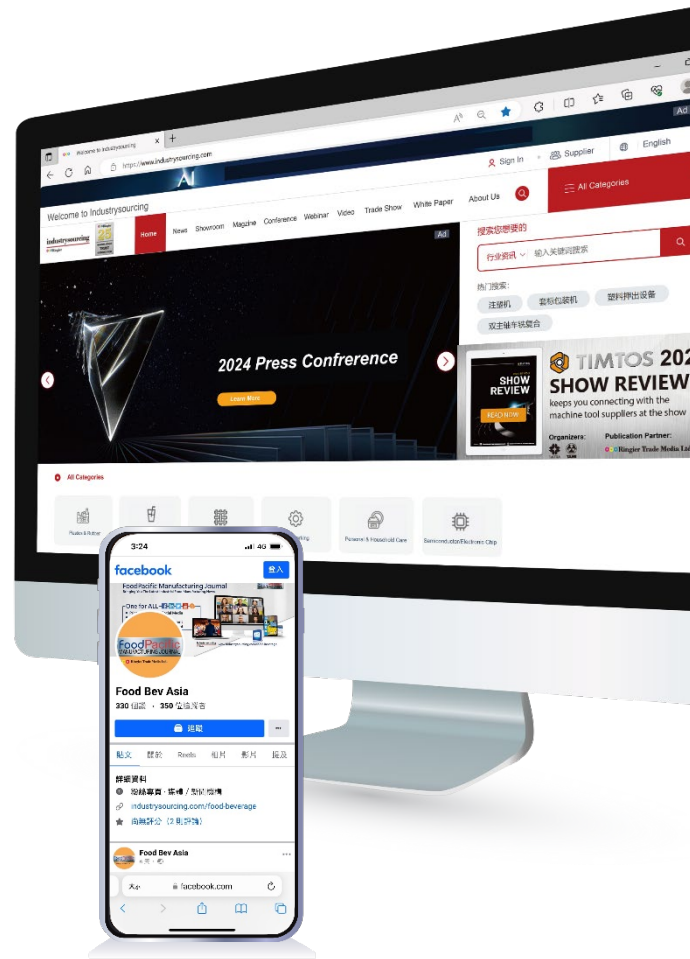


2025 MEDIA PLANNER



Omnichannel Media Solutions for the *Food & Beverage* Industry

Magazines · Websites · Showroom · Newsletters · Email Marketing · Webinars · White Paper
Conferences/Events · Videos · Content · Social Media · Trade Show · PR & Marketing

The year ahead will bring growth opportunities for businesses across Southeast Asia as the region demonstrates its resiliency to macroeconomic pressures. The forecast for the food and beverage market in 2025 is to reach \$710 billion. This as consumer expenditure rises both in total value and on a per capita basis across the region.

In effect, the food processing equipment market, valued at \$1.48 billion in 2023, is projected to grow to \$2.30 billion by 2032. Strong demand comes from the meat and poultry, seafood, snacks and bakery products, chocolate and confectionery, convenience foods, dairy, and most non-alcoholic beverages sectors.

Although growth is evident, industry challenges call for constant innovation and investment to address the issues that impact new product development, supply chain management, food safety, food and packaging waste management, and regulatory.

In response to these as well as evolving operational demands, food processing and packaging companies gradually adopt advanced technologies and automation systems. Optimizing production with collaborative robots and digital software solutions are now increasingly on trend, and affordable customizable equipment are offered for smaller and mid-size productions. In 2024, the market size for automation in the food industry stands at \$45.05 million.

The application of artificial intelligence, big data, and the Internet of Things (IoT) permeates every facet of production and manufacturing, and prove their worth in addressing trends and challenges in personalization, product innovation, traceability, and quality control, and in understanding the future of food. In a predominantly agricultural region, smart farming and urban farming exemplify the role of technology in enhancing food security amidst challenges posed by climate change and labor shortages. In F&B packaging, AI is revolutionizing design development where material choices and designs must consider the balance between sustainability/waste reduction and product preservation and extended shelf life. According to Future Data Stats, AI in the food and beverage market will grow from \$4.39 billion in 2022 to \$21.59 billion in 2030.

Health trends are increasingly shaping product formulations, with science-backed ingredients gaining consumer interest. Botanicals, vitamins, and nutritional supplements are sought for products that target mental and physical well-being.

Since taste is a determinant of product success, companies often face the challenge of balancing flavor with nutrition. Ingredient solutions and even processes that allow them to switch natural ingredients or to cut sugar, fat or salt are crucial for successful product development.

In Southeast Asia, Thailand claims the most advanced food and beverage processing industry, attributed to its abundant resources and technology. By producing high-value products, local manufacturers can contribute to the nation's goal of becoming one of the top 10 global exporters by 2027. According to Department of International Trade Promotion, the country's F&B exports was valued at \$39,892.89 million in 2023, and will grow by 2% to reach \$40,690.75 in 2024.

According to a report from Accelerice and Ravenry, Indonesia's food and beverage industry was valued at \$235 billion in 2020. The foodservice sector is expected to reach \$55.25 billion by 2024 and soar to \$103.76 billion by 2029. The following categories are top revenue generators: wheat-based products (19%), snacks and confectionery (14%). Meat and vegetables (12% each). Soft drinks dominate the non-alcoholic drinks market with 52% share, followed by bottled/mineral water (45%), and juices (3%).

Vietnam's food processing industry is consistently on the rise, and the demand for food ingredients is over 120 million tons per year, says InCorp Vietnam. The growing segments are seafood, milk powder, fresh milk, and animal feed. In 2023, the industry comprised 11,000 companies with a valuation of \$73.8 billion. The country's F&B market size is expected to grow to \$678 million between 2021-2025. The consumer base is expected to reach 17.1 million in 2025.

The market size of the Philippines food processing industry is currently valued at more than \$2 billion, with a consistent growth rate of 7% to % CAGR, says The Market Research Philippines. Product developments are focused on healthy eating trends and demand for convenience foods. The sector is also adapting to technological advancements, with companies increasingly selling directly to consumers online.



English Publication
6 Issues per Year

Total Readership
43,690

Now in its 25th year serving the industry, FoodPacific Manufacturing Journal has earned the trust of thousands of decision makers across Asia Pacific, connecting suppliers through an enhanced multimedia platform. Published six times a year, the magazine delivers information on product developments, technology, industry expert analyses, trade events, and key issues relating to ingredients and additives, packaging, processing, supply chain management, automation, and food safety.

FoodPacific Manufacturing Journal has a dedicated online vertical (www.industrysourcing.com/food-beverage) with daily updates, social media and mobile Apps with video links on iTunes and Google Play and 18 e-newsletters to make content easy to access.

2025 Editorial Calendar

Issue	March	April	June
Ad Closing Dates	06-Feb	24-Mar	24-Apr
Feature Reports	Outlook 2025: Ingredients, Packaging, Processing Health & Nutrition	The science of mouthfeel: Food texture innovations	Waste-to-resource initiatives Formulation/recipe weighing
Automation	Basic pick and place robotics	Applications - artificial intelligence	Tracking and traceability (Barcodes/QR codes)
Beverage	Plant-based yoghurts	Fiber enhanced drinks	Decaffeinated products
Product Formulation	Fat reduction	Adult nutrition	Cocoa/Chocolate
Ingredients	Pea proteins	Texturants/Thickeners/stabilizers	Natural / synthetic colorings
Packaging	Mono material packaging Filling equipment for liquid products	Recycled films/plastics Marking and coding machines	Caps/closures/lidding
Processing	Frozen/Ready to heat meals	High pressure processing (HPP) Fermentation	Confectionery depositing/coating and other technologies
Health & Nutrition	Cognitive health Omega-3/DHA Memory enhancers	Well-being Bone and joint health Sleep and anxiety management	Weight management ingredients
Brewing in Asia			Wines & spirits across Asia: market trends
Trade Shows	Mar.18-20, Propak Vietnam 2025, Vietnam Jun.11-14, ProPak Asia 2025, Thailand Jun. 25-28, FoodTech & Pharmatech Taipei 2025, Taiwan		

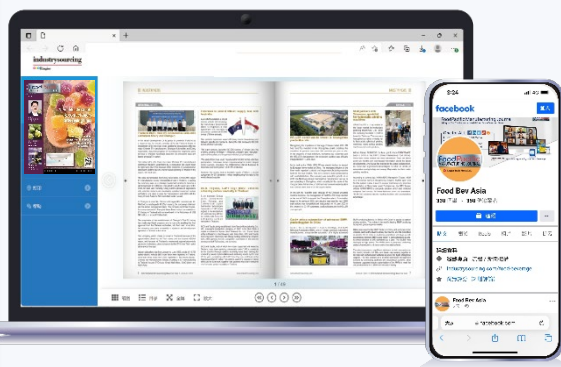
How we delivery the content?

Print



Ezines

Website



Social media



Follow Food & Beverage

e-Newsletters



Shrink packaging solutions quality, environmental

E-Zine News Events Products

Dear Industry Expert ,
Strong market demand is spurring developments in packaging than ever, manufacturers must address environmental, energy, ef the sector. Our interview with Dase-Sing executives confirms that

TOP STORY
Shrink packaging solutions address quality, environmental priorities
Dase-Sing Packaging Technology Co., Ltd, a one-stop shrink sleeve solutions supplier, approaches product development and services with sustainable and efficient production in mind. Moving forward with its customers, their focus is on label recycling, energy waste reduction as well as high speed requirement and digital data collection for better efficiency.
[Read more](#)

2025 Editorial Calendar

Issue	August	September	November Digital Only
Ad Closing Dates	08-Jul	05-Aug	24-Oct
Feature Reports	Sustainable food production Packaging trends	Halal certification and testing	Rapid food analysis
Automation	Sorting equipment	Warehouse management	Material handling systems
Beverage	Powdered fruit drink mixes	Ready to drink	Non-dairy alternatives
Product Formulation	Energy bars	Non-dairy	Savory foods
Ingredients	Preservatives	Savory ingredients Flavor enhancement	Herbs, spices, and seasonings Probiotics
Packaging	Shrink wrapping machines Dosing machines Automatic bag forming/filling machine	Flexible packaging	Paperboard packaging
Processing	Nut & trail mix Meat and poultry	Wafers/cookies/biscuits Candy	Food-grade lubricants
Health & Nutrition	Botanical / herbal extracts	Early life nutrition	Sports nutrition
Brewing in Asia			Labels and packaging: sustainability and luxury
Trade Shows	Jul. 10-12, M'SIA-PACK & FOODPRO, M'SIA-PLAS 2025, Malaysia Sept.17-19, Fi Asia Thailand 2025, Indonesia		

2025 CONFERENCES RELATED TO THE F&B INDUSTRY, Personal Care and Beauty



Ringier organizes high level technical and business conferences bringing industry leaders together for information exchange and networking opportunities in the Food & Beverage industry.

THE F&B INDUSTRY

- 2025 Asia Food & Beverage Innovation Summit, May 20-21, Jakarta, Indonesia
- 2025 ASEAN Manufacturing Summit: Creating a Circular Economy for Plastics- Sustainable Plastic Packaging,
- Plastic Recycling Technology and Trends, Intelligence and Automation 2025, July 8-9, Jakarta, Indonesia
- ASEAN Plastics Packaging & Recycling Technologies Summit 2025, Oct. 22-23, Manila, Philippines

Personal Care and Beauty

- 2025 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes, June 11-12, Bangkok, Thailand
- 2025 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes, Dec. 5-6, Jakarta, Indonesia

Industry and Magazine e-Newsletters

Scheduled industry and magazine e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S. E. Asia deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Language: English, Frequency: 18X Subscriber:26,100

ISSUE	January	February	March	April	May	June
Topic	Outlook 2025 trends and innovations	Pick and place robots	Texturizers	Recycled films/packaging	High pressure processing	Chocolate /Confectionery processing
			Filling equipment		Health ingredients	
ISSUE	July	August	September	October	November	December
Topic	Food-grade lubricants	Botanical/herbal extracts	Savory ingredients	Early life nutrition ingredients	Food safety: rapid food analysis	Outlook 2026 – ingredients/ processing
	Natural coloring		Packaging trends	Flexible packaging	Material handling	

iConnect e-Newsletters

iConnect e-Newsletters bring together all of the latest and best content on a specific topic. Each e-Newsletter provides its sponsors with a cost-effective opportunity to build category thought leadership among a qualified audience of buyers.

Beauty and Personal Care

Language: English, Frequency : 9x, Subscriber: 4,950

ISSUE	January	February	March	April	May	June
Topic: Emollients	X	UV absorbers	Fragrances	Anti-aging ingredients	X	Skin lightening agents
Topic: Refillable containers	X	X	Plastic packaging	X	X	X
ISSUE	July	August	September	October	November	December
Topic: Emollients	Cosmetic nanotechnology	X	Smart skin analysis	X	Color palettes	Outlook 2026
Topic: Refillable containers	Paper packaging	X	Digitalization	Sustainable packaging designs	Antimicrobials	X

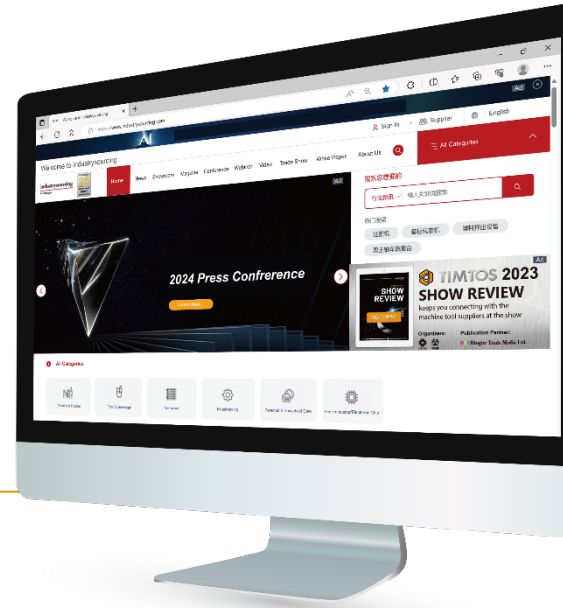
DIGITAL ADS & SHOWROOM

on industrysourcing.com & industrysourcing.cn

Promote awareness of your brand across **industrysourcing.com** and **industrysourcing.cn**. Reach your target audience with highly visible ads.

Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

STATISTICS*	Industrysourcing.com	Industrysourcing.cn
	Monthly Page Views: 5,230,032	Monthly Page Views: 6,358,998
	Monthly Visitors: 282,548	Monthly Visitors: 404,164
	Percentage of New Visitors: 76%	Percentage of New Visitors: 66%



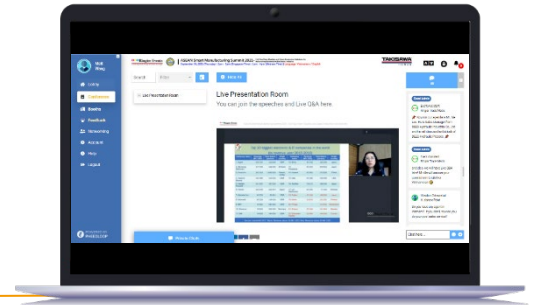
EMAIL MARKETING

“Personalized” email allows you to focus your online marketing efforts to a highly targeted geographic and/ or demographic segment of contacts in our database. Full reporting metrics provided. Privacy compliant.

WEBINARS

Webinars are a powerful way to share your industry expertise and position your company as a thought leader in front of your industrial community.

Ringier Webinars provide a content-rich learning experience to your prospective buyers. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.

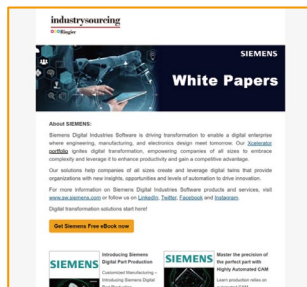


Social media

Leverage Ringier's social media network to expand your reach, boost brand awareness, and promote your products and services. The content that our experienced editors post on the on Facebook, Twitter, LinkedIn, Blog, YouTube, WhatsApp, Zalo and other social media platforms will help the buyers to learn about industry news, industry trends, applications, and related events and etc.

WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of [industrysourcing](http://industrysourcing.com) and related vertical website homepages. In addition, your white paper can be noted in ringier's magazines next to related editorial.



SMS

Send text messages about your latest product or company news directly to your target clients' cell phones!



VIDEO

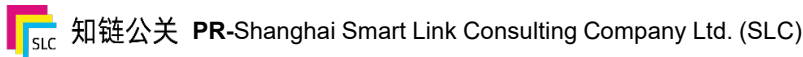
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



SINCE 1998

From print media to integrated multimedia solutions **Ringier Trade Media Ltd** has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts , suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.



PR or "below the line advertising " that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
- WeChat Account Operation

For more promotion on global markets, please click here

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