

Multimedia Solutions for happi China 2026 Media Kit

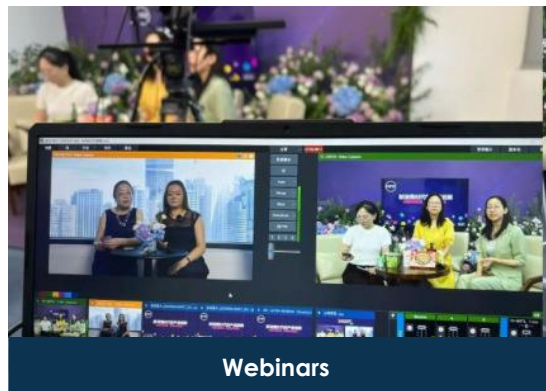
- Lead Generation
- Branding
- Direct Contact



Magazine



Conferences, Custom Events, Conventions



Webinars



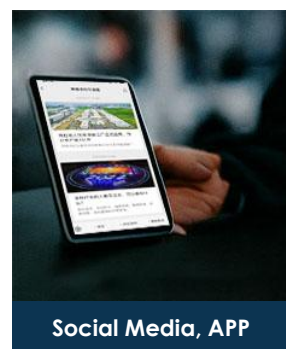
Newsletters, Email Marketing



Content Marketing, Videos, PR



Web, Showroom, Whitepaper



Social Media, APP

happi China enables strong client engagement on a continuous basis by utilizing its deep, qualified databases and leading content that generates leads, fosters client engagement, and drives revenue growth.

Market Introduction

The personal care industry is experiencing a new wave of transformation. McKinsey data reveals that the beauty industry achieved a 7% annual growth rate from 2022 to 2024, with the global cosmetics market projected to maintain 5% annual growth through 2030. Consumers are redefining "beauty" to encompass comprehensive health, personal care, and beauty treatment domains. Driven by technological advancement, regulatory improvements, and consumption upgrades, happi China observes that the beauty market will exhibit five key trends by 2026:

Dermatological Skincare on the Rise: Efficacy Validation as Key

Sustainable Packaging Becomes Standard: Consumer demand for "proven results" continues escalating, blurring boundaries between medical aesthetics, dermatological-grade products, and high-efficacy at-home treatments. Applications of retinol, peptides, acids, and microbiome care drive companies to build differentiated advantages through R&D and clinical data. IndustryARC projects the dermatological-grade skincare market will reach \$51.6 billion by 2027, with 8.6% CAGR from 2022-2027. The industry no longer treats epidermis as merely a physical barrier, but explores keratinocyte information-sensing functions, recognising epidermis as the body's largest neuro-endocrine-immune system. Proteins remain focal whilst glycobiology potential emerges, with scientific evidence chains becoming innovation's core.

Circular Economy Drives Innovation

Packaging waste sensitivity, combined with regulatory and retail incentives, drives brands toward refills, recyclable materials, and circular design. Research and Markets shows global cosmetics packaging growing from \$45.2 billion in 2023 to \$61.9 billion by 2030, with 4.6% CAGR from 2024-2030. Packaging advances and rising global purchasing power position packaging as core brand differentiation.

Transparent Labelling Normalised: Clean Beauty Sets New Standards

Consumer demand and strengthened regulations drive "Clean Beauty" as the new standard, requiring not just "non-harmful ingredients" but "transparent sourcing" and "third-party certification." Mintel reports significant increases in ecological and ethical claims, with natural and organic claims dominating. Brands must breakthrough crowded green beauty markets through natural botanical ingredient innovation.

Personalised Skincare Expansion: AI Empowers Precision Solutions

Verified Market Reports shows personalised skincare valued at \$15.5 billion in 2024, projecting 9.0% CAGR from 2026-2033. AI skin analysis, customised cosmetics, and DNA-based formulations enable more precise solutions. Dermatologist-chemist-technology collaborations drive highly personalised innovations. Beauty innovation diversifies as ingredient technology advances toward biotechnology and sustainability. AI applications broaden innovation space for digital molecular design and formulation development.

Fragrance Cross-Category Expansion: Full-Scenario Care Trends

Perfume markets expand from single sprays to full personal care categories including body wash, lotions, and hand creams. Global perfume markets reached \$54.6 billion in 2023, projecting 5.3%+ CAGR from 2024-2032. Functional fragrances in personal care, combined with consumer emphasis on emotional value and self-expression, drive "full-body fragrance" and "scenario-based fragrance care" trends. Companies invest deeper in ingredient innovation, preparation processes, and efficacy validation, yet cosmetics R&D requires greater skin physiology and mechanism research investment to form complete, credible product value chains.

Facing these five trends, the industry must increase consumer segmentation investment, deeply integrate technological innovation, sustainable development, and consumer experience whilst building differentiated competitive advantages.



Language: Simplified Chinese
9 Issues per Year

Total Readership
40,800

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 (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.

2026 Editorial Calendar

ISSUE	February	April	May	June
AD Closing Dates	16-Jan	03-Mar	03-Apr	05-May
Ingredients: Research/ Formulating	Cellular Aging & Longevity Care Multifunctional Active Ingredients	Innovations in Dermocosmetic Ingredients Biotechnology & Fermentation Technologies	Neurocosmetics Barrier Repair Technologies	Urban Protection & Anti-Pollution Sunscreen Innovation Technologies
Packaging: Design/Processing	AI-Driven Packaging Design Smart Packaging Technologies	Refillable System Upgrades Circular Economy Packaging	Personalised & Customised Packaging Digital Labelling	Bio-based Materials Ocean-Friendly Packaging
MARKET & TRENDS	Emerging Beauty Channels Digital Marketing Transformation	Gen Z Consumer Behavior Growth of Social E-Commerce	Children's Cosmetics Standardisation Nutrition & Beauty	Clean Beauty as a New Standard ESG and Brand Value
Trade shows	March 4–6: The 32nd China International Packaging Industry Exhibition, Guangzhou March 18–20: PCHi 2026 – Personal Care and Homecare Ingredients Exhibition, Hangzhou April 21–24: Chinaplas 2026 – The 38th International Exhibition on Plastics & Rubber Industries, Shanghai May 12–14: China Beauty Expo & Supply World, Shanghai June 15–17: Shanghai International Processing & Packaging Exhibition 2026, Shanghai			

ISSUE	July	September	October BUYER'S GUIDE	November	December E-ZINE
AD Closing Dates	16-Jun	28-Jul	04-Sep	25-Sep	10-Nov
Ingredients: Research/ Formulating	Hair Fragrance Technologies Scalp Microbiome Balance	Medical Aesthetics & Home Skincare Post-Treatment Recovery in Minimally Invasive Aesthetics	AI in Formulation Development Ingredient Science Communication	Oral Care Natural Innovations & Safety	Outlook on 2027 Frontiers Digital Transformation of the Industry
Packaging: Design/Processing	Multi-Sensory Packaging Experiences Fragrance Packaging Innovations	Packaging Technology Standards Aseptic Packaging Technologies	Supply Chain Packaging Optimization Cost-Effective Packaging	Luxury Packaging in Color Cosmetics User Experience-Oriented Design	Next-Generation Packaging Materials Packaging Industry Trends
MARKET & TRENDS	Market Opportunities in Hair Care Women's Health & Beauty	Brand Internationalization Integration of Medical Aesthetics & Industry	Supply Chain Restructuring M&A Market Insights	Consumer Behavior Segmentation Regulatory & Compliance Technologies	2027 Market Outlook Industry Development Forecast
Trade shows	September: China International Nonwovens Expo & Forum, Shanghai November: SWOP 2026 – Shanghai World of Packaging, Shanghai November: Cosmoprof Asia 2026, 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:
innovation@ringiertrade.com



2026 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.



- Skin Science Frontier Forum 2026 (Apr, Chengdu China)
- Beauty Technology and Industry Innovation Forum 2026 (Apr, Hangzhou China)
- PCT Virtual Conferences 2026 (Apr-June, China)
- 2026 ASEAN Personal Care Technology Summit: Go Green! Sustainable Future! (May 19-20, Ho Chi Minh, Vietnam)
- Cleaning Product Trends and Technology Forum 2026 (May, Guangzhou China)
- Personal Care Technology Convention 2026 (Jul.15-16, Shanghai China)
- Concurrent Event: Ringier Technology Innovation Awards 2026- Personal Care Industry
- Personal Care Packaging Innovation and Technology Development Forum 2026 (Sept, Guangzhou China)
- Personal Care Technology Convention 2026 (Nov, Guangzhou China)
- Concurrent Event: Ringier Formulation Master Awards – 2026 personal care industry
- 2026 ASEAN Personal Care Technology Summit: Go Green! Sustainable Future! (Dec. 1-2, Jakarta, Indonesia)
- Cosmetics Digital Development Forum 2026 (Dec, Jinan China)
- Oral Care Innovations Conference 2026 (Dec, Shanghai China)

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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 and engineers throughout the year, providing insightful and valuable content that readers rely on. They bring 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, **Readership:** 26,800

ISSUE	January	February	March	April	May	June
Topic	Cellular Aging / Longevity Skincare Concepts	Multifunctional Active Ingredients / AI & Packaging Design	Dermocosmetics / Emerging Segmentation Markets	Neurocosmetics / Gen Z Consumer Behavior	Urban Protection Technologies / Children's Cosmetics	Anti-Pollution Skincare / ESG & Brand Value
ISSUE	July	August	September	October	November	December
Topic	Hair Fragrance Technologies / Hair Care Innovations	Medical Aesthetic Home Skincare / Multi-Sensory Packaging	AI in Formulation Development / Brand Expansion Overseas	Ingredient Science Communication / Supply Chain Restructuring	Oral Care / Consumer Segmentation	2027 Technology Outlook / Industry Trend Forecast

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, **Readership:** 22,800

ISSUE	January	February	March	April	May	June
eNewsletter Theme	AI-Driven Product Development	Innovative Applications of Bio-based Materials	Breakthroughs in Personalised Technology	Digitalisation & Consumer Engagement	Innovations in Multi-Sensory Experiences	Ocean-Friendly Packaging Material Developments
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Fragrance & Sensory Technology Innovations	Medical Aesthetics & Minimally Invasive Aesthetics	Supply Chain Optimisation & Cost Control	Advances in Functional Personal Care Technologies	Microbial Testing & New Methods for Safety Evaluation	2027 Industry Technology Outlook & Trend Forecasts

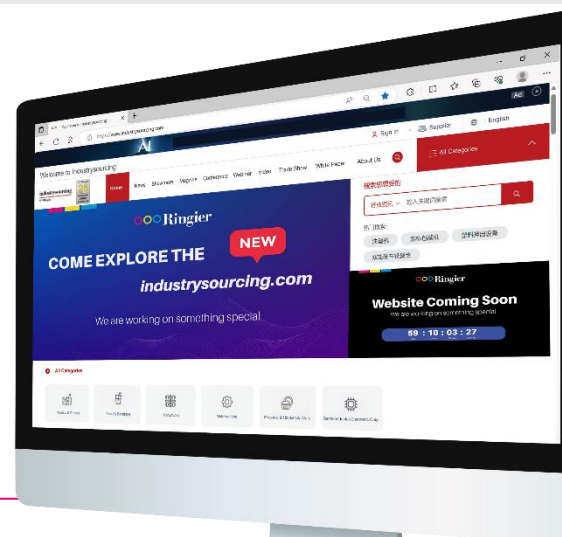
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DIGITAL ADS & SHOWROOM

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

Monthly Page Views: **5,122,905**
Monthly Visitors: **213,972**
Percentage of New Visitors: **79%**

Industrysourcing.cn

Monthly Page Views: **6,518,998**
Monthly Visitors: **535,739**
Percentage of New Visitors: **70%**

SIEMENS

产品质量决定了制造商的竞争力

采用包含故障模式及影响分析 (FMEA) 功能的防错质量解决方案可帮助制造企业降低风险和成本。

立即阅读



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.

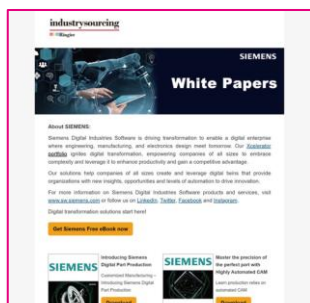


SOCIAL NETWORKS - WECHAT

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 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!



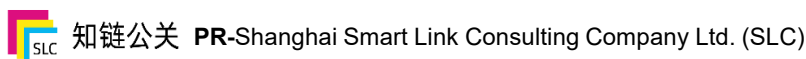
VIDEO

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.



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 since its establishment in 1998. 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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