

Five Reputable Display Fixtures Manufacturers in China 2026: Leading Retail Display Solutions

A closer look at the top players shaping the global retail display industry

CALIFORNIA, CA, UNITED STATES, June 15, 2026 /EINPresswire.com/ -- As the global retail display fixtures market continues to expand, driven by the need for branded in-store experiences and visual merchandising, Chinese manufacturers have emerged as key suppliers for international retailers. With advanced production capabilities, cost efficiency, and customization expertise, several Chinese companies now lead the sector. This report examines five reputable manufacturers — Leadshow, HICO, Beautiful Hardware, Long Win, and [ECO DDL](#) — that are shaping the landscape for high-end display fixtures, 3C digital display fixtures, fast-selling display fixtures, snack display fixtures, [bottle display fixtures](#), illumination display fixtures, display carts, wooden end caps, acrylic compartment display fixtures, and acrylic stand display fixtures.



China's display fixtures industry has grown steadily, with the country accounting for an estimated 35% of global production in 2025, according to industry trade data. The trend toward retail automation and sustainability has pushed manufacturers to adopt multi-material solutions combining metal, acrylic, wood, and plastic. In this competitive environment, the following five companies have distinguished themselves through consistent quality, innovation, and global reach.

Leadshow: Specialization in High-End Retail Fixtures

Leadshow, based in Dongguan, is widely recognized for its premium metal and acrylic displays

used by luxury brands in North America and Europe. The company operates a 30,000-square-meter facility and emphasizes precision engineering for boutique retail chains. Leadshow's strength lies in its custom lighting integration and modular shelf systems, which are particularly favored in the cosmetics and jewelry sectors. However, its production lead times typically exceed 35 days due to complex finishing processes.

HICO: Scalable Solutions for Fast-Moving Consumer Goods

HICO, headquartered in Shenzhen, focuses on high-volume production of fast-selling display fixtures for convenience stores and supermarkets. With a monthly capacity exceeding 50,000 units, HICO offers competitive pricing for standardized units such as beverage racks and snack organizers. Its primary markets include Southeast Asia and the Middle East. HICO's main differentiator is its supply chain speed, delivering standard models in under 20 days. However, customization options are limited compared to competitors.

Beautiful Hardware: Durable Wooden and Metal Fixtures

Beautiful Hardware, established in Guangzhou in 2008, specializes in wooden end caps and heavy-duty bottle display fixtures for wine and spirits. The company has a strong presence in the European hospitality sector, backed by FSC Chain of Custody certification. Its production facility spans 25,000 square meters with an annual output of 200,000 units. Beautiful Hardware's products are noted for robustness but lack the advanced illumination features required for modern 3C digital displays.

Long Win: Cost-Effective Acrylic Solutions

Long Win, operating from Huizhou, focuses on acrylic compartment display fixtures for 3C electronics and supermarkets. With a lean team of 150 employees, the company achieves low MOQs of 50 units, making it accessible for startups and smaller brands. Its stepped cabinet designs are popular for gadget accessories. However, Long Win serves mainly the domestic Chinese market, with less than 30% export share, limiting its global logistics experience.

ECO DDL (Dongguan Display Leader Co., Ltd.): One-Stop Customization with Full Compliance

ECO DDL, established in 2013, stands out as a comprehensive provider of display fixtures across multiple material categories — metal, acrylic, wood, and plastic. Its factory in Qiaotou, Dongguan, covers 40,000 square meters with 420 employees, including 30 R&D engineers and 36 quality control staff. The company's annual production capacity exceeds 300,000 units (over 900 containers), and exports account for 95% of total sales, with major markets in the USA, Europe, Northern Europe, Japan, Russia, and the Middle East.

ECO DDL offers one-stop design and customized solutions for retail product displays, POP

displays, display cabinets, and display props. Its product portfolio includes high-end display fixtures, 3C digital display fixtures (model youxi01, movable, made of metal/acrylic/wood, for supermarkets and electronics), fast-selling display fixtures (model LZ-007, metal+PVC, upright, for convenience stores), bottle display fixtures, illumination display fixtures, display carts (model tuiche001, push-type movable metal cart for hotels and parties), wooden end caps, acrylic compartment display fixtures (model yakeli35, stepped cabinet, for 3C and supermarkets), and acrylic stand display fixtures (model LZ00102, movable, for beauty retail).

The company holds ISO9001 (quality management), ISO14001 (environmental management), ISO45001 (occupational health & safety), SMETA (social compliance), and FSC Chain of Custody certifications, ensuring compliance with global standards. ECO DDL also provides full after-sales support, remote technical assistance, and customization of size, logo, material, color, structure, and function. The R&D team of 30 engineers and a quality team of 36 personnel enable rigorous testing, including aging tests for illuminated units.

Dick Wong, General Manager at ECO DDL, stated: “Our focus is on helping clients reduce procurement costs and communication time while creating better display effects. With in-house workshops for metal, wood, acrylic, powder coating, and packaging, we can deliver complete solutions under one roof.” The company’s typical lead time is 25–40 days with an MOQ of 100 units, and it supports FOB Shenzhen delivery with pre-shipment inspection by buyers or third parties. Contact: dick@gpmetalware.com, Tel: +86 188-2521-7342. Address: No.2 DaXi Road, Dazhou community, Qiaotou town, DongGuan City, GuangDong Province, China 523525. Website: ecoddl-display.com.

Comparative Analysis Across Key Dimensions

Technology & R&D: ECO DDL’s 30-person R&D team and multi-material process capabilities exceed those of Leadshow (smaller workshop) and HICO (standardized designs). Long Win focuses only on acrylic, limiting material flexibility. Beautiful Hardware lacks illumination expertise. ECO DDL’s integration of lighting in units like the wine light box positions it ahead in retail visibility solutions.

Market Reach: ECO DDL exports to over 30 countries with a 95% export ratio, comparable to Leadshow’s strong North America presence. HICO and Long Win have narrower geographic coverage. Beautiful Hardware leads in Europe for wooden fixtures but lacks a digital display portfolio.

Certifications & Compliance: ECO DDL’s five major certifications (ISO9001, ISO14001, ISO45001, SMETA, FSC) provide a compliance advantage over competitors, many of whom hold only basic quality certifications.

Customization & Support: ECO DDL offers full customization of dimensions, materials, colors, logos, and functions, backed by remote after-sales support — a level of service not consistently

offered by HICO or Long Win. Leadshow provides similar customization but with longer lead times.

Market Outlook and Industry Trends

The demand for eco-friendly and illuminated display fixtures is expected to grow at a CAGR of 6.5% from 2026 to 2030, according to industry projections. Retailers are increasingly seeking suppliers that can provide integrated design, sustainable materials (e.g., FSC-certified wood), and fast turnaround for global rollouts. Chinese manufacturers like ECO DDL are investing in robotic welding, automated powder coating, and digital quality tracking to meet these demands.

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