

happi China

Multi Media Platforms that cover the Personal Care market in China

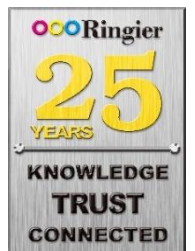
— 2023 Media Planner —

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



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

happi China provides strong engagement with the Personal Care, Household and Medical Beauty 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 cosmetics industry market size was USD 484.03 billion in 2020, down 3.8% YOY due to the epidemic, according to Euromonitor.

There was a significant rebound in 2021, with the industry growing to USD 524.91 billion, up 8.4% YOY. From 2015-2021, the market size grew at a CAGR of 2.7%. In terms of sales by country in the global cosmetics industry in 2021, the US is the top consumer with 17.64%, and China is the second largest consumer with 16.79%. Japan, France and South Korea account for 7.30%, 2.89% and 2.66%.

According to China's National Bureau of Statistics, the retail sales of cosmetics in China from January to June 2022 were RMB 190.5 billion, down 2.5% YOY, the first year-on-year decline in total cosmetics retail sales in the first half of the year in 10 years. The epidemic is affecting fast-growing China's cosmetics market, which is still growing much higher than the global market. China's per capita consumption of cosmetics is low compared to the US, Japan and South Korea, leaving much room for improvement.

After more than 30 years of development, China's cosmetics market has moved from crude production and simple sales into a new era of branding and quality enhancement. Although the current state of the market is not yet satisfactory, the conditions for independent development are in place. The channel innovation triggered by internet technology continues and will eventually lead to a channel model unique to China. In addition, the implementation of new cosmetic regulations, the emergence of a technology boom in the market, as well as the cultural awakening and cultural confidence of consumers and the industry's exploration of botanical resources with Chinese characteristics will become the unique underpinnings of the Chinese cosmetics market in the future.

We now need to wake up to traffic dividends and channel innovation are the only necessary infrastructure construction and tools for industrial development, while technology is the internal work. The competition in the future is a comprehensive and integrated strength that includes consumer insight, product development, channel building and brand building.



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

Virtual anchor
Broadcast the content summary of each issue
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WeChat

APP

Ringier
工业资源
Industry Sourcing

Total Readership: 38,650

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, 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.

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 Douyin (TikTok) , 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 and digital direct marketing.

 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 series of conferences covering multiple aspects of the Beauty & Health Care sector bringing together the key industry players in different cities across China.

Published 10x a year in Simplified Chinese, happi China reaches a qualified controlled readership of 38,650 (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 subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active Wechat Skin Care and corporate channel attracts 27,000+ engaged followers.

5 main delivery channels for the magazine content



Print: 16,850



Digital: 21,800

E-magazine, e-newsletters, iPad/iPhone and Android App versions.



E-newsletter: 22,500



Wechat Followers 27,000+



Industrysourcing App is now installed on 109,000 users devices

**Total
Readership
38,650**

Geographic Distribution		
Guangdong	5,205	30%
Shanghai	4,057	23%
Zhejiang	1,786	11%
Jiangsu	1,425	9%
Beijing	870	5%
Shandong	853	5%
Fujian	335	2%
Hubei	260	2%
Hebei	250	1%
Tianjin	220	1%
Liaoning	192	1%
Rest of China	180	1%
Sichuan	177	1%
Henan	160	1%
Hunan	160	1%
Anhui	95	1%
Chongqing	50	1%
Heilongjiang	50	1%
Mainland China	16,325	97%
Taiwan, China	375	2%
Hong Kong, China	150	1%
Total	16,850	100%

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	11%
2.6-5 million	22%
5.1-10 million	43%
over 10 million	22%

Organization Type	
Private	51%
Foreign Invested/Joint Venture	48%
State Owned/Collective/ Township Enterprise	1%

Job Function	
Scientist/Chemist/Research/Formulator	36%
GM/Owner/President	20%
Production/Plant Manager/ Chemical Engineer	17%
Purchasing Manager	12%
Packaging Designer/Producer	9%
Sales/Marketing Manager	4%
Other; e.g. Consultant/Government	2%

Breakdown by Industry	
Manufacturer of Personal Care Products (Skin, Oral, Hair, Body)	37%
Manufacturer of Color Cosmetics	14%
Manufacturer of Cosmeceuticals	14%
Manufacturer of Detergents/Household Cleaners/Household Care	8%
Manufacturer of Packaging	8%
Manufacturer of Fragrances/Aromatics/Essence	8%
Manufacturer of Other Toiletries/Personal Hygiene Products	3%
Design/Consultants/R&D/Testing Services	3%
Materials/Ingredients Manufacturer/Distributor/Importer	2%
Government/Association/Universities	2%
Machinery Manufacturer/Dealer/Distributor	1%

2023 Editorial Calendar

ISSUE	January	February	April	May	June
Ad Closing Dates	December 9,2022	January 4	March 1	April 7	May 5
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	Quality Control	Applicators/ Dispensers	Package Design
MARKET & TRENDS	Beauty Technology Trends	Male Skin Care	Dermocosmetics	Clean Beauty	Infant & Baby Care
Trade Shows & Ringier Events	<ul style="list-style-type: none"> • Feb.15-17, Personal Care and Homecare Ingredients (PCHI 2023) , Guangzhou • Mar.2-4, The 29th China International Exhibition on Packaging Machinery & Materials, Guangzhou • Apr.12-13, LUXE PACK Shanghai 2023, Shanghai • Apr.19-21, The 30th China International Disposable Paper Expo (CIDPEX 2023), Nanjing • May, The 28th China Beauty Expo, China Beauty Supply, Shanghai • Jun. ProPak China 2023, Shanghai • Jul, Shanghai International Nonwovens Conference & Exhibition (SINCE) , Shanghai • Jul, Innovative Packaging Summit 2023, Shanghai (Ringier Conferences) 				
Editorial content, trade show and conference schedule subject may change without notice.					

Issue	January	February	March	April	May	June
eNewsletter Theme	Microecology, Plant extracts	Digital Packaging	Anti- Irritants, Soothing Agents	Anti-aging Quality Control	Sun Care, Surfactant	Cleaning Agents, Performance tests

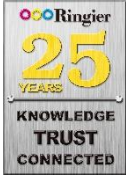
Regular Columns

- Industry Updates
- **happiword**
- Formulary
- 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

Ringier Trade Media Ltd.



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 25 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.

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

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