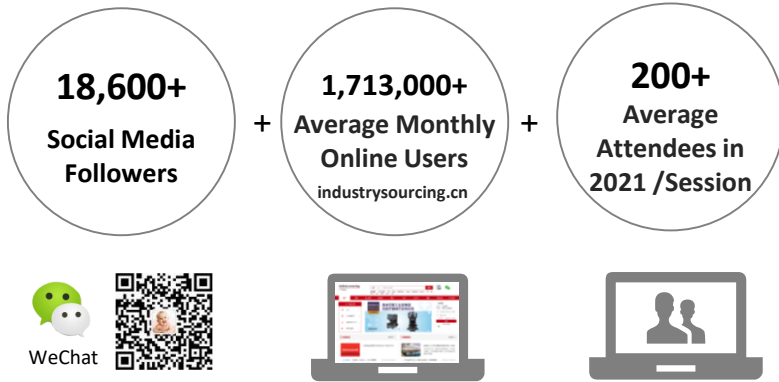


# Nonwovens Industry China

2022 Multi Media Platforms that cover the Nonwovens 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 Nonwovens community in China

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

## China's Nonwovens industry posts rapid growth

### Market Introduction

The resurgence of economic activities in various regional markets is projected to raise demand for nonwovens and related end products. This scenario is further strengthened by innovations in new materials aimed at enhancing performance and presenting industry-leading applications. Chinese nonwovens capacity has been on the upsurge and is expected to maintain a growth rate of 6%-10% from 2019 to 2023. By 2023, the annual production of nonwovens in China is expected to exceed 8 million tons.

Following the onslaught of Covid-19, the Chinese nonwovens industry continues to overcome challenges and explore market opportunities. Amid the COVID-19 crisis, the global market for nonwoven fabrics estimated at US\$38 billion in 2020, is projected to reach a revised size of US\$62 billion by 2026, growing at a CAGR of 8.4%, according to Global Industry Analysts report. China, the world's second largest economy, is forecast to reach an estimated market size of US\$14.1 billion in the year 2026, up by a CAGR of 10.9% through the analysis period. This makes China the world's biggest producer and consumer of nonwovens. Strong demand in other countries is also noted due to rising geriatric population, increased awareness among people on the benefits of using nonwoven fabrics, and sustained demand in the automotive industry.

In recent years, global environmental issues such as climate change and ocean plastic pollution are bringing expectations and demands for sustainable nonwoven products. Building more sustainable industrial chain has come under hot scrutiny and discussions among the nonwoven

industry. From the suppliers of raw materials and roll goods to the manufacturers of end products including hygiene supplies, and medical disposables such as face masks, all of them develop innovative solutions with less impact on the environment. Obviously, these will help manufacturers turn “green” aspirations into reality, making their products more competitive globally.

In China, the size of hygiene market continues to grow steadily amidst increasingly fierce competition. The preference for high-end brand, full implementation of the two-child policy, and the growing size of aging population have brought new opportunities to the market. Innovative products and the introduction of new high-end brands created by utilizing improved materials and advanced technologies are expected to boost the future prospects of China's nonwovens industry.



↑ People were signing up for the magazine at Ringier's booth

## Multiple delivery channels for content : Print + E-zines + Apps + Website+ E-newsletters + Social Media +Video Mobile



WeChat



Ringier Nonwovens

APP



### Total Readership: 21,300

#### Digital Editions include embedded videos and interviews from trade shows and factory visits.

For the past 18 years, **Nonwovens Industry China**, in a strategic editorial partnership with the world's leading information provider - **Nonwovens Industry**, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China. Prepared and written by a team of industry and editorial experts, the print and digital magazines, Nonwovens vertical site and WeChat "RingierNonwovens" reach decision-makers in Chinese roll goods producers as well as nonwovens products manufacturers – from hygiene, wipe, medical to filtration, automotive, construction and so on.

For suppliers, **Nonwovens Industry China** is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Nonwovens vertical site ([www.industrysourcing.cn/nonwovens](http://www.industrysourcing.cn/nonwovens)), the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including

live updates from major industry trade shows as they happen – to keep the industry stay informed.

Monthly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you updated on the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, Wandoujia APP store, 360 APP store plus technical articles and reports.

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 for maximum impact. The 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.



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

## 2022 Editorial Calendar

ISSUE	March	June	September	November
Ad Closing Dates	February 25	April 27	July 29	October 17
Features	Trend of Feminine Hygiene Market Filtration Market: Opportunity & Challenge Automotive Nonwovens: Lightweight, Versatility, Electric Vehicles	Baby Diapers: On the Upgrade of High-End Products Wipes: From Cleaning to Personal Care Nonwovens in Roofing/Construction	Medical Nonwovens: Market & Technology Trends Food Packaging Natural Hygiene	Geotextiles Acoustical Nonwovens Industrial Wipes
Materials	Hygiene Components	Nanotechnology	Fibers for Nonwovens	High Performance Polymers
Processing & Converting	Spunlace Ultrasonics for Nonwovens	Smart Manufacturing in Nonwovens Spunbond / Meltblown	Needlepunch Winding / Slitting	Testing / Quality Control
Special Report	CIDPEX 2022 Preview	COVER STORY: Sustainability in Nonwovens CIDPEX 2022 Review	COVER STORY Adult Incontinence Supplement CINTE 2022 Preview	COVER STORY International Top 40 Roll Goods Manufacturers CINTE 2022 Review
Theme of Newsletter	March	April	May	June
	Spunlace Market Updates on Hygiene Components	Automotive Nonwovens CIDPEX 2022 Report	Filtration Market Feminine Hygiene Market	Spunmelt Market Sustainability of Nonwovens
	July	September	October	November
	Intelligent Manufacturing Baby Diapers: Natural, Safety, High-End	Adult Incontinence CINTE Show Report	Updates on Nonwoven Fibers Needlepunch	International Top 40 Roll Goods Manufacturers Industrial Wipes
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>Mar. 30-Apr.1, Shenzhen Composites Expo 2022, Shenzhen</li> <li>Apr. 27-29, 29th China International Disposable Paper Expo (CIDPEX 2022), Wuhan</li> <li>Aug. 31-Sept. 2, Medtec China 2022, Shanghai</li> <li>Sept. 6-8, China International Trade Fair for Technical Textiles and Nonwovens (CINTE 2022), Shanghai</li> <li>Sept. 27-29, China Composites Expo 2022, Shanghai</li> <li>Ringier events and future announcements</li> </ul>			

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

### Regular Features

Industry Updates  
Boardroom Connection  
Leaders View

For editorial submissions and inquiries, please contact: Shirley Zhang  
Email: shirley@ringiertrade.com

### Online Editorial Features—Daily updates and online exclusives

**Business in China** - the latest information about China policies, regulations and manufacturing trends  
**Industry News** - news on important events, people, companies and industry developments from China and around the world  
**Trade Show Updates** - latest news, onsite interviews and videos, and e-show daily of major trade events

Follow us on Ringier Nonwovens Wechat - Communicate with industry followers on a daily basis!  
website: [www.industrysourcing.com/nonwovens](http://www.industrysourcing.com/nonwovens)



 **Ringier Trade Media Ltd.**



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](#)

## Contact us

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

Location	Name	Tel	Email
China	Maggie Liu	+86-20 2885 5121	maggieliu@ringiertrade.com
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk