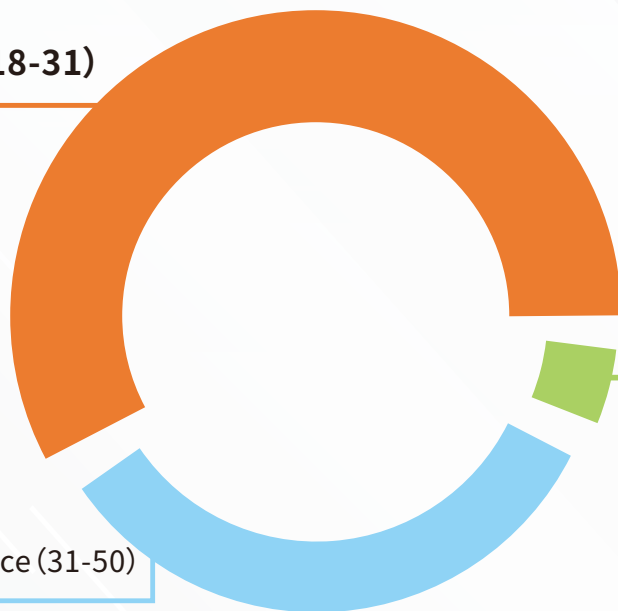
Young viewers (18-31)

2%

Senior audience
(old and above 51)

37%

Middle-aged audience (31-50)



Visitors Gender Stats



61%
Male

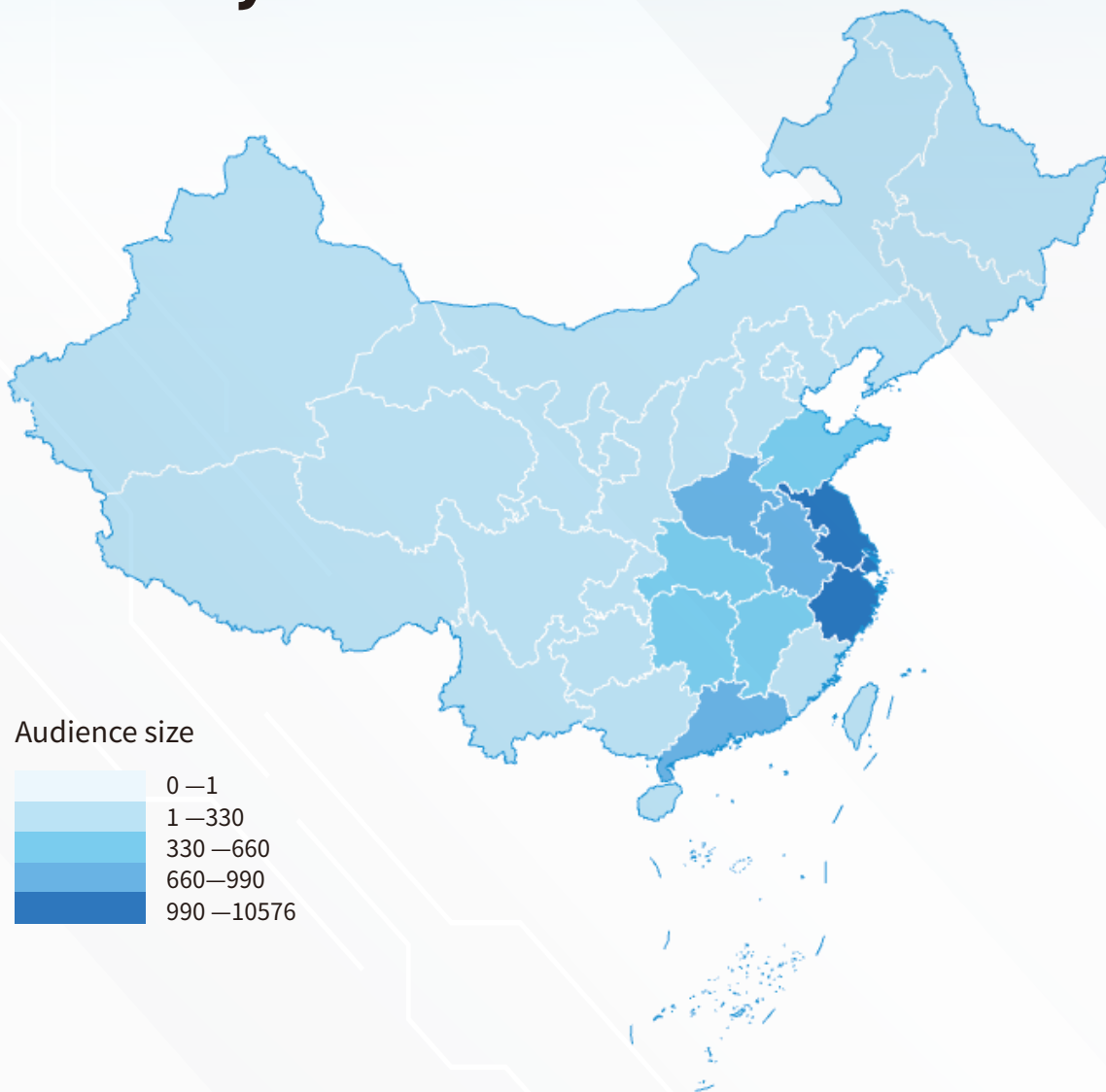
39%
Female

The exhibition, which lasted for three days, drew a total of more than 60,000 trade visitors and ordinary consumers throughout the world. The event was attended by a large number of trade visitors, including channel partners, cross-border sellers, and overseas direct sourcing groups, with clear purchasing targets and extremely high transaction rates. The proportion of young visitors exceeded 60 percent, a significant increase, confirming the strong appeal of API's "trendy" positioning and reflecting that sex toys have gradually become regular consumer goods in China.

Analysis of domestic traders

A total of **33,505** domestic trade visitors attended the exhibition, with Jiangsu-Zhejiang-Shanghai and Guangdong regions as the core sources, and the industrial belt agglomeration effect was obvious. Traders from Henan, Anhui, Shandong, Hubei, Hunan, Jiangxi and other provinces were equally enthusiastic, and the number of visitors from other provinces and cities as well as Hong Kong, Macao and Taiwan continued to increase.

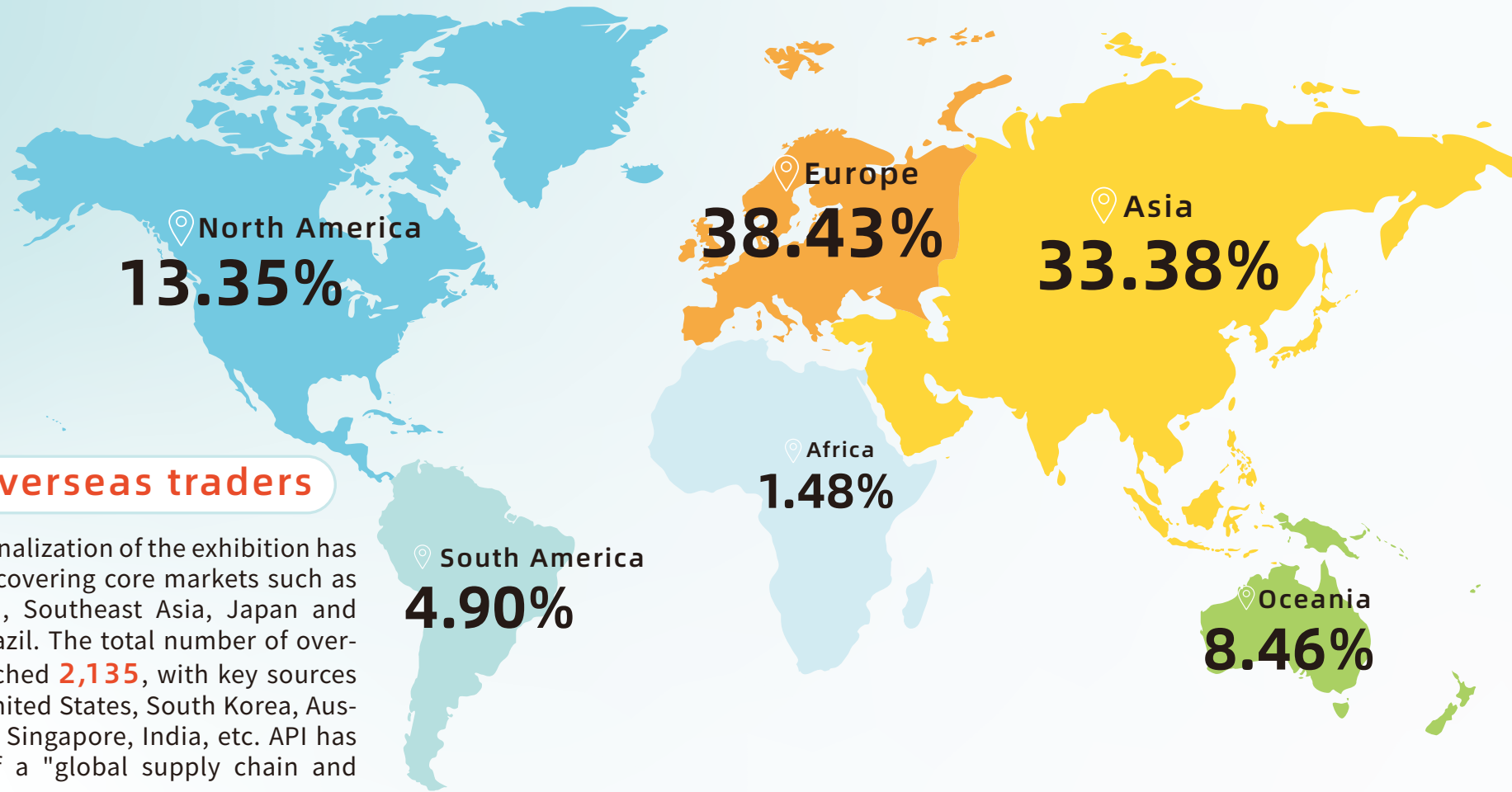
APIEXPO has formed a high-quality trader structure centered in East China and radiating across the country.



East China	53.73%	Central China	13.41%
South China	9.13%	North China	8.28%
Northeast Region	5.87%	Southwest region	5.02%
Northwest Region	3.13%	Others	1.42%

Audience Analysis

SHANGHAI INTERNATIONAL ADULT
PRODUCTS INDUSTRY EXHIBITION 2026



Analysis of overseas traders

This year, the internationalization of the exhibition has continued to increase, covering core markets such as Europe, North America, Southeast Asia, Japan and South Korea, Russia Brazil. The total number of overseas trader visitors reached **2,135**, with key sources including Russia, the United States, South Korea, Australia, Japan, Germany, Singapore, India, etc. API has taken on the shape of a "global supply chain and demand hub".

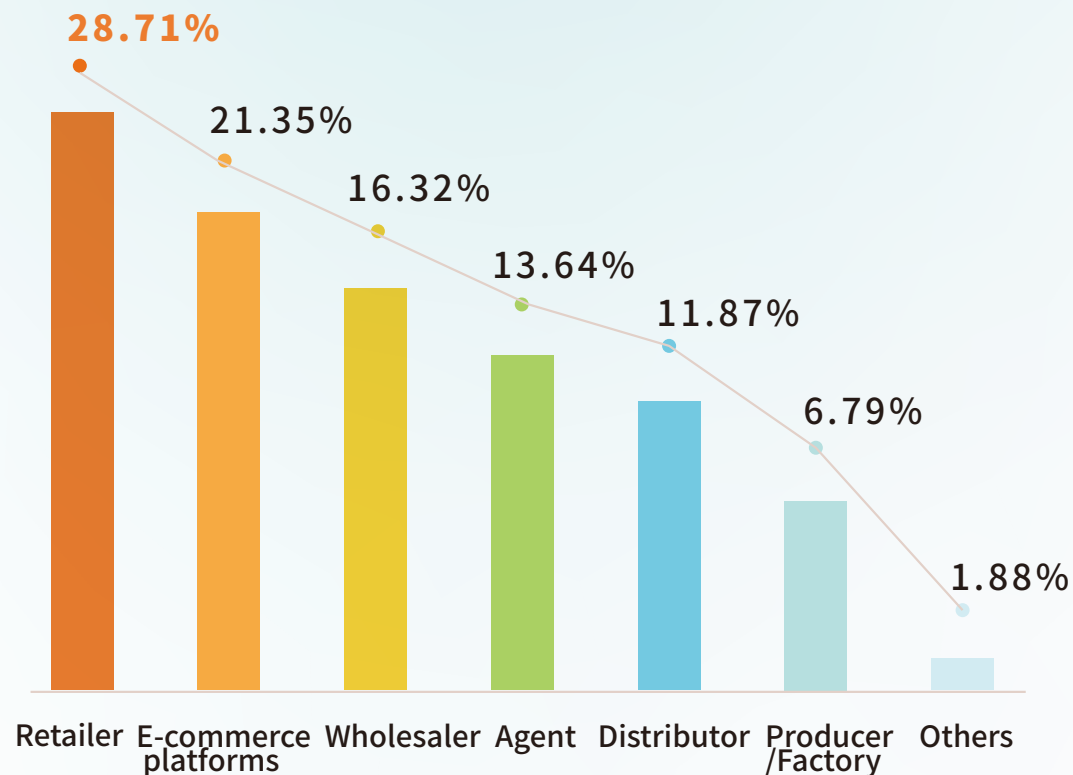
Professional Audience Demand Analysis

SHANGHAI INTERNATIONAL ADULT PRODUCTS INDUSTRY EXHIBITION 2026

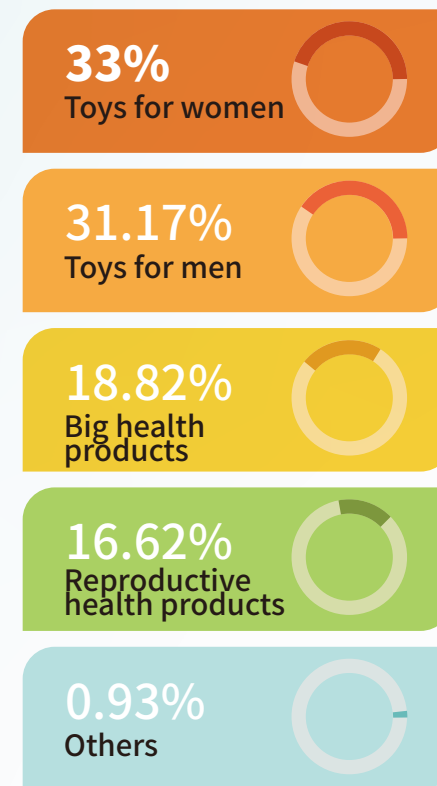
Analysis of trade visitor purposes



Business nature analysis



Purchasing Requirements Analysis



Comments of Exhibitors



Exhibitors Feedback



**Recognized by
exhibitors nationwide**



**Business trade
conversion is
showing remarkable results**

The business effectiveness of this exhibition has earned high praise from exhibitors. Whether it's the precise VIP supply and demand matching or the all-year-round "Customer Catcher" system, the value of participation has been exponentially magnified.

The number of on-site signings for this year's event has soared compared to last year, and many exhibitors say they have achieved a decisive victory in the extremely high conversion rate.





LIAOYANG BAILE HEALTH CARE PRODUCT CO., LTD.

The APIEXPO 2026 concluded successfully. Liaoyang Baile made a stunning appearance with its own brands such as Petila, Kuangniu, MRPLAY, and a number of new AI smart products. The exhibition site was packed with people, and professional visitors came in an endless stream. We not only showcased the craftsmanship quality of China's intelligent manufacturing, but also gained valuable opportunities for industry exchange and cooperation. Wishing API Fun Life Exhibition all the best!

SVAKOM

It is a great honor to participate in this API International exhibition. During the exhibition, we at SVAKOM felt the professionalism and enthusiasm of the organizing team. The site was crowded with people, and the number of high-quality customers precisely matched far exceeded expectations. Through in-depth face-to-face communication, we not only gained valuable cooperation intentions, but also gained insights into the cutting-edge trends of the industry. This year's show is a barometer of the sex industry, providing an efficient display and business platform for many exhibitors. Wish the APIEXPO exhibition more and more wonderful and look forward to seeing you again next time!

SVAKOM
司 沃 康



Shenzhen S-HANDE Technology Co., LTD.

Congratulations on the successful conclusion of 2026 Shanghai API Fun Life Exhibition! This professional event enabled efficient business docking and extensive industry exchanges. Shande gained great achievements by showcasing new product advantages, expanding high-quality channels and signing preliminary cooperation intentions with many global merchants. We appreciate the organizing committee for this international professional platform and are honored to receive the Wholesale Channel Award from API. Sticking to user-centric quality-oriented development, S-HANDE will cooperate with industry peers to advance standardized industrial growth. Wish the API Exhibition greater success!



Shanghai Yankui Pleasure Products Distribution

APIEXPO 2026 has concluded successfully. As an exhibitor, we deeply recognized the exhibition's outstanding professionalism, industry influence and promotional value. High audience enthusiasm drives us to optimize products to meet market demands; meanwhile, API has brought the industry into mainstream business vision, acknowledging the persistent efforts of all practitioners. The high-quality targeted visitor flow also helped us efficiently complete business docking and brand promotion. We thank the API team for this excellent exchange platform and look forward to cooperating again next year to fuel the healthy development of the whole industry!

KISSKY (Hong Kong) Limited

It is a great honor for KISSKY to participate in 2026 API Expo! This is our debut in Shanghai! The audience was highly professional, had clear demands and was very busy. We met a large number of quality channel partners and collected valuable market feedback, which directly drove the subsequent cooperation. Thanks to the organizers for their meticulous organization, this was a high-quality, high-energy industry event, and we look forward to seeing you again next year!



Fushun Xiangjiu Brand Management Co., LTD.

Taking part in Shanghai APIEXPO once again, we greatly appreciate the organizer's professional management and efficient handling of unexpected issues. The highly professional visitors on opening day greatly boosted our business cooperation. As an industry barometer, this exhibition keeps guiding industrial upgrading and advocates healthy living concepts. Going forward, global cooperation plus the integration of technology and health will drive market standardization and innovative development.

FUNF
繁野

Beijing 48 Quadrant Trading Co., LTD.

The 2026 API exhibition concluded successfully. At this highly anticipated and high-quality event, we obtained global cutting-edge information and explored industry standards and integrity systems together with our peers. In the future, Zongjinlangli and FUNF Fanye will remain true to their original intention of creating a free, healthy, safe and equal pleasant space for consumers.

Xinran Healthcare Technology (Suzhou) Co., LTD.

We achieved great results at the Shanghai API Fun Life Exhibition. The well-organized event gathered industry elites and high-quality buyers, with professional attendees enabling efficient business matchmaking. We showcased our brand strength, expanded cooperation channels and obtained abundant intended orders and market feedback. We wish API lasting success and hope to drive industrial prosperity together with all peers.

轻喃
qingnan

LOVISS

LOVISS

Although the Shanghai APIEXPO has come to an end, the brilliance continues. LOVISS is honored to be part of it and witness the innovative power and deep exchange of the industry. Thanks for the inspiration and connection brought by this event, we look forward to meeting again in the future and working with our industry partners to move towards a new stage of higher quality development.

Shenzhen Drywell Intelligent Technology Co., LTD.

We gained abundant achievements at this exhibition. Plenty of high-quality partners and overseas buyers gathered here for efficient and pragmatic exchanges. Our Drywell brand, especially the sexy lingerie series, won wide recognition from international buyers thanks to its distinctive design and premium texture. We look forward to cooperating with more partners to explore broader markets.

涩井[®]
DRYWELL

Purchasers Message



ZOË LIGON CEO/Founder Spectrumboutique

I had such a wonderful time at the API Expo. It was amazing to meet so many people I've worked with face-to-face finally, and of course meet some new people too. I enjoyed having a mix of smaller indie brands, larger brands, as well as manufacturers themselves all in the same place. Everything ran very smoothly on my end as an attendee. I will definitely be coming back again next year, so glad I finally was able to make it! Thanks again for everything.

Eric EQOM Group

First of all, a big thank you for organizing such a great show! What really stood out to me was how caring and attentive you were in the lead-up to the expo. The access pass was arranged smoothly, the facilities were excellent, and the first trade day was well organized. The evening event on day one was a lot of fun too. Days two and three were perhaps a little too crowded in the aisles, but overall the quality of the expo was great. See you next year!



Hans Orion

We really enjoyed the trade show again! Starting with the friendly communication well in advance, the help with the hotel, and the support with registration! I was also very happy that you accommodated our request to dedicate one day exclusively to B2B! That was very helpful and made our work much easier! Your 5th-anniversary celebration was fitting, and we would like to take this opportunity to congratulate you once again! We are already looking forward to being guests at this great trade show again next year!

Exhibiting Brands (The ranking is in no particular order)



BAILE



KISSTOY



WOWYES
欧西德



BMS
FACTORY



金三玩美



J-HANDE
斯汉德



SHAKI
SINCE 1995



KISSKY



一颗青杏
LYO

SVAKOM
司沃康

MYDOLL
潮影娃娃

qingnan
轻喃

JISSBON
杰士邦

百臻堂
BAI ZHEN TANG

LOVCAE
黑魂

bell

礼物猫
BE YOUR LOVER

TENGA
LIVE WITH WONDER

LELO

春水堂

Wild35one
Anniversary Since 1991

odeco

云兔生物制药

LOCKINK

YOUNGWILL

X享久

tantaly

Quer趣儿

Loewie
pure emotion

BLQ 倍乐情

XINLV 新侣

TODO

CANWIN

醉清风

zemia 枕木恋

BURN

LOVISS

Loma

WINYI

KOKOS

Love



Ankni 安可尼

小怪兽
MONSTER
PUB

FUNF
繁野

blush
檀晕

amorlink
爱刻

来乐
LILO

没井
DREYWELL

PINKPANTHER

Activities Analysis

This year's event, centered around "Born from the Innovation, Explore International Market", has six core sections in full swing, creating a full-dimensional industrial feast from top-level strategy to bottom-level trade.



Industry discourse power

From "Display" to "Define"

API Summit

As the "intellectual hub" of the event, the summit delves into the industrial fabric, focusing on AI-driven product innovation, trends of women's consumption upgrade, cross-border e-commerce platform strategies (Amazon/eBay/Temu, etc.), domestic e-commerce ecosystems (Tmall/JD.com/Dewu), and more than 20 high-concentration topics within two days, Unify the industry cognition and establish a coordinate system for future development.

Core consensus ▼

"Tech for good" becomes the underlying logic of the industry

Overseas competition = Brand + compliance + localization

The sex industry is moving towards a "lifestyle industry"



Activities Analysis

VIP Trader Demand Matchmaking Meeting

In response to the pain point of fragmented channels, the APIEXPO opened exclusive registration to high-quality global purchasers before the exhibition and conducted strict screening. Select traders with genuine purchasing intentions and capabilities, and refine them in combination with exhibitors' product categories and cooperation needs. Match accurately and build an efficient, private one-on-one communication platform to effectively enhance the efficiency and conversion effect of business matching.

▼ Core values

Reduce the cost of trial and error

Shorten the closing path

Enhance ROI certainty at the show

"Customer Catcher" system

The all-new upgraded "Customer Catcher" all-domain lock-in system reconstructs the B2B customer acquisition logic and connects the traffic ecosystem with the number of exhibitions. Based on the database, full link tracking was achieved, upgrading the "3-day exhibition" to a "365-day growth engine" to drive a significant increase in the order conversion rate of this exhibition.

▼ 3 Achieve three closed loops

Pre-show:
Precise targeting

In-show:
Deep conversions

Post-show:
Long-term follow-up

Business transformation

from "exposures" to "deals"

This year's APIEXPO has achieved precise empowerment of the entire chain from exhibitors to buyers through the dual engines of "VIP Trader Demand Matchmaking Meeting" and "Customer Catcher", efficiently integrating the global supply chain resources of the sex health industry. APIEXPO has evolved from an "exhibition platform" to an efficient growth tool platform.



Brands and Products

From "Sales" to "Value System"

API Awards

This year's API Awards has been elevated to a new level on its fifth anniversary, adhering to the principle of "crowning glory in the name of professionalism."

The aim is to establish the Excellent Brand Award, the AI Technology Award, and the Wholesale Channel Award (8 awards in total) around three major dimensions.

Upgraded award dimensions ▼

Technology (AI/Materials)

Channels (omni-domain capabilities)

Brand (Overseas capability)



Content Breaking the circle

From industry expo to mass event

API Purchasing Festival

The Shopping Festival bridges the gap between professional and consumer exhibitions. Bringing together 30 premium brands, it delivers exceptional value via diverse interactive activities and sparks an unprecedented consumption boom among both B2B and B2C audiences.

The show integrates three core dimensions: commercial discounted sales, IP and aesthetic content, as well as social sharing through on-site check-ins and online publicity.

Content presentation ▼

Discount on Minimum Spend

Discount flash sale

Check-in benefits

Demographics ▼

Trade Visitors

Content Creators

Young Consumer





Top-level socializing

from "transactions" to
"relationship networks"

The 5th Anniversary API Party

After the first day of the exhibition, the API Party with "New Chinese Style" Dress Code, connecting business circles in more than 70 countries around the world, opened up, creating a highly relaxed social space for hundreds of traders and brand owners worldwide, fostering cross-border business trust. The dinner was not only a tribute to five years of sharing the same boat to APIEXPO, but also an informal yet close and deep network of contacts for global industry elites, sowing the seeds of global business throughout the year and promoting long-term cooperation.



Trendy IP Toy

API Classic Aesthetics + Original Trendy toys

Ooops × Eye of Future

API wraps "fun" in avant-garde art and collectible merchandise to break through the circle and play with the collectible IP ecosystem. API has teamed up with a group of brand managers to create a trendy and avant-garde aesthetic marketplace called "Eye of Future"; The original toy IP "Ooops Octopus" returns with a fully upgraded "Siha Store". This year, Ooops has made a breakthrough by collaborating with brand beU to launch the exclusive "co-branded Gift box" for its fifth anniversary, featuring limited-edition merchandise such as calendar blind boxes and custom passport holders, along with a variety of interactive activities like on-site scratch cards, making Ooops a "social currency" that is popular among Gen Z with its new and trendy gameplay, sparking social media discussions.

Core value of the show



The fifth-anniversary APIEXPO is an ecological revolution "born from the innovation".

From macro trend guidance with "API Global Summit" to micro practice with "API customer catcher system" and "VIP Trade Demand Matchmaking Meeting" to break through the circle from AI hardcore technology to mass consumption, and then through "trendy IP" and "Shopping festival" to break through the circle barriers, API has extremely strong platform of great potential, It has profoundly driven the standardization, intelligentization and branding of the global pleasure products industry.

Future strategic direction

From the exhibition's main venue to the industry's hub

In the future, APIEXPO will construct a complete platform ecosystem around the three core pillars of "Trade, Data, and Standards"

Platform upgrade path ▼

Business matching platform

covering precise global supply and demand matchmaking, breaking the boundaries of time and space for transactions.

Data acquisition platform

Drive marketing transformation with digitalization and make growth traceable.

Industry standard platform

In collaboration with authoritative institutions and leading enterprises, to drive industry standardization and quality development.

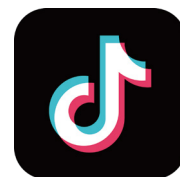


Media Exposure



Media Exposure

This year's event, relying on a strong matrix of self-media and external social media, and using a dual-channel marketing strategy of online and offline, successfully created a cross-circle, high-density, all-domain communication event. Through the official media setting the tone, the in-depth penetration of vertical industry media, and the matrix-like diffusion of top Kols/KOCs, the event created a phenomenon-level communication craze on core platforms such as Douyin, Rednote, Weibo, and Wechat with a full-chain approach of "content seeding + topic ignition + private domain accumulation", Efficiently help exhibitors maximize both brand presence and exhibition effect.



Douyin total exposure

14million⁺ times



Rednote total exposure

5million⁺ times



Total Weibo keyword reading volume

30million⁺ times



Wechat Official Account reading volume

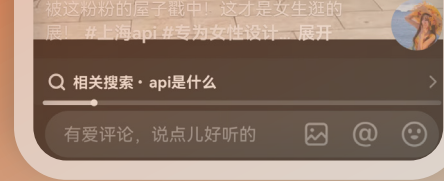
16million⁺ times

Media Exposure



Short video platform
Douyin

Total exposure
about **14 million** +



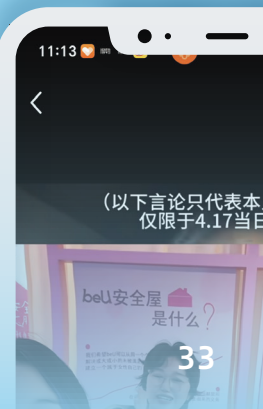
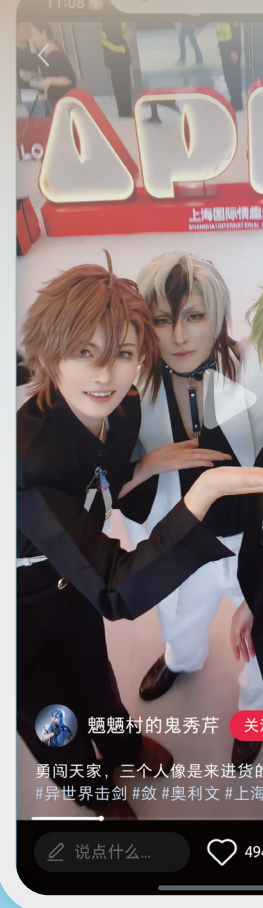
Media Exposure



Content Community
Rednote

Total exposure

about **5 million** +

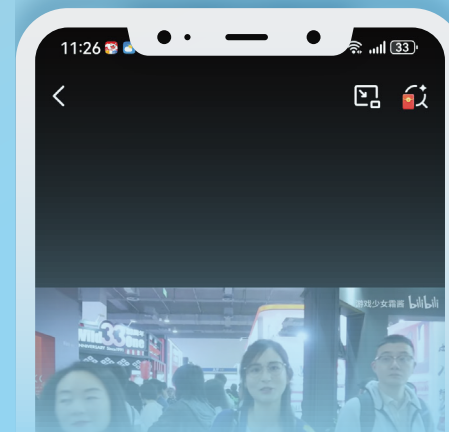
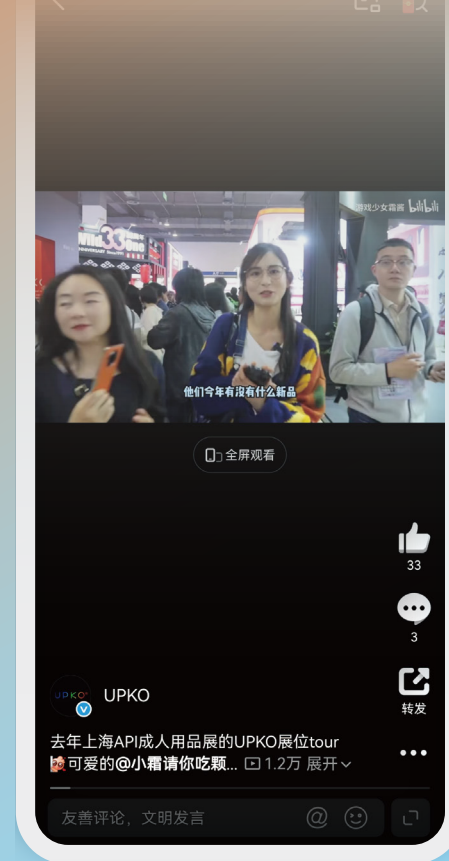


Media Exposure



Social media
Weibo

Total exposure
about **30 million** +



Media Exposure



Private domain spread
by wechat official account

Total reading reach
16 million + people



Mainstream media coverage: Authoritative media focus, in-depth interpretation beyond the circle

The show's influence has broken through industry circles, drawing high attention from mainstream media and vertical industry media. China Minsheng Network, Sohu, Webmaster Home, Morning News, Huasheng Online, Zongheng Network, Oriental Finance Magazine and other comprehensive media published in-depth press reports on the opening/closing of the exhibition; Shanghai Focus News, Daily Shanghai and other local media followed up on the event.



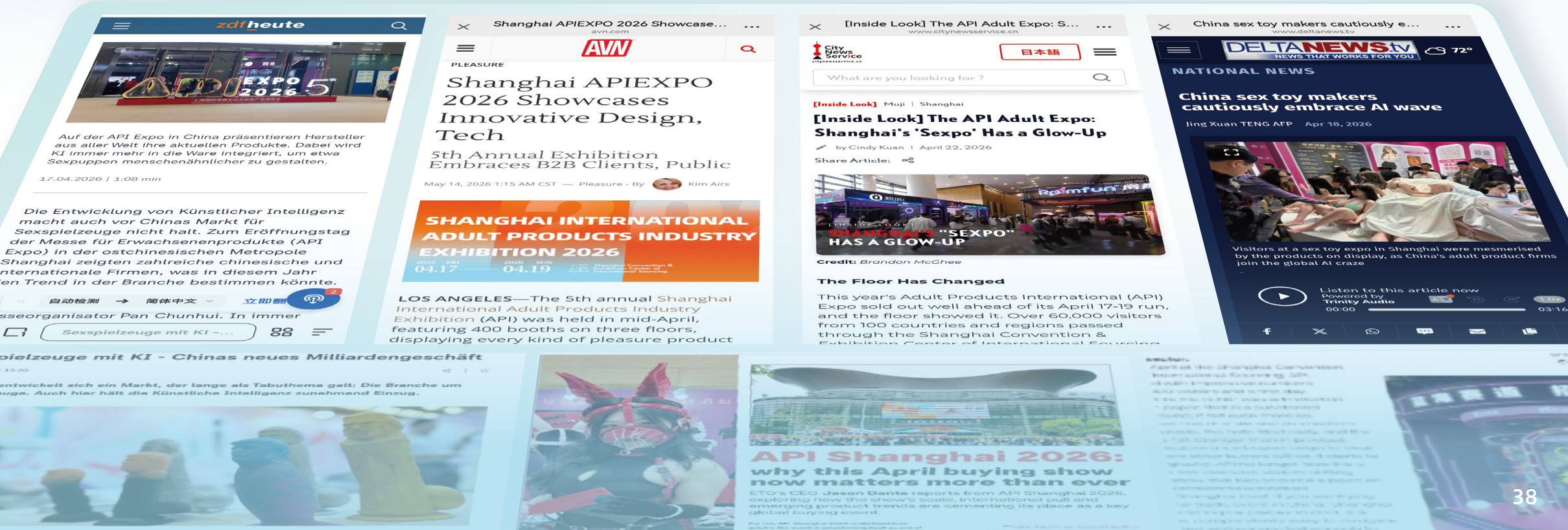
Overseas Outreach: Creating the preferred entry point for global buyers to enter the Chinese market

With a solid international presence and abundant resources of global merchants, the industry influence of API EXPO continues to radiate outward, attracting high attention and special coverage from many overseas authoritative media. International media such as AFP, DPA, AVN and Shanghai Daily continue to focus, and the strength and growth of the exhibition have been widely recognized by the global industry circle.



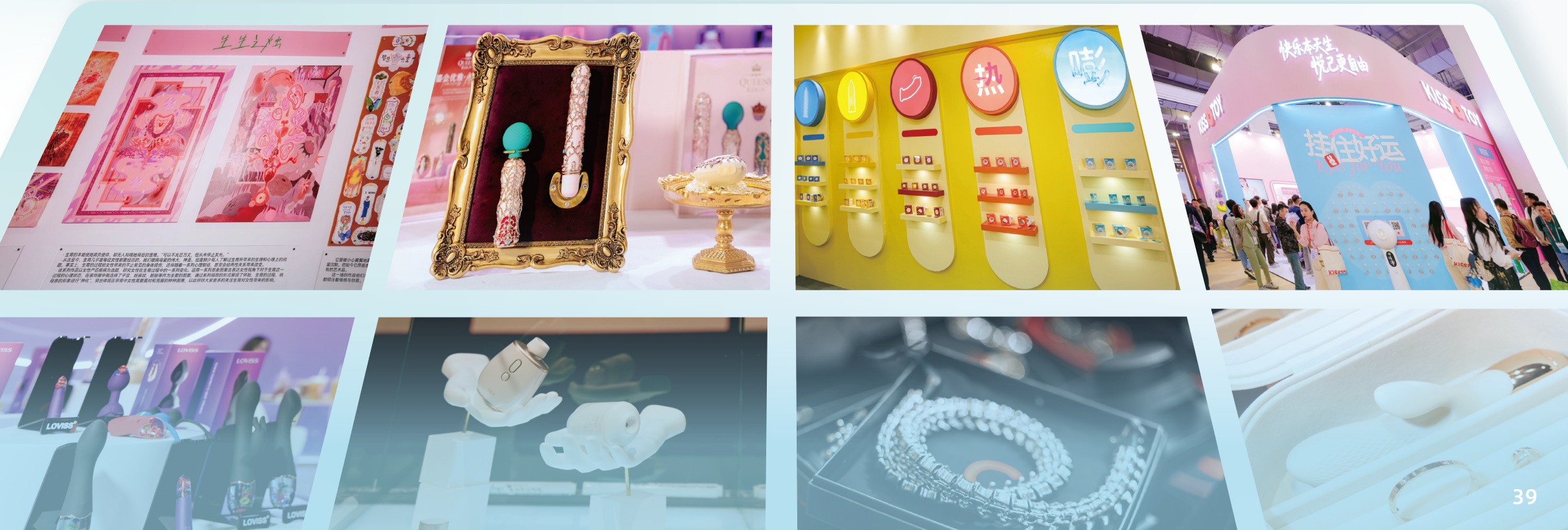
International impact: Grasp the pulse of the world and set industry benchmarks

With a solid international presence and abundant resources of global merchants, the industry influence of API EXPO continues to radiate outward, attracting high attention and special coverage from many overseas authoritative media. International media such as AFP, DPA, AVN and Shanghai Daily continue to focus, and the strength and growth of the exhibition have been widely recognized by the global industry circle.



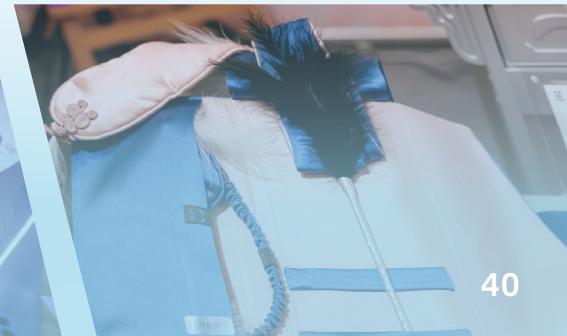
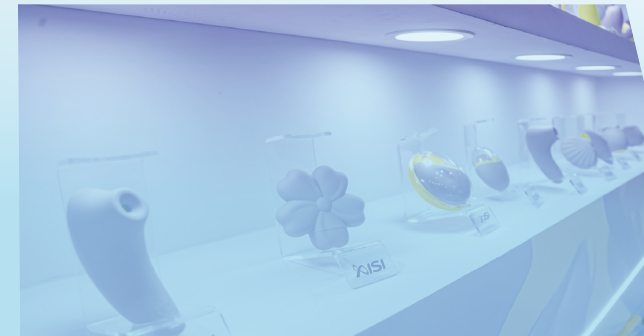
Influencer seeding × topic viral: Dual-wheel drive ignites the spread

Douyin and Rednote influencers form exhibition exploration teams, immersive on-site experiences and post-exhibition content go viral across the Internet, driving brand search and e-commerce conversion, achieving a double explosion of voice and sales volume; At the same time, the combination of trendy toys and fun (co-branded blind boxes, markets, scratch-off cards) precisely hit the interests of young people, creating check-in spots and forming a positive cycle of "offline experience - online viral growth - feedback to offline".



Spread the message Brand leap to capture consumers' minds

The tens of millions of social media exposures indicate a fundamental change in the communication context of the sex industry. In the future, the competition for exhibitions will no longer be limited to a contest of product power, but a comprehensive contest of content power and experience power. Brands must proactively embrace the "check-in economy", "blind box play" and "social currency" thinking, and deeply integrate booth design, interactive experience and marketing communication in order to seize the initiative in the new round of traffic competition and truly achieve the leap from industry brand to consumer mind brand.



Next year's Notice

Five years of APIEXPO, more than one show,
It is a growth engine and value hub that is reshaping the global
pleasure products industry landscape.

Shanghai International Adult Products Industry Exhibition 2027
Keep moving forward and never stop.

26,720^{m²} Scale

450⁺ (expected) Exhibitors

60000⁺ Visitors

Organizer: Shanghai Safef Exhibition Services Co., LTD

Location: Shanghai convention & Exhibition Center of
international Sourcing

Mail box: nick@api-expo.com



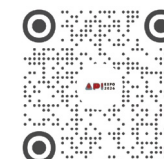
Scan to enjoy pics
of APIEXPO 2026



API EXPO
Subscription Account



API EXPO
Service Account



API EXPO
Rednotes



API APP