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FREE BUYER RESOURCE · 02

Yiwu Market Basic Guide

How to work Yiwu International Trade City in a day, and leave with quotes instead of catalogues.

Yiwu is not a shopping mall and not a factory. It is a very large wholesale market where almost every booth is a sales front for someone else's production. This guide explains how the districts are organised, what to do before you arrive, and how to turn a market day into comparable quotations.

VERSION	INFORMATION CHECKED	PRICE
1.1	19 November 2026	Free — no email required

Free to download and share. District categories are summarised and change over time — confirm the current layout with the official market directory.

Contents

What is in this document

Eight sections, written for a first visit. The middle four are the ones to read the night before.

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HOW TO USE IT

Read sections 01 and 02 before you book anything. Use section 04 as your plan for the day, and print section 06 to write quotes on. Anything marked "confirm" should be checked in the official directory, because stall-level detail changes constantly.

01 What this market is — and what it is not

Not one building but a group of market halls — Districts 1 to 5 in a connected row, plus District 6 in its own building to the east — holding tens of thousands of small booths, organised by product category and floor. Almost nothing is manufactured on site.

Yiwu International Trade City is a wholesale market: a place where factories, trading companies and agents rent space to show products and take orders. Stock usually ships from a warehouse or a factory elsewhere. That single fact changes how you should behave.

Treat the districts as one trip only if you have checked the geography. Districts 1 to 5 sit next to each other and can be walked, with covered walkways and a shuttle loop between them. District 6 is a separate complex on the east side of District 5, so moving between the old market and the new one costs time even though they are neighbours on the map.

It is good for	Comparing many suppliers of the same small item quickly, and finding low-value, high-variety consumer goods
It is weak for	Anything needing a new mould, electronics design work, or certification engineering
A booth is usually	A factory sales front, a trading company, a brand agent, or an export agent — ask which
You will leave with	Quotes, samples, and shop numbers — not stock

THE MOST EXPENSIVE MISUNDERSTANDING

A trading company usually sells what someone else makes, so a new mould, a different material or a modified circuit normally has to be agreed with the factory behind it. Some traders do hold that relationship and can arrange it; many cannot. Ask who the factory is and whether you can speak to them directly — the market is a poor place to look for engineering work you have not identified yet.

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Which district sells what

Summarised by district. Categories are adjusted over time, and new areas are added, so confirm before you plan a route.

DISTRICT	MAIN CATEGORIES	WHAT IT IS LIKE
District 1	Jewellery and accessories, toys, artificial flowers, festive and craft items	The original district; the most retail-friendly
District 2	Bags and luggage, umbrellas and rainwear, hardware, locks and tools, small appliances, watches, batteries, torches	Heavy goods and export orders; less browsing, more quoting
District 3	Stationery and pens, eyewear, office and sporting goods, cosmetics and beauty tools, buttons and zippers, garment accessories, framed art	The stationery and garment-trims district
District 4	Socks and hosiery, knitwear, hats, gloves, daily necessities, towels and lace, footwear, belts, underwear, scarves, packaging bags	Strongest for low-price daily goods
District 5	Imported goods and supermarket categories, bedding, wedding supplies, wigs, pet products, curtains and fabrics, hotel supplies, auto parts	Includes the imported-goods area and home textiles
District 6 — Global Digital Trade Center	Fashion jewellery, skincare and beauty devices, baby and children's products, apparel and fabrics, household and health goods, travel goods, drones and unmanned equipment, robots and AI equipment, AR/VR, trend toys and IP products	A separate building east of District 5; opened October 2025; showrooms below, offices above

THERE ARE SIX DISTRICTS, NOT FIVE

The sixth is Yiwu Global Digital Trade Center, which the market operator also calls District 6. It opened on 14 October 2025 on the east side of District 5 and is laid out by industry rather than by the general-goods logic of Districts 1 to 5. It is aimed at own-brand, IP and technology products, not at the low-price daily goods the older districts are known for.

One practical catch: the English market directory at en.yiwugo.com lists Districts 1 to 5 only — the District 6 page did not exist when this guide was checked. To confirm what is trading in District 6, use the operator's Chinese platform (chinagoods.com) or ask the market directly. Do not assume a printed map that shows five districts is current.

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Before you arrive

- [ ] Shortlist 15–20 shop numbers from the official directory, filtered by your category
- [ ] Write the district and floor next to each number — the complex is too large to wander
- [ ] Decide your target price, acceptable MOQ and the one specification you will not compromise on
- [ ] Install WeChat and make sure you can add contacts before you land
- [ ] Set up a payment method that works in China, plus a small amount of cash
- [ ] Bring a measuring tape, a notebook and a bag for samples
- [ ] Clear phone storage for photos of products and booth numbers
- [ ] Agree with yourself how much you will spend on samples before you walk in

THE NIGHT BEFORE DECIDES THE DAY

Two hours with the online directory is usually worth more than two extra hours inside the market. A buyer who arrives with a written list of shop numbers and a target price spends the day quoting; a buyer who starts by walking spends it orienting. The difference is planning, not luck — how much it saves you depends on how many categories you are covering.

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A realistic market day

Based on how the complex is laid out, not on opening hours — check those separately.

1. **Early — arrive and orient**
   Go to the district that matches your main category first. Walk one floor systematically, aisle by aisle, rather than crossing the building repeatedly.

2. **Morning — the quote sweep**
   Do not negotiate yet. Collect the same information at every booth: price at your quantity, MOQ per colour, packaging, lead time, sample cost.

3. **Midday — collect and label samples**
   Buy the samples you need, photograph each one with its booth number, and write the shop number on the bag.

4. **Afternoon — the negotiation pass**
   Return to the five or six most credible booths and ask the harder questions: certification, repeat-order lead time, what happens when a defect appears.

5. **End of day — close the loop**
   Message every supplier you met on WeChat with a short written summary. Memory fades fast, and a same-day message also tests responsiveness.

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Talking to sellers

English varies by booth. Write your requirements down and hand them over; spoken details get lost.

SAY THIS	WHAT A USEFUL ANSWER SOUNDS LIKE
"Are you the factory or a trading company?"	A direct answer, plus the city where production happens
"Can I visit the factory?"	A date and an address, not "maybe next time"
"What is the MOQ per model, and per colour?"	Two numbers, stated without hesitation
"What is the price at 500 and at 5,000?"	Two prices that show how much is fixed cost
"Is the packaging included in this price?"	A clear yes or no, with the packaging specification
"How long for a repeat order?"	A number of days, not "fast"
"Can you print our logo, and what is the setup cost?"	A printing method, a plate or setup fee, and a minimum
"Which countries do you already ship to?"	Named countries — a sign of export experience

WHEN ENGLISH RUNS OUT

Number your requirements, add a photo and dimensions, and hand the list over. Use a translation app for conversation, but confirm every price and every specification in writing before you leave the booth.

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Record quotes and samples properly

SHOP NO.	PRODUCT	PRICE @ QTY	MOQ	LEAD TIME	SAMPLE TAKEN?	NOTES

- [ ] Price is recorded with the quantity it applies to
- [ ] Currency is written down, not assumed
- [ ] Packaging is specified: unit, inner box, carton
- [ ] Sample cost recorded, and whether it is credited against an order
- [ ] Booth number written on the sample bag and photographed
- [ ] Supplier WeChat saved with the shop number in the name field

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Samples: the cheapest insurance you can buy

The sample on the booth shelf may be a display piece, assembled or finished for show. What arrives by courier should be closer to what production will look like — but the only version that counts is the one you approve in writing and keep sealed. Pay for it, and treat the courier cost as part of your real unit cost: it is the number most buyers forget when they compare suppliers.

- [ ] Ask whether the sample is production stock or a hand-made display piece
- [ ] Ask what the sample costs, and whether it is deducted from a later order
- [ ] Ask for the courier account and the declared value
- [ ] Photograph the sample next to a ruler or a reference object
- [ ] Keep one approved sample sealed as the production reference
- [ ] Record the expected arrival date, so "late" becomes measurable

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Common mistakes

- [ ] Trying to cover several districts in one day — they are far apart
- [ ] Buying from the first booth that quotes
- [ ] Collecting catalogues instead of quotes with quantities
- [ ] Assuming the booth is the factory
- [ ] Not recording shop numbers, then being unable to find the supplier again
- [ ] Comparing prices without checking what packaging is included
- [ ] Paying a deposit to a personal account instead of a company account
- [ ] Leaving without a written quotation that states an Incoterm

AFTER THE MARKET CLOSES

Most booths quote ex-works or FOB, which means the goods still have to reach a port or a courier. Ask which arrangement the supplier assumes before you agree a price — a quote that excludes inland transport is not comparable with one that includes it.

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Sources and how to verify them

Everything time-sensitive in this document points here. Check the official page before you rely on a date, a rule or an opening day.

Chinagoods — official Yiwu market directory and product search
https://www.chinagoods.com/

Yiwugo — operator directory, Districts 1–5 in English
https://en.yiwugo.com/market/market_1.html

Yiwu municipal government — industry layout of the Global Digital Trade Center (District 6), 27 Nov 2024
https://www.yw.gov.cn/art/2024/11/27/art_1229129788_4197185.html

Chinagoods — District 6 buying guide, 12 Nov 2026
https://www.chinagoods.com/information/21/20261112168135

District categories and the District 6 description were re-checked on 19 November 2026 against the sources above. The English Yiwugo directory covered Districts 1–5 only at that date, while the operator's Chinese platform listed the new market. Stall-level detail, floor allocation and trading days change continuously — confirm them in the directory or ask your hotel before travelling.

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About this document

This guide is published by ChinaSourcing as a free buyer resource. It describes how the market is organised and how to prepare, based on the public market directories and the questions buyers ask most often.

HOW THIS WAS RESEARCHED

Every date, address and rule in this document is tied to a source listed on the previous page. Where something changes often, the text tells you to confirm it rather than presenting it as fixed. We do not claim to have visited the fair or the market for this document: it is built from official published information and the questions buyers ask most often.

It does not list booth numbers, prices or opening hours, because those change faster than any printed document can follow. It is general buying information, not a supplier recommendation, and ChinaSourcing is not affiliated with the market operator.

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