



POST-SHOW REPORT

CENTRAL ASIA HOUSEWARE 2026

THE 23RD INTERNATIONAL EXHIBITION
FOR HOUSEWARE, HOME APPLIANCES,
HOUSEHOLD PRODUCTS AND GIFTS

22-24 June, 2026

Kazakhstan, Almaty,
ATAKENT Exhibition Center

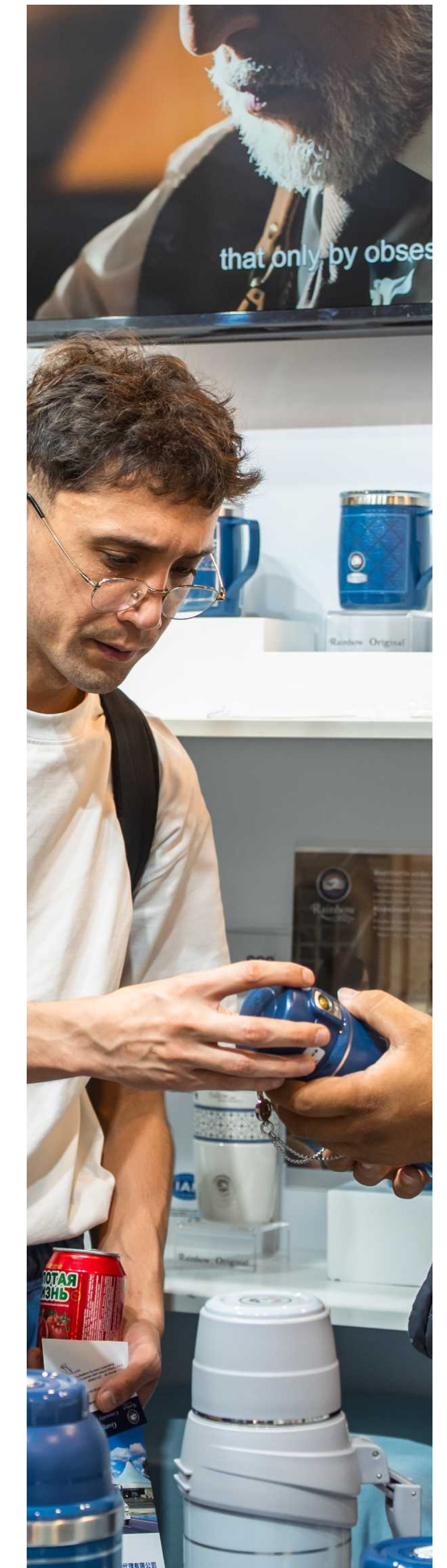
ABOUT THE EXHIBITION

Central Asia Houseware is the leading international exhibition in Central Asia for housewares, tableware, home appliances, and household goods.

From June 22 to June 24, 2026, the exhibition was held at the "Atakent" Exhibition Center in Almaty, Kazakhstan, bringing together manufacturers, suppliers, distributors, and professional buyers from Kazakhstan, Central Asia, the CIS, China, and other countries to showcase new products, establish business contacts, and expand international cooperation.

Key Sectors:

- Tableware & Kitchenware
- Home Appliances
- Household Goods
- Cleaning & Storage Solutions
- Home Textiles
- Home Decor & Accessories
- Gifts & Souvenirs



CO-LOCATED EXHIBITION

Concurrently with Central Asia Houseware, the international exhibitions **Central Asia Home Textile** and **Central Asia Office & School** took place at the same venue. The co-location of these three specialized trade shows created a unified B2B platform for manufacturers, suppliers, distributors, and buyers of housewares, home textiles, and office products, ensuring maximum coverage of related industries.



Central Asia Houseware
Tableware • Kitchenware
Home Appliances • Household Goods

HOME TEXTILE

Central Asia Expo

Central Asia HomeTextile

Home Textiles • Bedding
Interior Textiles



Central Asia Office & School

Stationery • Office Supplies
Office Equipment • Office Furniture

KEY FIGURES

106 — 7 — 500+ — ~4k — 62%

Exhibitors

Exhibitors from
7 Countries

Countries

International
Exhibition

B2B meetings in 3 days

Retail chains | Distributors | Marketplaces

Visitors

Professional
B2B Audience

Rebook rate

Repeat Exhibitors



All key exhibition metrics demonstrated solid growth.
Compared to last year, the number of exhibitors increased by 34%, exhibition space expanded by 27%, and the share of professional visitors grew by 11%, confirming the steady development of the project and the rising interest from the professional community.

GEOGRAPHY OF EXHIBITORS

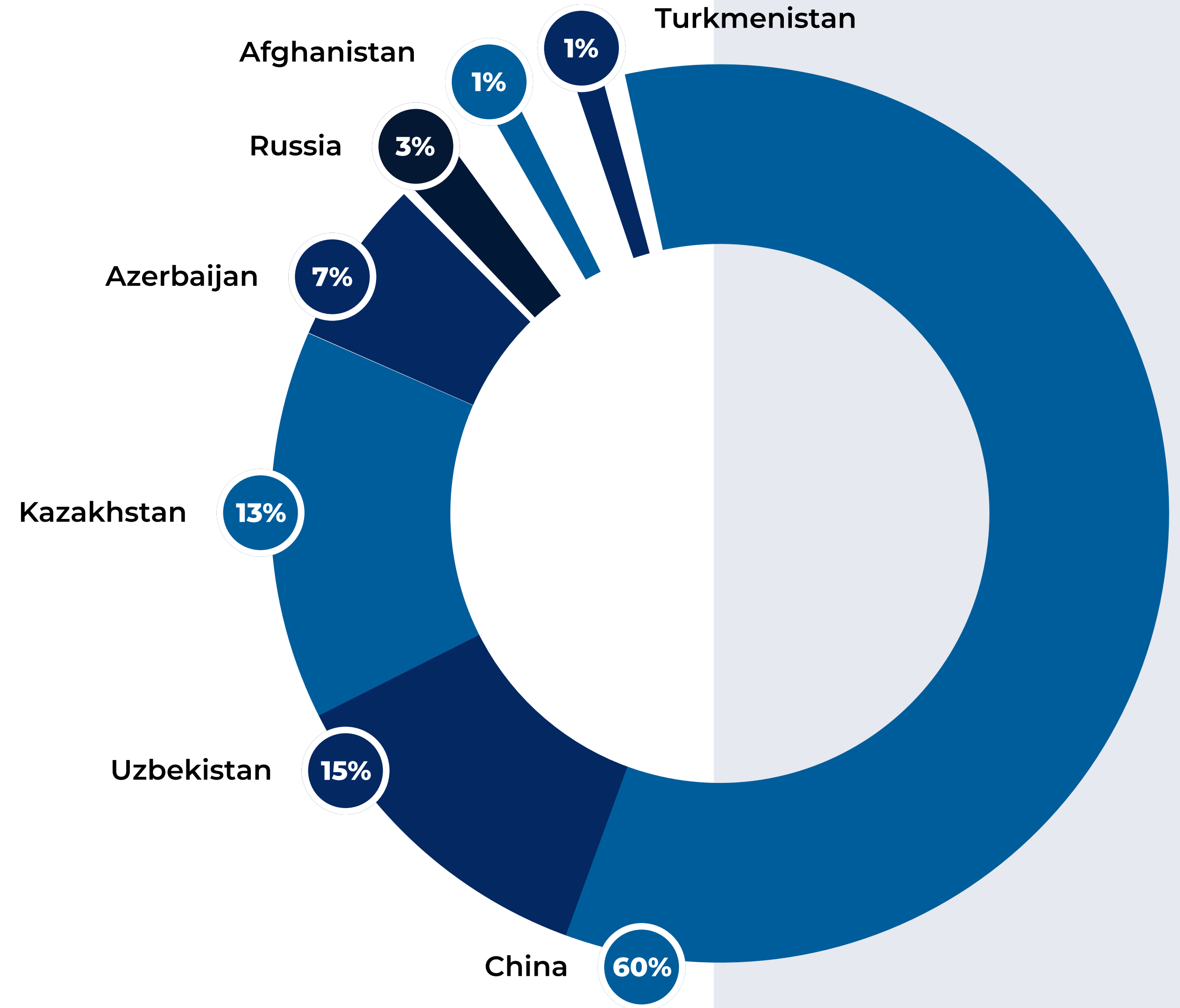
The exhibition featured

**106 companies
from 7 countries**

The majority of the exposition was comprised of companies from China (60%).

A significant contribution to the exhibition was made by participants from Uzbekistan (15%) and Kazakhstan (13%).

The international scope of the project was further enriched by exhibitors from Azerbaijan, Russia, Turkmenistan, and Afghanistan.

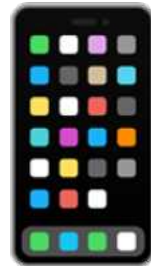


PROMOTIONAL CAMPAIGN

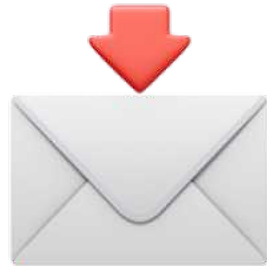
To attract the widest possible professional audience, a multi-channel promotional campaign is implemented, including:



Banner Ads
in search engines
and on specialized
online platforms



Targeted Ads
on social media
networks



**SMS, Email
& Messengers**
newsletters and
broadcasts to targeted
industry databases



Industry Media
professional
communities and
business associations



Call Center
direct outreach
to potential visitors
and buyers



Radio
advertising on the
region's leading
radio stations



Outdoor Advertising
digital screens
and billboards
in high-traffic areas



Official Support
from industry partners
and government
organizations

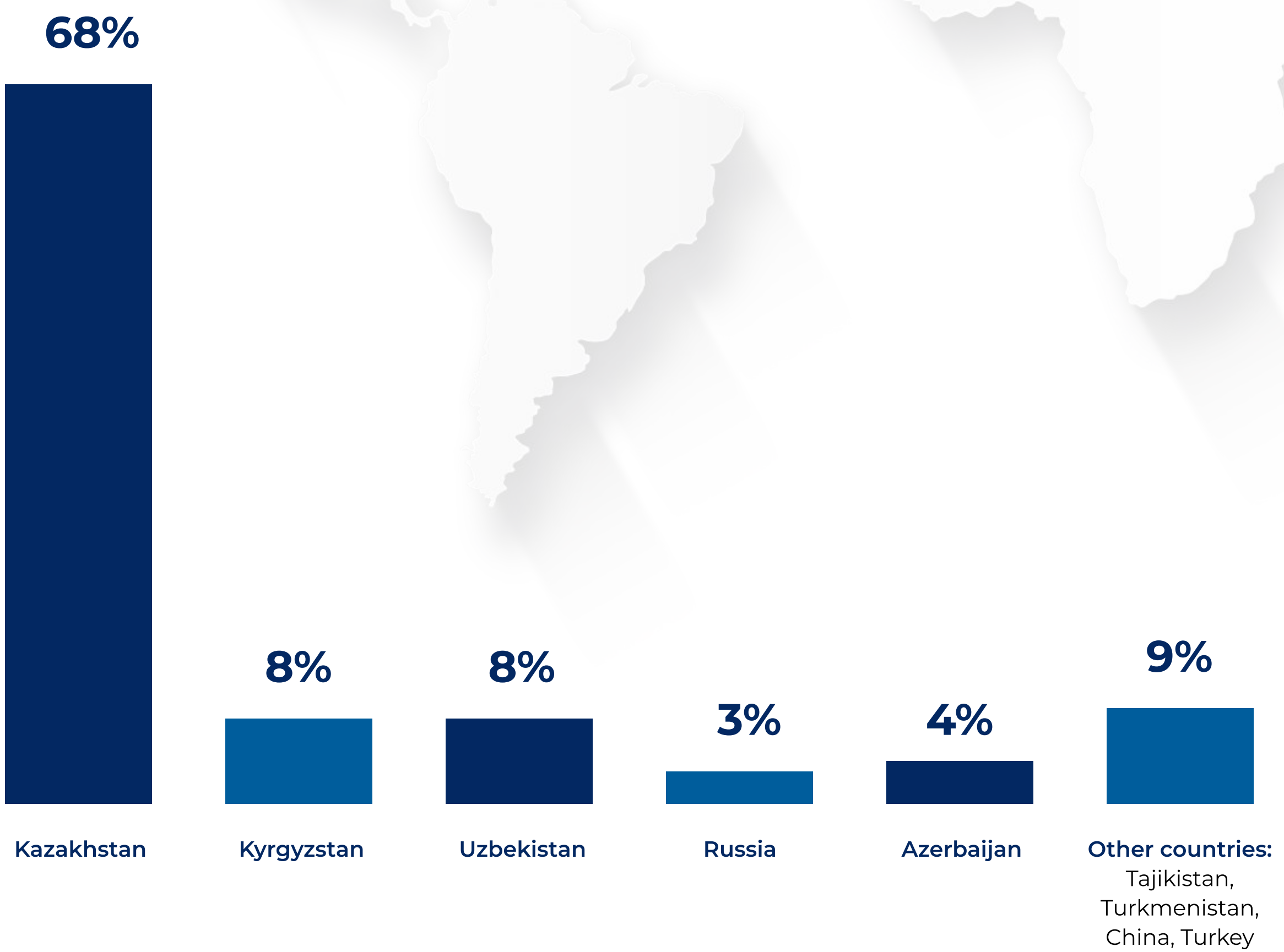
VISITORS

Central Asia Houseware 2026 attracted approximately 4,000 industry professionals.

The international status of the exhibition is highlighted not only by the diverse geography of its exhibitors but also by its professional audience. Over the course of three days, the event was attended by representatives from Central Asia, the CIS, and Asia, including Kazakhstan, Kyrgyzstan, Uzbekistan, Azerbaijan, Russia, Tajikistan, Turkmenistan, China, and Turkey.

The exhibition generated strong interest **from a professional audience**, including:

- Importers
- Distributors
- Retail chain representatives
- Wholesale buyers
- HoReCa sector representatives



B2B PROGRAM

AN EFFECTIVE PLATFORM FOR B2B NEGOTIATIONS

As part of Central Asia Houseware 2026, a large-scale B2B Program was successfully implemented, bringing together manufacturers, suppliers, distributors, retail chains, and buyers from Central Asia.

Over the three days of the exhibition, more than 500 targeted B2B meetings took place, serving as a highly effective platform for finding new partners, negotiating terms of cooperation, and expanding international business relations.

500+

B2B meetings in 3 days



B2B PROGRAM

KEY BUYERS AND PARTNERS OF THE B2B PROGRAM

The program brought together leading retail chains, distributors, marketplaces, and procurement companies in the region, representing Kazakhstan, Azerbaijan, Kyrgyzstan, and Turkmenistan.

The participation of these major market players drove a high level of business activity, enabling exhibitors to hold direct negotiations with potential partners and buyers.

Next year, the B2B Program will be further expanded to include new international buyers, additional negotiation formats, and an increased number of targeted meetings.



KAZAKHSTAN

MAGNUM • MELOMAN
OFISDOM.KZ • SPARG
CAREFOOD

AZERBAIJAN

BRAVO • KONTAKT • ARAZ MARKET • QEDIROGLU
VIVOCASA MMC • ILAY CEHIZLIK • DECORINA MMC • ELEGANT
PERDE • LIDER STATIONERY • KONUS DEFTERHANA • KASPI LAND

KYRGYZSTAN

ASIA RETAIL

TURKMENISTAN

ALSAT

BUSINESS PROGRAM

As part of Central Asia Houseware 2026, a Business Program was held, bringing together industry experts, entrepreneurs, and business representatives.

Participants discussed the development of international cooperation, entering new markets, and modern approaches to creating comfortable living and working environments.

Key Presentations:

Entering the Turkmenistan Market for Foreign Suppliers

Dovran Rzakuliyev, ALSAT (Turkmenistan)

Practical tools for assessing B2B demand, finding partners, and developing export sales without opening a local office.

Psychology of Space: How Interior Design Affects People

Aizhan Sarbassova • Natalya Maznitsyna • Safiya Balakireva

The impact of interior design on emotional well-being, behavior, productivity, and quality of life. Modern approaches to creating comfortable living and working spaces.



HIGH LEVEL OF TRUST

More than 60% of exhibitors have confirmed their intention to participate in Central Asia Houseware 2027 once again. This high rebooking rate is a strong testament to the participants' trust in the exhibition and confirms its effectiveness as a business development platform.

Based on the event's results, exhibitors particularly highlighted:

- The high standard of exhibition organization;
- The high-quality composition of the professional audience;
- The efficiency of B2B meetings and business negotiations;
- Strong prospects for developing long-term partnerships and entering new markets.

62%

Rebook rate

Already confirmed their participation:

ADERE • NICECOOKER • ZETA • ZEPTER • AZURIT and others



INDUSTRY ASSESSMENT

Following the exhibition, the official media partner of Central Asia Houseware — **"Posuda" (Tableware) professional magazine** — published a review titled "Central Asia Houseware 2026: New Horizons for the Houseware Market." The article highlighted the growing international status of the project, the high-quality composition of its exhibitors and visitors, and the exhibition's strong potential to drive the development of the houseware market in Central Asia.



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CENTRAL ASIA HOUSEWARE 2026: NEW HORIZONS FOR THE HOUSEWARE MARKET.

"Summing up the initial results, we can say that the Central Asia Houseware exhibition has once again demonstrated that the houseware market thrives on live communication, knowledge sharing, and the desire to create items that bring joy to everyday use."

For manufacturers, this is an opportunity to showcase new products and find new partners; for buyers, it is a chance to evaluate the product range and identify future trends;

and for end consumers, it offers a better understanding of how the modern houseware market is evolving and what quality and safety standards are expected of tableware today."

Link to the article: posudainfo.ru/archives/14319

HOUSEWARE 2027

Central Asia Houseware 2026 has confirmed its status as one of the leading industry events in the region. The exhibition has become an important platform for showcasing new solutions, strengthening business ties, and developing international cooperation.

We sincerely thank all participants, partners, and visitors for their contribution to the success of the event!

See you at the next exhibition
— Central Asia Houseware 2027!

24-26 June, 2027

Almaty, Kazakhstan, 42 Timiryazev Str.,
Atakent Exhibition Center

Exhibition space
booking
is now open!

Organizer:



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