



5th  
**LIFESTYLE Week** **OSAKA**  
**SEPTEMBER**  
Trade Fair for Gifts, Stationery, Homeware and Fashion

# Post-Show Report

SEPTEMBER 25-27, 2024  
INTEX Osaka, Japan

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## Show Outline

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# 5th LIFESTYLE Week **OSAKA** SEPTEMBER

**Trade Fair for Gifts, Stationery, Homeware and Fashion**

September 25 (Wed) – 27 (Fri), 2024 | INTEX Osaka, Japan  
Organised by RX Japan Ltd.

### 6 SPECIALISED SHOWS

GIFTEX OSAKA - Gifts & Interior Expo	Good Foods Expo Osaka
Health & Beauty Goods Expo Osaka	OSHIKATSU - Merch Collection Expo Osaka <sup>NEW</sup>
Sustainable Goods Expo Osaka	Japan Crafts & Souvenirs Expo Osaka <sup>NEW</sup>

## Summary

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LIFESTYLE Week Osaka 2024 concluded its most recent edition, captivating **15,855\*** visitors from both domestic and international markets. The three-day event, held at INTEX Osaka from September 25–27, brought together **210\*** exhibitors showcasing the latest trends and innovations across **six specialised shows**.

The event served as a premier platform for industry professionals to discover a diverse range of products, from gifts and homeware to fashion, beauty, and food. Attendees had the opportunity to explore the latest in Japanese craftsmanship, sustainable products, and global lifestyle trends.

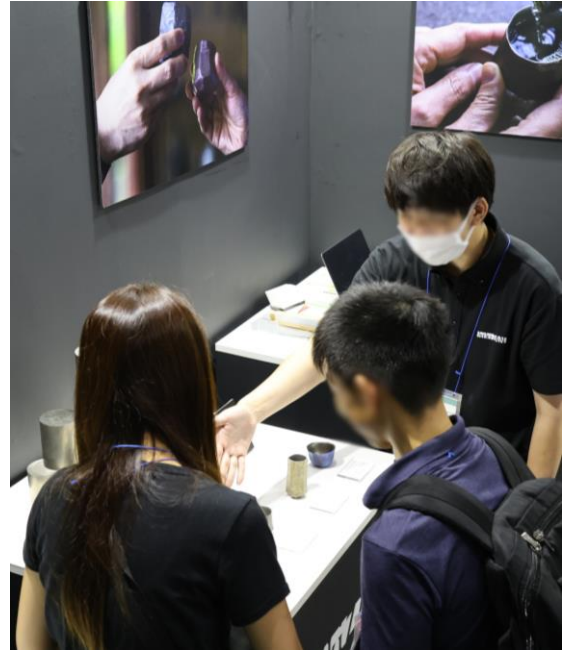
With its focus on trends and quality, LIFESTYLE Week Osaka 2024 cemented its position as a leading trade fair in the region and provided valuable networking opportunities for businesses looking to expand their reach in the Japanese market.

\*The numbers including concurrent shows

# OVERVIEW

LIFESTYLE Week Osaka captivated attendees with 6 specialised shows spanning gifts, crafts, health, food, sustainability, and fan merchandise.

This premier trade fair showcased cutting-edge lifestyle products, fostering invaluable connections for businesses eager to explore the dynamic Japanese and Asian markets and setting the stage for future lifestyle innovations.



## Exhibitor Profile

*Manufacturers/Trading Agents of:*

- Variety Gifts
- Crafts & Souvenirs
- Health & Beauty Products
- Fashion Accessories, Bags
- Home Accessories
- Table & Kitchenware
- Sustainable, Eco-Friendly Products

...and more

## Visitor Profile

- Importers
- Distributors
- Wholesalers
- Department Stores
- Online Stores / e-Commerce
- DIY / Mass Retailers
- Lifestyle / Select Shops

...and more



# BY THE NUMBERS\*

## Visitors

LIFESTYLE Week Tokyo Osaka welcomed thousands of visitors from Japan and other countries/territories.



Day 1

5,116



Day 2

5,345



Day 3

5,394

**15,855**  
Total Visitors



Apart from Japan, the event also attracted many international visitors from China, South Korea, Thailand, and others hailing from the USA, Canada, Philippines, and more!

\*Preliminary results

\*The number including concurrent shows

# BY THE NUMBERS\*

## Exhibitors

LIFESTYLE Week Osaka hosted **210 exhibitors**, offering a rich variety of products from Japan and around the world.

The event created countless opportunities for international business connections and trend exploration.



株式会社 MARBLANC

今までにない旨みのお肉体験



株式会社 KULBAY



青島新格瑪文化体育用品有限公司  
QINGDAO SIGMA



\*Preliminary results

\*The number including concurrent shows



## Show Video

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Catch the excitement of LIFESTYLE Week Osaka! Watch the **Day 1 Highlights** to experience the vibrant atmosphere and see some of the innovative product launches and expert-led talks.



# Diverse product range

LIFESTYLE Week Osaka brought together six unique shows under one event, offering an expansive selection of lifestyle products. From unique made-in-Japan items to globally sourced goods, the show allowed attendees to explore a wide range of trends and innovations.

The diversity of products on display made it a must-visit for those looking to source fresh, market-ready items and get inspired by global lifestyle trends.

Be part of the next wave in lifestyle innovation. Join us at the next edition!



# A premier sourcing venue

Known as the premier sourcing venue in Japan, LIFESTYLE Week Osaka showcased the finest in made-in-Japan craftsmanship alongside a global lineup of lifestyle brands.

The event also provided an ideal platform for finding OEM/ODM partners, making it a key destination for brands looking to expand their product lines and collaborate with trusted suppliers.

Discover fresh lifestyle trends at LIFESTYLE Week!





# Business expansion opportunities

Held in Osaka, Japan's second-largest economic hub, LIFESTYLE Week offered attendees a strategic opportunity to tap into the Kansai region.

With Osaka gaining international attention as a booming tourist destination and experiencing increased demand for lifestyle products, the show presented an invaluable entry point for businesses looking to grow in Japan.

Explore opportunities and expand your connections in Japan & Asia.



# SPECIALISED AREAS



## NEXT TREND GALLERY

NEXTトレンド ギャラリー

The Next Trend Gallery showcased innovative products and emerging trends across 3 curated exhibits.

Highlights included Japan's exquisite crafts and souvenirs market, Korean-inspired trends at K-Lifestyle, and the growing fan culture and merch industry at Oshikatsu (推し活).



## K-Beauty Street

K-Beauty Street provided a dedicated space for the latest in Korean beauty trends. Visitors explored an array of innovative cosmetics, skincare, and beauty products, gaining direct access to South Korea's leading brands.

## PB/OEM Counter

The PB/OEM Counter offered a dedicated space for brands to meet skilled manufacturers for private label and OEM needs. This area allowed brands to discuss ideas directly with production experts.

# SPECIALISED AREAS



## <sup>1st</sup> OSHIKATSU - Merch Collection EXPO

The first-ever OSHIKATSU – Merch Collection Expo Osaka at LIFESTYLE Week Osaka celebrated the vibrant world of oshikatsu (推し活), the Japanese fan culture movement. This unique exhibition featured everything from idol and anime memorabilia to sports and hobby-related products.



## MEDIA PARTNERS

LIFESTYLE Week Osaka partnered with key media outlets to expand its reach, boosting event visibility and connecting with a wider audience, ultimately enhancing engagement and the event's industry impact.

**Globy**

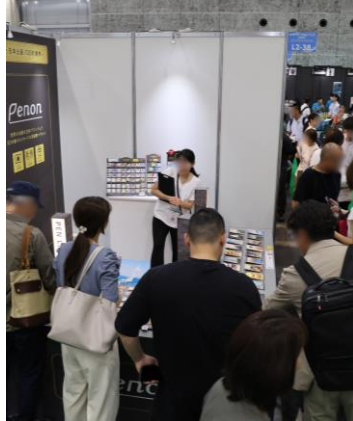
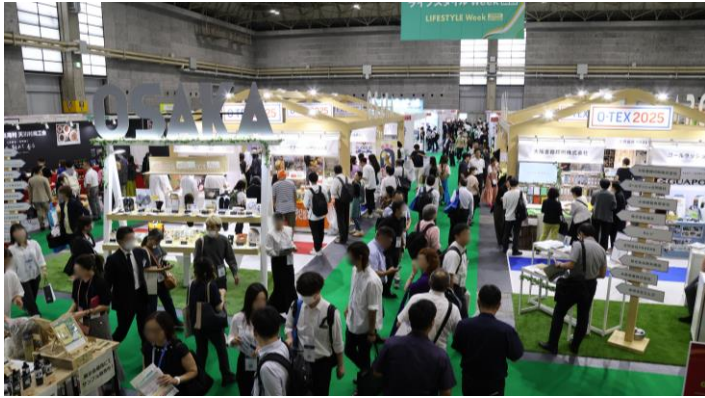
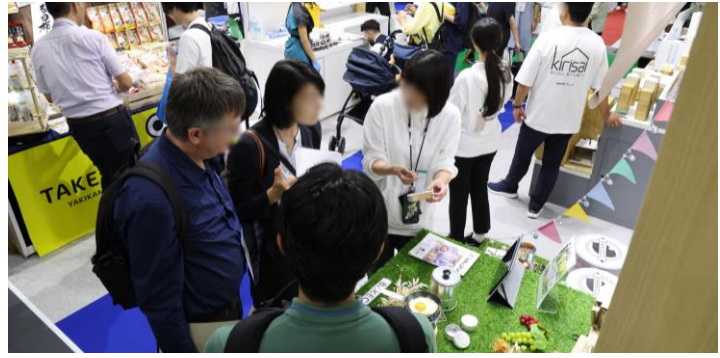
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Trade  Asia  
www.e-tradeasia.com

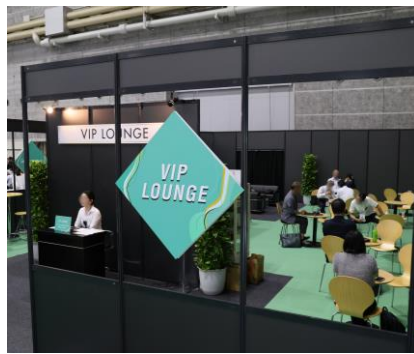


# SCENES FROM THE SHOW FLOOR





(Photos include concurrent shows)



(Photos include concurrent shows)

# 2025

# SAVE THE DATES

## 8th **LIFESTYLE Week** TOKYO JANUARY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: January 15 (Wed) – 17 (Fri), 2025  
Venue: Tokyo Big Sight, Japan

## 20th **LIFESTYLE Week** TOKYO JULY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: July 2 (Wed) – 4 (Fri), 2025  
Venue: Tokyo Big Sight, Japan

## 6th **LIFESTYLE Week** OSAKA SEPTEMBER

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: September 24 (Wed) – 26 (Fri), 2025  
Venue: INTEX Osaka, Japan

Organised by RX Japan, Ltd.

# CONTACT US

## EXHIBITING



[lifestyle-expo.jp/hub/en-gb/exhibit.html](http://lifestyle-expo.jp/hub/en-gb/exhibit.html)



[lifestyle-eng.jp@rxglobal.com](mailto:lifestyle-eng.jp@rxglobal.com)

## VISITING



[lifestyle-expo.jp/kansai/en-gb/visit.html](http://lifestyle-expo.jp/kansai/en-gb/visit.html)



[visitor-eng.lifestyle.jp@rxglobal.com](mailto:visitor-eng.lifestyle.jp@rxglobal.com)

## PRESS INQUIRIES

For coverage on the show, media partnership, etc.



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## LIFESTYLE Week

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Show Management, RX Japan Ltd.

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