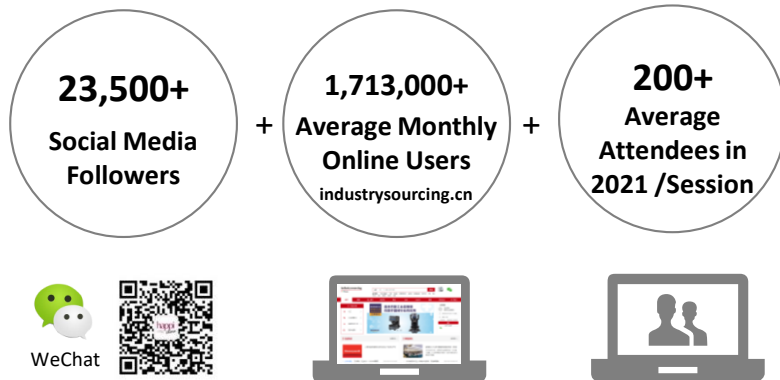


happi China

2022 Multi Media Platforms that cover the Skin Care market in China

— 2022 Media Planner —

Events – Direct marketing – Print – Social media – Mobile – Content marketing



One Brand that can provide you with multiple channels to reach the Skin Care community in China

happi China provides strong engagement with the Skin Care sector on a continuous basis by utilizing comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

Market Introduction

The global beauty and personal care industry retail sales reached USD422.7 billion in 2020, and is expected to amount to USD487.1 billion in 2021, according to data from Euromonitor. It is estimated that by 2026, retail sales will reach USD558.12 billion, with a compound annual growth rate of 4.82%. The Asia-Pacific region is the largest market, followed by North America and Europe. China has become the second largest beauty and personal care market after the United States.

According to the latest data from the National Bureau of Statistics, the total retail sales of cosmetics in China reached RMB191.7 billion in the first half of 2021, a year-on-year increase of 26.6%. This shows growth at an average rate of over 10% for two consecutive years.

Despite the COVID-19 pandemic, the global beauty market has been able to maintain its resilience and vitality as start-up brands emerge. The prestige market and online channels are still the strongest pillars of beauty brands. Consumer demand for safety, efficacy, and sustainability is shaping a healthier market environment.

As to the future, Mintel's "2030 Global Beauty and Personal Care Trends" provides several forward-looking views:

First of all, consumers are becoming the dominant force in the market. Secondly, there will be stronger emphasis on transparency and environmental protection. Science and nature must support each other to satisfy consumers. Finally, the way consumers find, purchase, and interact with products will shift permanently. Consumers will return to off-line and the market will break the control of social media KOL.

In the China market, brand building and technology accumulation are becoming the key core competence. In addition to new ingredients and new technologies, the development of advanced science such as skin micro-ecology, emotional skin care, and brain reading technology is worthy of attention. At the same time, it is necessary to be aware of the new cosmetics regulations and the standardized management of e-commerce.

Multiple delivery channels for content :

Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



Total Readership: 37,200

Digital Editions Include Embedded Videos and Interviews From Trade Shows and Factory Visits.

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, China App 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 both paid and editorial content clearly and with maximum impact. happi China magazine digital editions enable easy viewing on smart phones as well as tablets.

Changing media usage pattern?

Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- Our commitment is to ensure that we deliver your message using the communication channels that meet their needs - with content that informs - interacts with them and generates a response;

From WeChat to LinkedIn , Desktop to mobile, Print to video. **Print however remains the most trusted medium, enjoying high pass along readership with no restrictions to accessing the content.**

Trending Right now?

Postponement of many trade shows- can't meet customers face to face - don't worry - Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content , one on one chats put your "face to face" with prospects. Then you continue with marketing solutions on Wechat.



知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

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.



Ringier Events
Connecting industry through information exchange

An Annual "Skin Care" series of conferences bringing together the key industry players in different cities across China.

2022 Editorial Calendar

ISSUE	January	February	April	May	June
Ad Closing Dates	December 10	January 14	March 7	April 6	May 6
INGREDIENTS: FORMULATING/ TESTING	Microecology, Plant Extracts	Anti- Irritants, Soothing Agents, Preservatives	Anti-aging Ingredients, Emulsifiers	Sun Care, Surfactants	Cleaning Agents Product , Performance Test
PACKAGING: DESIGN/ PROCESSING	Digital Intelligent Packaging	Sustainable Packaging	E-commerce Packaging	Applicators/ Dispensers	Package Design
MARKET & TRENDS	Beauty Technology Trends	Male Skin Care	Dermocosmetics	Clean Beauty	Skin Microecology
Trade Shows & Ringier Events	<ul style="list-style-type: none">● Mar, 2-4, Personal Care and Homecare Ingredients (PCHI 2022) , Shanghai● Mar, 4-6, The 28th China International Exhibition on Packaging Machinery & Materials, Guangzhou● Mar 15-17, Food Ingredients China 2022 (FIC 2022), Shanghai● Apr, 14-15, LUXE PACK Shanghai 2022, Shanghai● Apr.27-29, The 29th China International Disposable Paper Expo (CIDPEX 2022), Wuhan● May, 12-14, The 27th China Beauty Expo, Shanghai● June 22-24, ProPak China 2022, Shanghai● June, CPHI CHINA 2022, P-MEC China 2022, Shanghai● Ringier events and future announcements				
Editorial content, trade show and conference schedule subject may change without notice.					

Issue	January	February	March	April	May	June
eNewsletter Theme	Microecology Outlook	-	Anti- Irritants, Soothing Agents	Anti-aging Ingredients, Emulsifiers	Sun Care, Surfactant	Cleaning Agents, Performance tests
	-	Digital Packaging	-	Dermocosmetics	-	Skin Microecology

Regular Columns

- happiword
- Ingredients:
Formulating/Testing
- Packaging:
Design/Processing
- Feature Report

Editorial content that attracts readers – Issue to issue, all year!

- **Online Editorial Features** - Daily updates and online exclusives including insight reports on big industrial events
- **Industry Updates** - News on related China policies/regulations, latest industry developments and important events
- **Trade Show Reports** - The latest news, onsite reports and e-show daily of the big trade events
- **Find your perfect position** — Your ad next to award winning content ensures readers will see it every time

2022 Editorial Calendar

ISSUE	July	September	October	November	December
Ad Closing Dates	June 6	August 2	September 6	October 10	November 7
INGREDIENTS: FORMULATING/ TESTING	Dermocosmetics, Oral Care	Humectant, Sensory Enhancer	Flavors, Traditional Chinese Medicine Care	Makeup Cosmetics, Skin Lightening	Hair Care, Fragrance Products
PACKAGING: DESIGN/ PROCESSING	Packing Material	Sample Packaging	Tube/Label	Functional Packaging	Packaging Technology
MARKET & TRENDS	Emotional Skin Care	Makeup / Cosmetics	Testing/ Inspection	Alternative Preservation	Outlook
Trade Shows & Ringier Events	<ul style="list-style-type: none">• Aug. 11-13, SWOP 2022, Shanghai• Nov. 16-18 , Cosmoprof Asia, Hong Kong• Ringier events and future announcements				
Editorial content, trade show and conference schedule subject may change without notice.					

ISSUE	July	August	September	October	November	December
eNewsletter Theme	-	-	Humectant, Sensory Enhancer	Fragrance, Traditional Chinese Medicine Care	Makeup Cosmetics, Skin Lightening	Hair Care, Fragrance Products
	Emotional Skin Care	Packaging Technology	Testing	-	Alternative Preservation	-

For editorial submissions and inquiries,
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Follow us on Ringier happiChina
 wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.cn/personalcare



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers and enhance your brand value.

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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Ask your Ringier representative on how you can avail of the special rate

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