

H.C.R.2025 Bulletin: Day 3 --- Friday, October 10th, Sunny

The H.C.R.2025 Over 120,000 attendees over three days

Here is the total number of visitors for the 3 days. (Preliminary figures)

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October 8th (Wed) through October 10th (Fri): 38,745 Visitors*

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* Breakdown of visitors by trade will be promptly reported to you after the exhibition.

[Total for 3 Days]

| Date | Weather | # of Visitors | # of Visitors in Total |
|------------------|---------|---------------|------------------------|
| October 8 (Wed) | Sunny | 40,805 | 121,137 |
| October 9 (Thu) | Cloudy | 41,587 | |
| October 10 (Fri) | Sunny | 38,745 | |

Final Day: wide range of 38,745 participants, including welfare and nursing-care business operators, companies, researchers, users, students, and the general public

The “Web-based Exhibition” will run until November 7th. Looking at product information, watching seminar videos, etc. are available. We have been sending out trends in welfare devices, so please visit us to discover!

1. Companies exhibiting at H.C.R.2025 also shared the following positive feedback!

- “I felt a clear shift from quantity to quality in assistive devices.”
- “H.C.R. is an ‘experience-focused’ Exhibition that prioritizes displays allowing visitors to realistically experience products. The sensory understanding such as the “feel of use” that catalogs cannot convey was well-received by attendees.”

Furthermore, in terms of how it was perceived during the process of market formation,

- In the caregiving field, “a clear trend emerged toward selecting from a wide range of caregiving products”.
- “Challenges in caregiving settings, physical strain, staffing shortages, and information management were highlighted, with AI-based recording and cloud-based record systems gaining attention.
- For home care support devices, products balancing independence support with caregiver burden reduction increased, drawing strong interest from care managers and family caregivers. Hands-on experiences at exhibition booths were well-received.

2. When asked about the directions for next year’s H.C.R.2026, the response was as follows:

- We must advance the shift toward “quality competition” in developing assistive devices as the market matures.
- We will enhance our brand value through experiential exhibitions.
- We will acquire new customers in the business support sector using new technologies like ICT and AI.
- We will further strengthen information dissemination through collaboration with online Exhibitions.

3. The special project, the first comprehensive exhibition themed around the future of diapers, “O-MU-TSU MUSEUM,” drew significant interest. Many visitors expressed resonance with the concept that “diapers should offer more freedom”, with both caregivers and general attendees showing strong interest in the potential for improved design and enhanced quality of life.

Comments from attendees include the following:

- Though it's a diaper, I felt “Is it really a diaper?”. I was amazed by the design.
 - The fashion-focused display made me feel it was a “diaper you'd actually want to wear”
 - Shifting from the psychological stigma of “diapers are embarrassing” to the mindset of “enriching daily life” is crucial.
 - While resistance to diaper use remains strong, positive opinions emerged from the perspective of improved quality of life such as “being able to go out with peace of mind”.
- Realistic challenges also need addressing, such as environmental issues like increased diaper waste, costs, the financial burden on caregivers, and balancing support for independence.

4. Features and Access Methods for the "Web-based Exhibition"

The "Web-based Exhibition" allows you to not only view products information but also watch Exhibitor presentations and Seminar videos, enabling those unable to attend in person to stay informed about the latest trends in assistive technology.

Available until: November 7 (Friday), 2025.

How to access: Visit the dedicated page on the H.C.R. official website. <https://www.hcr-web.jp/>



The 53rd International Home Care & Rehabilitation Exhibition H.C.R.2026 & Forum

October 7th (Wed) through 9th (Fri), 2026 @Tokyo Big Sight East Exhibition Hall 1, 2, 3, 7, 8

We are looking forward to your attendance as visitors and participation as Exhibitors!



H.C.R. Organizer's Office
(Health and Welfare Information Association)