

Yiwu Purchasing Guide

Yiwu Buyer's Guide

— Professional buyers Yiwu market full process, practical strategies and suggestions—



Contents

- 01** Market Overview
- 03** Main product categories in the five major zones
- 05** Market Traffic Guide
- 07** Market opening hours/best buying times
- 09** Logistics and international express delivery
- 11** FAQ
- 02** Market Segment and Distribution Map
- 04** Overview of the procurement process
- 06** Accommodation Recommendations
- 08** Purchasing Practice and Negotiation Skills
- 10** Common challenges in procurement
- 12** Contact Us

Market Overview

21 million+ square meters

The world's largest small commodity market covers an area of

210,000+

Total number of suppliers

75,000+

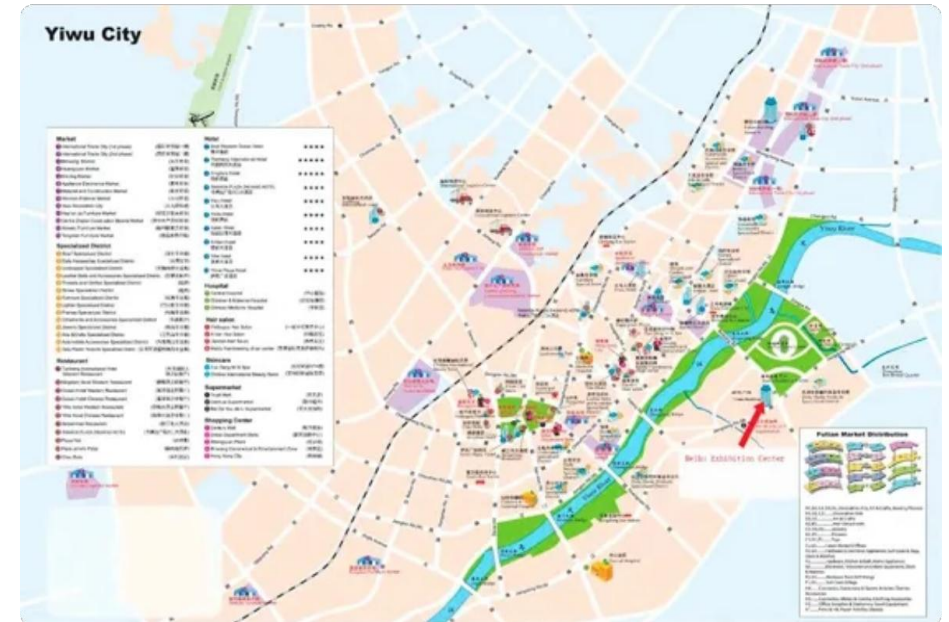
Number of shops and stalls

5

Core market segments

Market Features and Advantages

- ✓ Professional small commodity wholesale distribution center, open all year round (except Spring Festival) with more than **4 million** kinds of commodities, covering 40 industries and **4,000+** categories
- ✓ Support customized production and OEM services
- ✓ One-stop supporting logistics and customs clearance services
- ✓ Receiving more than **1 million** buyers worldwide each year, with a transaction volume of more than **270 billion** yuan



Advantages of Market Procurement Trade Mode

Yiwu market adopts the "market procurement trade mode", which simplifies the export process and reduces transaction costs. Buyers can purchase goods directly from the market and enjoy simplified export procedures, which is particularly suitable for small and medium-sized buyers.

200+

Countries and regions

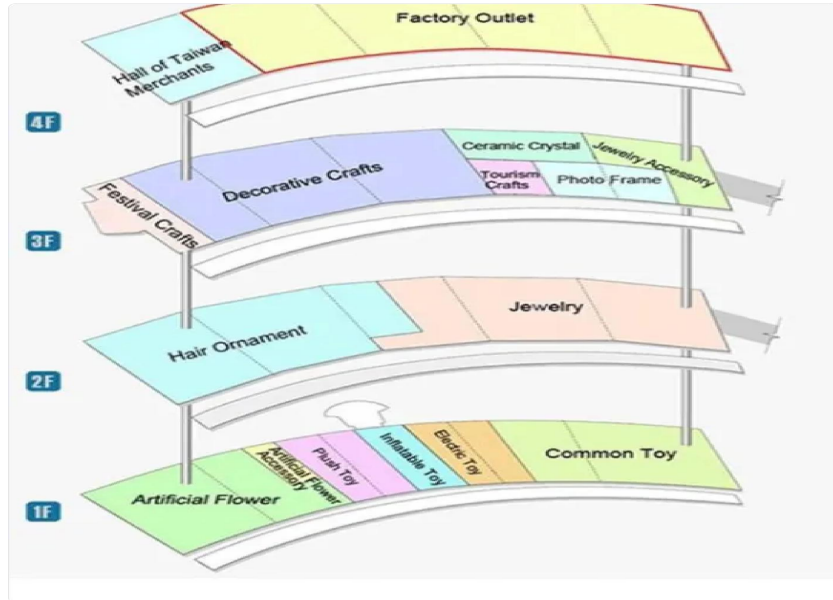
15,000+

Foreign resident buyers

500+

Logistics Service Provider

Yiwu International Trade City Map and Section Distribution



市场分区空中俯瞰图



Guide To The Five Major Market Segments

- 1 **Area 1:**
Accessories, toys, artificial flowers, craft gifts
- 2 **Zone 2:**
Luggage, hardware, electronic products, watches
- 3 **Zone 3:**
Stationery, sports supplies, cosmetics, glasses
- 4 **Area 4:**
Socks, daily necessities, clothing accessories, knitwear
- 5 **Zone 5:**
Imported goods, bedding, auto parts

Market layout overview

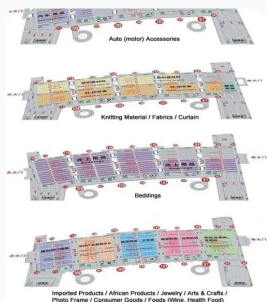
Yiwu International Trade City consists of five main areas with a total area of more than 2.1 million square meters and more than 75,000 stalls. The areas are interconnected and can be reached on foot, and there are also internal shuttle bus services. Areas 1 and 2 are the earliest built areas and are also the areas where international buyers are concentrated.



To improve purchasing efficiency, it is recommended to plan your route in advance. Each area usually has several entrances and exits, and you can choose the nearest entrance based on the target category. There are clear floor and area signs in the market.

District Guide

1 District1	2 District2	3 District3	4 District4	5 District5
Jewelry & Headwear: Necklaces, bracelets, rings, hair accessories, etc.	Luggage: various types of suitcases, backpacks, leather bags, wallets	Stationery: Office supplies, study supplies, art supplies	Socks Category: Various styles of socks, stockings, ankle socks, and long socks	Imported Goods: Various imported food, beverages, and daily necessities
Craft Gifts: Picture frames, crystal ornaments, festive items	Hardware Tools: Various hand tools, power tools, hardware accessories	Sports equipment: fitness equipment, sports gear, outdoor products	Household goods: Home appliances, daily necessities, kitchen and bathroom supplies	Bedding: Sheets, duvet covers, curtains, home textile products
Artificial Flowers & Plants: Artificial flowers, green plants, floral accessories	Electronic Products: Small home appliances, electronic accessories, battery products	Cosmetics: skincare products, makeup, nail products	Apparel accessories: Textile accessories, sewing supplies, buttons, zippers	Automotive accessories: Car accessories, car decorations, spare parts
Various toys: plastic toys, plush toys, educational toys	Watches: Various clocks, wristwatches, electronic watches, wall clocks	Eyewear: sunglasses, prescription glasses, frames, eyewear accessories	Knitted products: Gloves, hats, scarves, yarn products	African exhibits: African specialty products exhibition and trading area
Festival decorations: Christmas, Halloween, New Year decorations	Locks: Various door locks, padlocks, anti-theft locks, electronic locks	Apparel accessories: zippers, buttons, packaging materials, labels	Underwear: Bras, panties, pajamas, loungewear	Pet supplies: Pet food, toys, cleaning supplies, etc.







Practical Purchasing Tips

- Each area is generally open from 8:30 to 17:30, and is open as usual on weekends. It is recommended that 9-11 am is the best time for shopping. There are convenient connecting channels between adjacent areas. Planning itineraries according to product types can improve purchasing efficiency.
- Each area has dining, rest areas and logistics service points, and purchasing routes can be arranged according to needs.

Procurement Process



Key tips for the purchasing process

-  For first-time purchases, it is recommended to seek assistance from a professional agent, especially if you do not speak the language.
-  Prepare sufficient business cards and product photos to facilitate effective communication with suppliers
-  Understand the layout of each area of the market in advance, improve procurement efficiency, and save valuable time
-  Please keep all transaction documents, samples and contact information for follow-up

Transportation Guide

From Yiwu Airport to Yiwu Market

Public transportation

Take bus No. 102 to Yiwu International Trade City Cost: ¥2 | Time: about 50 minutes

Taxi

The fastest way to get to your destination directly. Cost: ¥35-45 | Time: 15-20 minutes



Accommodations



Yiwu Marriott Hotel

★★★★★ High-end

- 📍 Only 3 minutes walk from District 1/2
- ✓ International brand luxury hotel, business center and conference facilities
- ✓ Provide multilingual services, professional procurement reception experience
- ✓ Located in the commercial center of Yiwu, convenient transportation



Yiwu Jindu Hotel

★★★★★ Mid-to-high-end

- 📍 About 800 meters from the International Trade City
- ✓ High cost-effectiveness, comfortable environment and professional service
- ✓ Free shuttle bus to the market, convenient shopping
- ✓ Provide business center and simple meeting facilities



GreenTree Eastern Yiwu International Trade City Hotel

★★★ Economical

- 📍 1.7 km from the Trade City
- ✓ Clean and comfortable chain hotel with complete infrastructure
- ✓ Provides free WiFi and supports business needs
- ✓ Best for budget buyers, convenient living nearby



Yiwu Marriott Executive Apartments

★★★★★ Long-term stay

- 📍 Located in the city center, close to all business districts
- ✓ Suitable for long-term procurement and on-site teams
- ✓ Equipped with kitchen and laundry facilities, home comfort
- ✓ Professional business services, multi-functional conference rooms


Accommodation Tips


- 💡 During the peak season (April-May and September-October), it is recommended to book a hotel 1-2 weeks in advance
- 💡 Some hotels can provide luggage storage and temporary sample storage services


- 💡 Most business hotels can provide purchasing car service
- 💡 Please consult when booking. You can enjoy special discounts and purchasing convenience when booking a hotel through us.


Market opening hours and best buying times


Yiwu Market Business Schedule

 **District 1**
08:00 - 17:00

 **District 2**
08:30 - 17:30

 **District 3**
08:30 - 17:30

 **District 4**
08:30 - 17:00

 **District 5**
09:00 - 17:00



Special note:

The market is open all year round (except for the Spring Festival holiday). Please pay attention to official notices for specific closing arrangements, which are usually 7-15 days before and after the Lunar New Year.

Best purchasing period recommendation



Weekdays 9:00 - 11:30

- ✓ Fewer people, more energy for merchants, and smoother communication
- ✓ Ability to communicate in depth with suppliers about product details and customization requirements
- ✓ Avoid the lunch break period between 11:30-13:30
- ✓ Weekdays are more suitable for business negotiations than weekends, and there are more tourists on weekends



Buyer's advice

Plan your shopping route one day in advance and visit in order by area and category. Allocate at least half a day for each area to avoid making hasty decisions. After 3 p.m. is the time for finishing, and some merchants may close their stalls early.



Tips for off-season and peak-season:

During the peak purchasing season (March-May, September-November), there is a large flow of people, so it is recommended to book a hotel in advance. It is easier to get a discount price during the off-season.

Negotiation Strategies



Compare prices from multiple suppliers and conduct strict sample inspection

Compare products and quotations from at least 3-5 suppliers to ensure reasonable prices. Request samples for quality testing and confirm that they meet the expected standards before placing large orders.



Quantity advantage, bargaining

Increasing the order quantity usually reduces the unit price. Prepare enough budget

Buy a large amount at one time and use this advantage to negotiate better prices and conditions with suppliers.



Pay attention to MOQs and payment terms

Understand the minimum order quantity (MOQ) requirements and evaluate whether it meets your needs. Pay attention to the payment terms and try to get installment payment or payment after inspection to reduce risks.



Make good use of intermediary translation to improve communication

Professional translation can reduce communication barriers, more accurately express your needs and expectations, help build trust and ensure smooth transactions, and reduce the risk of misunderstanding.



Choose a formal agent/legal contract

Choose a qualified agent and confirm its business license and market reputation. Sign a detailed Chinese and English contract to clarify product specifications, quantity, delivery date, payment and quality inspection terms to lay the foundation for subsequent cooperation.

Practical Negotiation Skills

- ✓ Conduct market research in advance to understand the current market conditions and price ranges
- ✓ Don't be too eager in your first negotiation or accept the first offer.
- ✓ Take advantage of extra cash payment, long-term cooperation, etc. to get extra discounts
- ✓ Prepare a negotiation retreat and don't lock in a single supplier
- ✓ Respect cultural differences and establish long-term and stable cooperative relationships

Price negotiation suggestions

Initial inquiry: Understand the market benchmark price, which is usually 10-30% higher than the final price

Sample stage: Pay reasonable sample fee, but can be deducted when placing large orders

Bulk order: 5-20% discount available depending on order quantity and payment method

Long-term cooperation: After building trust, propose annual procurement plans to obtain more favorable terms

Logistics & Shipping

Express

Suitable for small-volume, high-value, time-sensitive goods

Main service providers
DHL, FedEx, UPS, TNT, EMS

time
3-7day

Price
\$\$\$

Air Freight

Suitable for medium-volume, medium-value, and time-sensitive goods

Main routes:
Asia, Europe, America, Middle East, etc.

time
5-10day

Price
\$\$

Sea Freight





Suitable for large quantities, large volumes, and price-sensitive goods

Major ports:
Ningbo, Shanghai, Guangzhou

time
15-45day

Price
\$

Export customs clearance and insurance considerations

-  Customs clearance documentation: ensure accurate commercial invoice, packing list, certificate of origin and necessary licenses are provided
-  Cargo insurance: It is recommended to purchase full insurance to cover all risks during transportation
-  HS Code: Ensure accurate product coding to avoid customs clearance delays or additional tariffs
-  Estimated cost: In addition to shipping costs, you need to consider destination customs duties, VAT and other import costs

Yiwu professional logistics service provider recommendation

Chineseyiwu Logistics

One-stop procurement and logistics solutions

Justin

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FAQ & Contact Us



What do I need to prepare for my first purchase in Yiwu?

It is recommended to understand the market layout in advance, prepare business documents, business cards and product pictures, consider hiring a local guide or translator, and carry enough cash or payment methods.



What is the minimum order quantity in Yiwu market?

The MOQ varies from booth to booth, usually ranging from dozens to hundreds of pieces. Small quantities can be purchased in the retail area, but the price is higher. Communicating with suppliers may flexibly adjust the minimum order quantity based on the total purchase volume.



How much is the purchasing commission?

Depending on the size of the purchase, the commission rate is usually between 2% and 5%. For large quantities, you can negotiate a lower rate. Also pay attention to whether additional service fees are charged and how they are calculated.



How to choose a reliable Yiwu purchasing agent?

Check the business license and years of operation, understand the number of employees and scale, check customer reviews and cases, confirm a transparent fee structure, and give priority to companies with physical offices.



How to ensure product quality?

Request and check samples before placing an order, clarify quality standards with suppliers, hire a third-party quality inspection agency, require a quality inspection report before shipment, and pay for large orders in batches.



Does Yiwu market support customized production?

Most merchants support customization, including LOGO printing, packaging, color adjustment, etc. Customized production usually requires a longer delivery time and a higher MOQ. It is recommended to communicate details and sample confirmation in advance.

Contact Us



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Chinese Yiwu

