

news +++ Music China  
Shanghai, 22 – 25 October 2025

# music

## CHINA

### Music China 2025 to expand products into holistic wellness and music technology

**Shanghai, 27 March 2025. As China’s appetite for musical innovation surges, Music China, Asia’s largest trade event for the musical instruments industry, returns for its exciting 22<sup>nd</sup> edition. From 22 – 25 October 2025, the fair is set to welcome over 1,850 exhibitors to the Shanghai New International Expo Centre. Across 150,000 sqm, additions to the product portfolio will span music products that embrace holistic wellness and bring users high-quality music experiences. Moreover, a new thematic zone in Hall N3 will unveil cutting-edge innovations in music recording, production, and performance, reflecting the ever-evolving landscape of music technology.**

The 2025 edition of Music China will feature sought-after creations from a wide range of leading exhibitors from Asia and beyond. The global sourcing platform excels at connecting visiting manufacturers, dealers, and music lovers with potential business partners from China and beyond, across strings, brass, woodwind, percussion, keyboard and electronic instruments, among many others. Meanwhile, the fringe programme will provide valuable industry insights and engaging events for visitors of all ages and skill levels.

With the show consistently moving with the times, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, highlighted the 2025 edition’s new market potential for exhibitors: “Our new thematic zone in Hall N3, dedicated to music technology, aims to capture greater nuances in sound for the listener, showcasing advanced hardware and software for recording, production, and performance. Additionally, the fair will feature a wider selection of music-related offerings for holistic wellness, and various audio essentials designed for personalised music experiences. Music China remains committed to tailoring our trade fair to support industry innovation and growth, and this year’s tactical additions align with market trends that our exhibitors can capitalise on.”

#### **Music China to meet demand for advanced music technology**

Projected to reach USD 9.9 billion by 2032, the global music production equipment market is experiencing steady growth.<sup>1</sup> The Asia-Pacific region, in particular, is witnessing a surge in demand for advanced audio equipment, driven by a flourishing entertainment industry.<sup>2</sup> More musicians, producers, and voice-over artists are establishing professional-grade home studios, equipped with high-quality monitors, audio interfaces, and microphones.<sup>3</sup>

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<sup>1</sup> Business Research Insights, <http://bit.ly/3EFEH3P>, Published on 17 February 2025

<sup>2</sup> GlobeNewswire, <https://bit.ly/3EFY1OB>, Published on 14 October 2024

<sup>3</sup> GlobeNewswire, <https://bit.ly/3EFY1OB>, Published on 14 October 2024

This growing interest fuels the desire for sophisticated music technology, and the next edition of Music China is poised to capitalise on this trend with dedicated product areas. The new thematic zone will specifically address the needs of premium music and audio creators, serving as a one-stop platform for sourcing studio monitors, audio interfaces, microphones, digital audio workstations, smart devices with AI applications, and other essential tools for enhancing music recording, mixing, DJ performances, and gaming.

### **Connecting music and well-being**

In addition to emerging technology, Music China will now explore the intersection of music and well-being to capitalise on the expanding market potential. A diverse array of wellness offerings, including singing bowls, gongs, and tuning forks, will meet the refined needs of buyers with commercial, cultural, and wellness applications. To further explore music's benefits, experienced instructors will lead wellness workshops, introducing the art of sound healing and its positive effects on the mind and body. Recent research indicates that the global wellness economy is projected to reach USD 9 trillion by 2028.<sup>4</sup> This burgeoning interest in well-being is also influencing the music industry, fostering a rising trend toward the fusion of music events, holistic wellness, and communal experiences.

The fair will also feature another new product category focused on music merchandise, highlighting selections of audio essentials and accessories designed to enhance the listening experience. Visitors will have the opportunity to explore high-quality smart speakers, ideal for those who appreciate immersive sound, while a variety of Bluetooth devices and wireless headphones will allow users to curate their own unique music experiences. The four-day event will serve as a dynamic platform for visitors to explore the convergence of music and technology.

### **Sustained potential in Chinese music market**

As the world's second largest economy, China holds immense value in the global consumer market. The country's musical instrument industry is projected to see robust CAGR of 7.5% between 2025 and 2029.<sup>5</sup> This growth is driven by a burgeoning middle class, music education's enduring cultural value in China, and a rising appreciation for Western musical styles, which in turn drives demand for imported instruments.<sup>6</sup> Music China provides essential access to this key market, connecting international brands with the country's vast network of distributors, retailers, and end-users.

Music China is organised by Messe Frankfurt, the China Musical Instrument Association and Shanghai Intex Exhibition Co Ltd.

For more details, visit [www.musikmesse-china.com](http://www.musikmesse-china.com) or email the show's organisers at [music@hongkong.messefrankfurt.com](mailto:music@hongkong.messefrankfurt.com).

**Press information and photographic material:** <https://music-china.hk.messefrankfurt.com/shanghai/en/press/photos.html>

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<sup>4</sup> Global Wellness Institute, <https://bit.ly/4k8OJuz>, Published on 5 November 2024

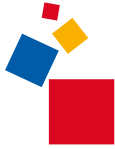
<sup>5</sup> Statista, <https://bit.ly/3CZb3WL>, Retrieved in February 2025

<sup>6</sup> Statista, <https://bit.ly/3CZb3WL>, Retrieved in February 2025

**Links to social media:**

<https://www.facebook.com/musicchinamf/>

<https://www.instagram.com/musicchinamf/>

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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