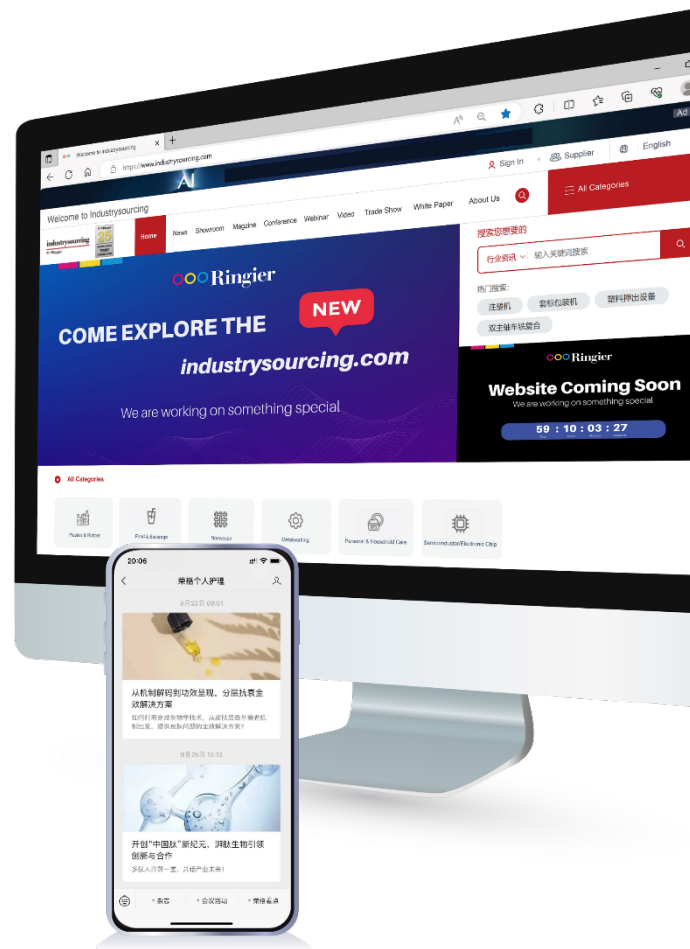


# 2025 MEDIA PLANNER



## Omnichannel Media Solutions for the *Personal Care* Industry

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

## Market Introduction

The personal care industry has seen significant transformation and growth in recent years, and has become a dynamic and diverse market. With the rise of ESG, innovation in R&D, and the demand for personalised products, the market is projected to reach \$659.32 billion by 2028 (Mordor Intelligence). Consumer expectations for safety, efficiency, and innovation continue to push the industry forward. As we look to 2025, key trends will shape the sector and impact all stakeholders.

- **AI: More Than Just a Buzzword**

The rapid development and integration of technologies like generative AI are set to further enhance personalisation in the beauty and skincare sector. By leveraging AI and big data analytics, brands can analyse various factors such as skin type, lifestyle, and climate conditions to offer customised skincare solutions. In R&D, AI and bioinformatics support intelligent molecular design, enabling faster and more efficient screening, optimisation, and design of high-activity, highly selective molecular structures, thereby maximising ingredient effectiveness and improving targeting specificity.

- **Neurocosmetics: From Concept to Trend**

Neurobiological advances are shedding light on how emotions impact overall health, including skin health. A post-pandemic study found that "emotional value" influences 82% of consumer decisions (RED). Consumers are increasingly aware of how stress and anxiety affect their skin, and they seek products that soothe their emotions through sensory experiences such as scent and texture. As a result, many cosmetic innovations are focusing on tactile and sensory features to promote positive emotions, which can enhance skin appearance.

- **Ingredients: More Natural and Safer**

Consumers are more interested in skincare ingredients, with a growing preference for safe, natural, 'food-grade' components. The global market for organic and natural skincare is projected to reach \$15.7 billion by 2027, growing at an annual rate of 9.5% (Grand View Research). Brands are responding by launching or upgrading products to meet these safety standards, focusing on mild, low-irritant formulations.

- **Market: Younger Consumers and Diversity Needs**

Gen Z and Alpha generation consumers are now the primary driving force, bringing a greater demand for diversity and inclusivity. Product offerings must cater to all genders, races, skin colours, and age groups. The global men's personal care market is projected to exceed \$80 billion by 2025 (Euromonitor International). With more product choices, technological advances, and shifting cultural norms, male consumers are more engaged than ever in beauty and personal care, making inclusivity a key competitive factor.

- **Minimally Invasive Aesthetics: On the Rise**

Minimally invasive aesthetic procedures are a significant growth area, especially in China. The global market is projected to reach \$18.8 billion by 2030, with a compound annual growth rate of 9.6% (Allied Market Research). China's market for minimally invasive aesthetics is growing particularly fast, with 23.54 million users in 2023, expected to reach 31.05 million by 2025 (iiMedia Research). As the sector evolves, it is moving towards more stringent regulation and higher quality standards, paving the way for high-quality development.



Language: Simplified Chinese  
9 Issues per Year

Total Readership  
39,680

**happi China** is the leading comprehensive magazine dedicated to the technical development of the cosmetics and personal care industry. It has been serving Chinese manufacturers and retailers since 2003. With professional editorial cooperation with Happi, Beauty Packaging in the United States and a team of expert domestic editorial consultants, we provide the latest reports of fundamental research, raw material applications, formulation technology, market trends, packaging information, contract manufacturing services, and more. All contents are released simultaneously on websites [industrysourcing.cn](http://industrysourcing.cn) (CN/EN), e-newsletter, e-magazine, WeChat Official Account, APP and other media channels.

In this digital age, to help customers communicate their information more comprehensively to a targeted user base, we also offer a variety of customized digital marketing solutions, including webinars, banners, videos, live broadcasts, etc. If you are looking to grow your market – contact us and we will provide you with best solutions on the market. To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view interactive content clearly and with maximum impact. **happi China** magazine digital editions enable easy viewing on smart phones as well as tablets. Biweekly e-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to plastic product manufacturers in China with your latest company information

## FIGURES & READER PROFILE

Published 9x (8x Print/Digital + 1x Digital only + 1 Buyer's Guide) a year in Simplified Chinese, **happi China** reaches a qualified controlled readership of 39,680 (including print and digital) decision makers range from formulators, chemists who design and create products, designers and makers of beauty packaging, or who plan the purchase of machinery, materials an execute manufacturing strategies, and plant managers who evaluate and make recommendations.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active WeChat Personal Care and corporate channel attracts 44,500+ engaged followers.

## Total Readership

**39,680**  
Personal Care Industry  
Subscribers

**17,080**  
Print Magazine readers

**22,600**  
Digital Magazine readers

**25,900**  
Active newsletter  
subscribers

**44,500+**  
WeChat followers



**110,000**  
Industrysourcing App is now  
installed on 110,000 users devices



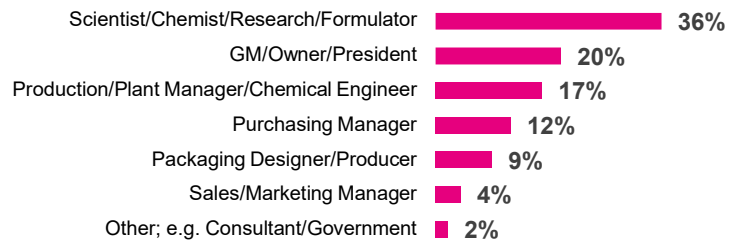
## Geographic Distribution

Guangdong	5,305	31%
Shanghai	4,107	24%
Zhejiang	1,811	10.5%
Jiangsu	1,465	9%
Beijing	904	5%
Shandong	892	5%
Fujian	335	2%
Hubei	275	1.5%
Hebei	194	1%
Tianjin	194	1%
Liaoning	181	1%
Sichuan	177	1%
Henan	180	1%
Hunan	160	1%
Anhui	95	1%
Chongqing	50	0.5%
Heilongjiang	50	0.5%
Rest of China	180	1%
<b>Mainland China</b>	<b>16,555</b>	<b>97%</b>
Taiwan, China	375	2%
Hong Kong, China	150	1%
<b>Total</b>	<b>17,080</b>	<b>100%</b>

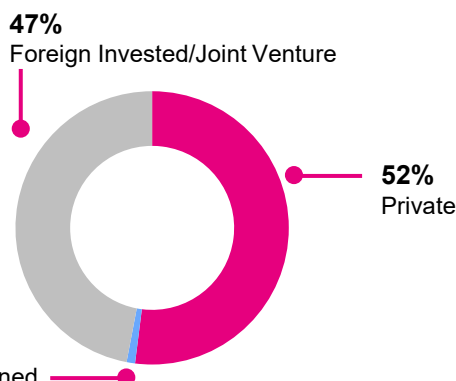
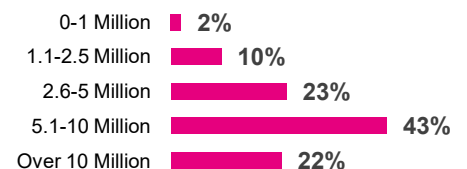
## Major Products Manufactured



## Job Function



## Annual Business Turnover (US\$)



## 2025 Editorial Calendar

ISSUE	February	April	May	June
<b>AD Closing Dates</b>	<b>07-Jan</b>	<b>03-Mar</b>	<b>03-Apr</b>	<b>16-May</b>
<b>Ingredients: Research/ Formulating</b>	Skin Health & Microbiome, Stress and Immunity	Senescence, Bioferments	Psychodermatology, Barrier Care	Sun Protection & Photoaging, Mild Surfactants
<b>Packaging: Design/Processing</b>	Mono-Material Packaging, Smart Packaging	Sustainable Packaging, Circular Beauty	Labeling, Sustainable Printing	Packaging Design, Metallic Materials
<b>MARKET &amp; TRENDS</b>	Artificial Intelligence & Digital Beauty Solutions	Body Care, Household Care	Nutricosmetics, Alternative Ingredients	Clean Beauty, Green Cosmetics
<b>Trade shows</b>	Feb.19-21, Personal Care and Homecare Ingredients (PCHI 2025), Guangzhou Mar.4-6, China International Exhibition on Packaging Machinery & Materials, Guangzhou Apr.9-10, LUXE PACK SHANGHAI 2025, Shanghai Apr.16-18, China International Disposable Paper Expo (CIDPEX 2025), Wuhan May.12-14, CHINA BEAUTY EXPO, CHINA BEAUTY SUPPLY, Shanghai Jun.24-26, ProPak China 2025, Shanghai Jun.25-27, COSMOPROF CBE ASEAN 2025, Thailand			

ISSUE	July	September	October BUYER'S GUIDE	November	December E-ZINE
<b>AD Closing Dates</b>	<b>18-Jun</b>	<b>28-Jul</b>	<b>05-Sep</b>	<b>25-Sep</b>	<b>12-Nov</b>
<b>Ingredients: Research/ Formulating</b>	Skinimalism, Skin Brightening	Well Aging, Sensory Enhancement	Ingredient Innovation, Delivery Technology	Skinification of Makeup, Oral Care	Hair & Scalp Care, Fragrances & Perfumes
<b>Packaging: Design/Processing</b>	Packaging Innovations, PCR Material	Experiential Packaging, Flexible Packaging	Tubes/Labels Packaging, Personalization	Functional Packaging, Packaging Compliance	Refillable packaging, Cardboard-Based Packaging
<b>MARKET &amp; TRENDS</b>	Emotional Skincare, Women's Care	Cosmetic Surgery, Regulatory Developments	Men's Care, Inclusivity	Regulatory Compliance Testing Technologies, Natural/Vegan Certification	2026 Outlook
<b>Trade shows</b>	Sep.3-5, China International Trade Fair for Technical Textiles and Nonwovens (CINTE), Shanghai Nov, SWOP 2025, Shanghai Nov, 2025 Cosmoprof Asia, Cosmopack Asia, Hong Kong				

\* Editorial content, trade show and conference schedule subject may change without notice.

## Win the industry's leading award!

To enter your company or sponsor this event  
Contact: info@ringiertrade.com



## 2025 CONFERENCES FOR PERSONAL CARE INDUSTRY



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



- PCT Pre-Conference (1): Color Cosmetics and Beauty Tools (Mar., China) (Virtual Conference)
- Beauty Technology and Industry Innovation Forum 2025 (Apr., Hangzhou, China)
- PCT Pre-Conference (2) Sensitive skin anti-aging (Apr., China) (Virtual Conference)
- Skin Science Frontier Forum 2025 (May., Chengdu China)
- 2025 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes (Jun. 11-12, Bangkok, Thailand)
- PCT Pre-Conference (3) Pet Care and Grooming (Jun., China) (Virtual Conference)
- Personal Care Technology Convention 2025 (Jul.2-3, Shanghai, China)
  - Concurrent Event: Ringier Technology Innovation Awards 2025- Personal Care Industry
- Packaging Development Innovation Conference of FMCG 2025 (Sept., Guangzhou, China)
- Skin Health Management & Medical Aesthetics Seminar 2025 (Sept., Shanghai, China)
- Nonwovens Technology Innovation Application Conference 2025 (Oct., Shanghai, China)
- Personal Care Technology Convention 2025 (Nov., Guangzhou, China)
- 2025 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes (Dec. 5-6, Jakarta, Indonesia)
- Oral Care Innovations Conference 2025 (Dec., Shanghai, China)

\* Editorial content, trade show and conference schedule subject may change without notice.

## 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: Simplified Chinese, Frequency : 12x, Subscriber: 25,900

ISSUE	January	February	March	April	May	June
Topic	Skin Health & Microbiome, Stress and Immunity	Fragrances & Perfumes	Senescence, Bioferments	Skinimalism, Skin Brightening	Psychodermatology, Barrier Care	Sun Protection & Photoaging, Mild Surfactants
ISSUE	July	August	September	October	November	December
Topic	Well Aging, Sensory Enhancement	Sustainable Packaging, Circular Beauty	Emotional Skincare, Women's Care	Ingredient Innovation	Men's Care, Refillable Packaging	Hair & Scalp Care, 2026 Outlook

## 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.

### Packaging

Language: Chinese, Frequency : 12X, Subscriber: 22,050

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Light-weight Packaging	Improving the Quality & Safety of Food-grade Recycled Plastics (rPET)	Innovation in Liquid Packaging	Innovative Design of Personal Care Refills	Recycling-friendly Packaging Design	Vision Inspection in Packaging Automation
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Trends in Packaging Plastic Reduction	Sleeving/ Labelling/ Coding	Innovations in Aseptic Packaging	AI in Packaging Design	Active & Smart Packaging	Packaging Industry Outlook

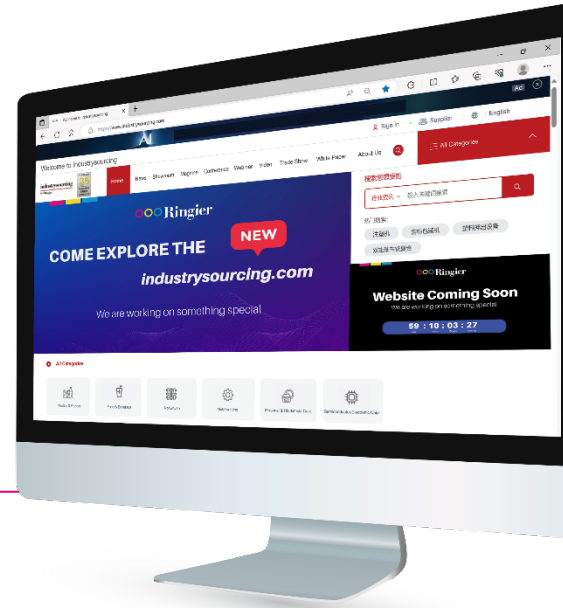
## DIGITAL ADS & SHOWROOM

on [industrysourcing.com](http://industrysourcing.com) & [industrysourcing.cn](http://industrysourcing.cn)

Promote awareness of your brand across [industrysourcing.com](http://industrysourcing.com) and [industrysourcing.cn](http://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: <b>5,230,032</b>	Monthly Page Views: <b>6,358,998</b>
	Monthly Visitors: <b>282,548</b>	Monthly Visitors: <b>404,164</b>
	Percentage of New Visitors: <b>76%</b>	Percentage of New Visitors: <b>66%</b>



## 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.

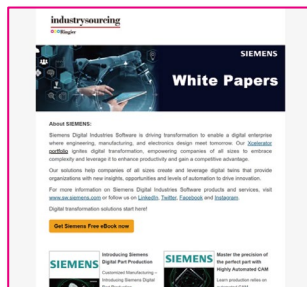


## SOCIAL NETWORKS - WECHAT

Present your company effectively - Use Ringier Social Networks sponsored posts, reach buyers as they're scrolling through social networks. Drive traffic from the biggest and most popular social media.

## WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of [industrysourcing.com](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

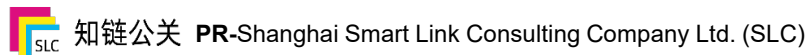
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



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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