

TURN ON

亞洲成人博覽會

2026.08.25-08.27

ASIA ADULT EXPO 2026

HALL 5F 5G, HKCEC, HONG KONG

Post Show Report 2026



200+ EXHIBITORS & BRANDS

10,000 TRADE VISITORS ate to dominate

7 SESSIONS OF INDUSTRY FORUM

6 SESSIONS OF PROFESSIONAL PERFORMANCE

逾200+個參展商與品牌

10,000 名商業訪客參觀

7場專業行業論壇

6場專業表演



Asia Adult Expo (AAE) 2026 — "Turn On" — welcomed 10,000 trade buyers and professional visitors from Greater China and international markets, doubling AAE 2025's turnout. Buyers came to source new products, discover emerging brands, and build partnerships across the show's Lingerie, Wellness, and Intimate Street zones.

With attendees spanning Greater China, Europe & CIS, Southeast Asia, North America, and beyond, AAE 2026 reaffirmed its position as Asia's leading business and sourcing platform for the adult and intimate wellness industry — a professional, dynamic, and sustainable gateway for global growth.

2026亞洲成人博覽會（AAE）以全新主題

「Turn On」圓滿舉行，吸引來自大中華地區及國際市場共10,000名貿易買家及專業觀眾到場，較2025年規模實現翻倍增長。買家們透過內衣、健康養生及潮流街區三大主題展區，尋找新品、發掘新興品牌並建立業務夥伴關係。

本屆買家陣容涵蓋大中華、歐洲及獨聯體、東南亞、北美等多個地區，進一步鞏固AAE作為亞洲成人及親密健康產業領先商貿採購平台的地位，持續為全球業務發展提供專業、動感且可持續的交流舞台



COME CLOSER STAGE



思想交流的舞台

COME CLOSER STAGE精彩紛呈，多位行業嘉賓從市場趨勢、品牌成長，到性教育與行業未來等多個維度展開深度分享，與現場觀眾探討市場、品牌、產品與消費者之間的連結。

COME CLOSER STAGE delivered a series of compelling discussions, with industry speakers sharing in-depth insights across market trends, brand growth, sex education, and the future of the industry — engaging attendees in dialogue around the connections between markets, brands, products, and consumers.



COME PLAY STAGE

感官與藝術交流的舞台

COME PLAY STAGE精彩不斷，多位表演者透過繩藝、身體與表演藝術等多元形式輪番登場，與現場觀眾共同開啟一場感官與想像力交織的現場體驗。

COME PLAY STAGE delivered a series of striking performances, with performers taking the stage through rope art, body art, and performance in diverse forms — inviting attendees into a live experience woven from sensation and imagination.



AAE 2026 Opening cum Award Ceremony



AAE2026開幕暨頒獎典禮

AAE 2026開幕式暨頒獎典禮於現場隆重舉行。行業嘉賓、品牌代表、國際買家、合作夥伴及現場觀眾齊聚一堂，共同見證亞洲成人產業年度盛會正式啟幕。通過頒獎典禮，AAE向持續推動行業發展、品牌創新與文化表達的代表致以肯定與認可。以榮譽致敬行業，以交流鏈接未來，AAE 2026正式開啟新的行業篇章。

The AAE 2026 Opening Ceremony and Awards Presentation was held in grand fashion, bringing together industry leaders, brand representatives, international buyers, partners, and attendees to jointly mark the official launch of Asia's premier annual event for the adult industry.

Through the awards presentation, AAE recognized and honored those driving continued progress in industry development, brand innovation, and cultural expression. Paying tribute to the industry through honor, and connecting the future through dialogue, AAE 2026 officially opened a new chapter for the sector.

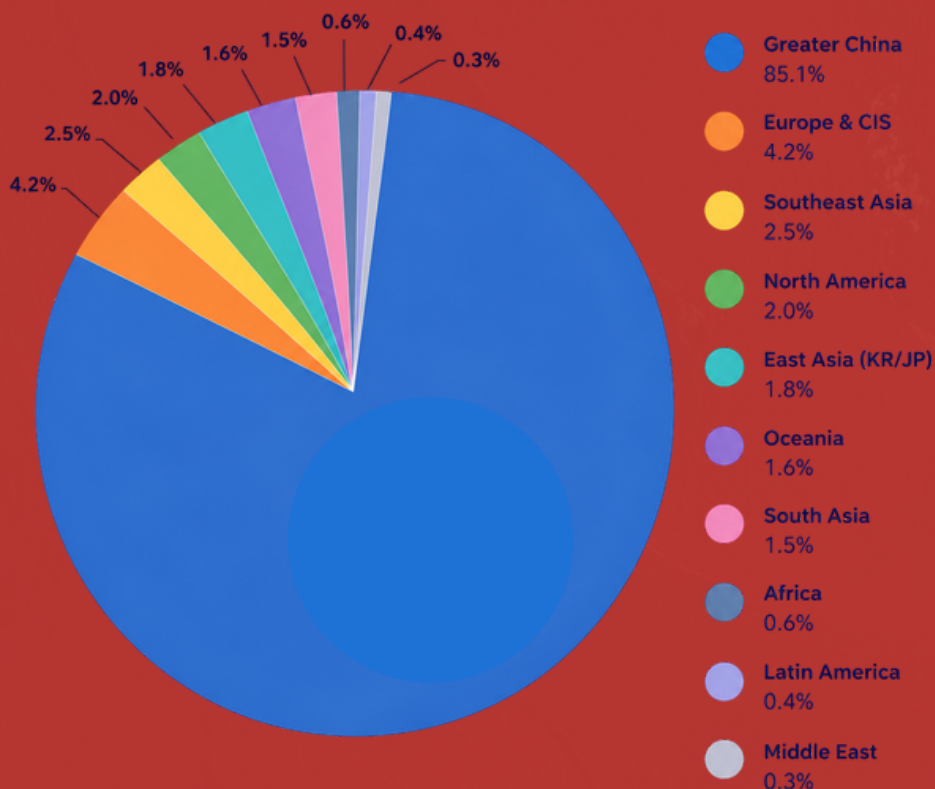


買家來源地區分布

Regional Distribution

AAE 2026 attracted buyers from a broad range of international markets. Greater China accounted for 85.1% of the identified buyer base, while international markets collectively contributed buyers across Europe & CIS, Southeast Asia, North America, East Asia, Oceania, South Asia, Africa, Latin America and the Middle East. The data demonstrates AAE's strong regional foundation while highlighting its continued connection with overseas markets.

AAE 2026 的專業買家來自多個國際市場。其中，大中華地區買家佔整體獨立買家 85.1%，海外買家則遍及歐洲及獨聯體、東南亞、北美、東亞、大洋洲、南亞、非洲、拉丁美洲及中東等市場。
數據反映 AAE 擁有穩固的大中華區行業基礎，同時持續連結全球海外市場。



AAX
ASIA ADULT EXPO
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亞洲成人博覽2026回歸香港！AI情趣娃娃沉浸式體驗

主編：王麗華
 日期：2024-09-22 10:20 更新：2024-09-22 12:20

8月25-27日

AI情趣娃娃 帶你沉浸式現場體驗

2026亞洲成人博覽（香港站）

隨著產品科技與品質大幅躍升，成人用品已不再單純是傳統廉價品。集秀、轉化為高品質大規模盈利的新興產業。根據產業數據顯示，2026年亞洲地區性健康與成人用品市場規模已突破100億美元（約109.5億美元），展現出驚人的消費市場增長潛力。備受矚目的「2026亞洲成人博覽（香港站）」將於9月25至27日盛大回歸香港，屆時將以全新主題「TURN ON」亮相，融合全球最新科技與沉浸式現場體驗，打造全球成人產業一站式採購與體驗平台。

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IVE TO UNVEIL IBIZA TECHNOLOGY'S GAMA BALL VIBRATOR AT EPSAIN

September 14, 17th May 2023

Juan Martí will be to Barcelona this year, I Expert Lees and Account Manager on the S&T team will be at EPSAIn three days. If you're

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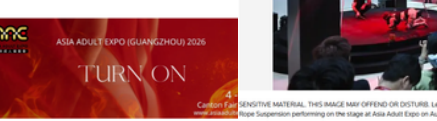
April 8, 2026

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Performance of Asia Adult Expo in Hong Kong

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ASIA ADULT EXPO (GUANGZHOU) 2026

TURN ON

4
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Rege Suspension performing on the stage at Asia Adult Expo on August 26, 2026 in Hong Kong



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TURN ON THE SPOT: ASIA ADULT EXPO IGNITES THE GATEWAY OF THE EAST & WEST

6 MARCH 2009

04.03.2009 | Hong Kong – Asia Adult Expo 2009 (AAE 2009) will be held from **04.03 to 07.03.2009 (Tuesday to Thursday)** at the **Hong Kong Convention and Exhibition Centre, Hall 10-16**, in the **Asia World Trade Centre**. **AAE 2009** returns with an **upgraded exhibition format** that blends **business, live experience, and global content creation**.

Following strong market response, **both reservations are progressing rapidly** with many returning exhibitors regarding their exhibition space. **Limited booths are now available**. **Early booking is strongly recommended**.

TURN ON THE Experience. COME PLAY & COME CLOSER

AAE 2009 marks a bold re-branding and re-inventing, moving beyond the traditional trade-show model with two signature live stages that define a new era for the adult industry. **COME PLAY** – a high-energy game induced by live exposition, interactive performance showcases. **See it girls** moderated by professional content creators, and industry awards celebrating creative performance, and impact. **COME CLOSER** – a curated stage focused on intimacy, sexual wellness, soft-core and aesthetics, featuring intimate-live showcases, wellness talk, experted panels, and awards recognizing innovation, comfort, design, and trust.

Together, these stages transform AAE into a global content platform, enabling brands

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2026.08.25-08.27
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PURE B2B ADULT PRODUCT
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