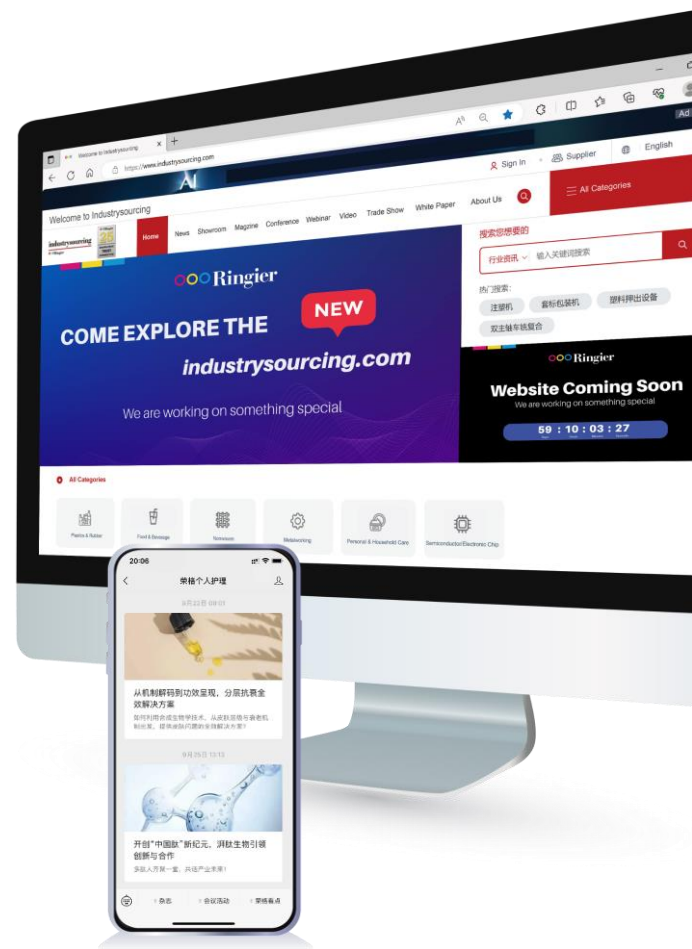


# 2024 MEDIA PLANNER



## 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 is one of the most dynamic and innovative sectors in the world, constantly adapting to the changing needs and preferences of consumers. The global market for beauty and personal care products is expected to reach USD 622.45 billion by 2028, growing at a CAGR of 4.62% during the forecast period (2023-2028). Here, we will explore some of the key trends that will shape the personal care industry in 2024 and beyond, and how they will impact your business.

### Hyper-personalisation with AI and AR

Personalisation is not a new concept in the personal care industry, but it has reached a new level of sophistication and accuracy with the help of artificial intelligence (AI) and augmented reality (AR). According to McKinsey, 71% of today's consumers expect to receive a personalised experience when they shop, and more than three-quarters of shoppers get frustrated when this doesn't happen. Personalisation can have a direct impact on customer loyalty, retention, and satisfaction. AI and AR enable personal care brands to offer customised products and services that match the individual needs, preferences, and goals of each customer. Hyper-personalisation with AI and AR is not only beneficial for customers, but also for personal care brands. It can help them increase customer engagement, loyalty, and retention, as well as reduce costs, waste, and returns. It can also help them gain valuable insights into customer behaviour, preferences, and feedback.

### Biotech Innovations with a Focus on Sustainability

Sustainability is another major trend that is driving the personal care industry in 2024. Consumers are becoming more aware of the environmental and social impacts of their consumption choices, and are demanding more transparency, accountability, and responsibility from personal care brands. In response to the demand for sustainability, personal care brands apply biotechnology, which utilises living organisms or biological processes to create or modify products or processes. Biotechnology can help brands create more natural, organic, vegan, cruelty-free, and biodegradable products that are safer for both humans and the environment. Biotech innovations with a focus on sustainability can help brands differentiate themselves from competitors, attract new customers who value ethical and environmental values, and reduce their environmental impact.

### Natural and Organic Ingredients

The use of natural and organic ingredients is another trend that is influencing the personal care industry in 2024. Consumers are becoming more conscious of what they put on their skin and hair and are looking for products that are free from harsh chemicals, synthetic fragrances, and artificial colours.

Natural ingredients are derived from plants, minerals, or animals, and are minimally processed or refined. They can provide various nutrients, antioxidants, vitamins, minerals, and enzymes that can nourish, protect, and rejuvenate the skin and hair. Organic ingredients are produced without synthetic pesticides, fertilizers, hormones, antibiotics, or genetically modified organisms (GMOs). They can reduce the risk of irritation, allergy, or toxicity that may be caused by synthetic chemicals. Natural and organic ingredients can also appeal to consumers who value ethical and environmental values, as they can support fair trade, animal welfare, biodiversity, and soil health.

### Household Cleaning Market Ascending to New Heights

The Household Cleaning market in China is experiencing robust growth. The market is seeing a shift towards multifunctional products that offer antimicrobial properties, cleansing, and comfort. Aromas and fragrances are becoming key selling points, along with ingredient upgrades. Environmental considerations are making a mark, albeit slowly. Stricter regulations are impacting the surfactant industry, pushing for more sustainable practices. Advancements in 3D printing technology are leading to innovative packaging designs, enhancing both aesthetics and functionality. Pet care and child safety are emerging as important sub-segments, with new product introductions focusing on these areas. Dishwashing solutions are also evolving, incorporating green considerations.

### Looking ahead to 2024

The personal care industry is undergoing rapid and exciting changes in 2024, driven by consumer demand, technological innovation, and environmental awareness. Personal care brands need to keep up with these trends and adapt their products and services accordingly, to stay competitive, relevant, and profitable in the market. By offering hyper-personalised, biotech-based, and natural and organic products, personal care brands can meet the diverse and evolving needs of customers, from AI to sustainability, from personalisation to diversity, every part of the industry is full of challenges and opportunities. As an industry insider, are you ready for these changes?



**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 [industry sourcing.cn](http://industry sourcing.cn) (CNEN), 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.

**Total Readership**  
**38,860**

**Language: Simplified Chinese**  
**10 Issues per Year**

# 2024 Editorial Calendar

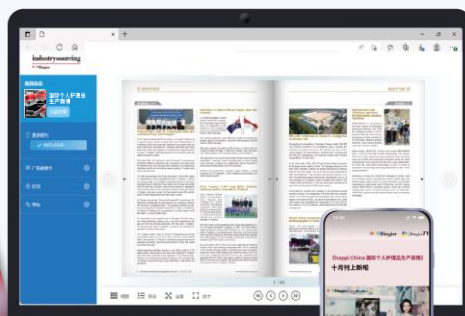
ISSUE	January	February	April	May	June
AD Closing Dates	02-Jan	25-Jan	1-Mar	2-Apr	6-May
INGREDIENTS: FORMULATING/ TESTING	Skin Microecology, Plant Extracts	Restorative & Soothing, Antiseptic Technology	Anti-ageing Ingredients, Emulsifiers	Sun Care, Surfactants	Cleaning Agents Product, Animal Testing
PACKAGING: DESIGN/ PROCESSING	Digital, Intelligent Packaging	Sustainable Packaging, Recycled Beauty	Quality Control, Compliance & Safety	Applicators Dispensers	Design, Metal Packaging
MARKET & TRENDS	Artificial Intelligence	Brand Innovation, Nanotechnology	Nutritional Cosmetics, Skin Whitening	Clean Beauty, Green Cosmetics	Infant & Baby Care, Natural and Organic Ingredients
TRADE SHOWS	4-6 Mar, Sino-Pack 2024, Guangzhou 20-22 Mar, PCHi 2024, Shanghai 10-11 Apr, LUXE PACK Shanghai 2024, Shanghai 22-24 May, CBE China Beauty Expo 2024, Shanghai				

## How we delivery the content?

Print



Ezines



Website

Social Media WeChat

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e-Newsletters



Video



Virtual anchor Broadcast the content summary of each issue Scan QR CODE to watch now

# 2024 Editorial Calendar

ISSUE	July	September	October	November	December
AD Closing Dates	10-Jun	9-Aug	5-Sep	25-Sep	6-Nov
INGREDIENTS: FORMULATING/ TESTING	Dermocosmetics, Oral Care	Humectants, Sensory Enhancers	New Ingredients, Traditional Chinese Medicine Care	Makeup Cosmetics, Skin Lightening	Hair Care, Fragrance Products
PACKAGING: DESIGN/ PROCESSING	Packing Material, Glass Packaging	Sample Packaging, Flexible packaging	Tube/Label, Packaging Personalisation	Functional Packaging, Compliance	Packaging Innovation
MARKET & TRENDS	Emotional Skincare, Female Care	Light Medical Beauty, Regulation and Safety	Biotechnology Innovation	Testing Technology	2025 Outlook
TRADE SHOWS	Sep, COSMOPROF CBE ASEAN, Thailand 10-13 Nov., Cosmoprof Asia, Hong Kong				

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## 2024 CONFERENCES FOR PERSONAL CARE INDUSTRY



Connecting industry through information exchange!

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

- Functional cosmetics Virtual Conference 2024 (Mar., China, Virtual Event)
- Beauty Technology and Industry Innovation Forum 2024 (Mar., Hangzhou China)
- Functional cosmetics Virtual Conference II 2024 (Apr., China, Virtual Event)
- Package Manufacture Technology Virtual Conference 2024 (Apr., China, Virtual Event)
- Skin Science Frontier Forum 2024 (May, Chengdu China)
- Personal Care Technology Convention 2024 (Jul., Shanghai China)
- Concurrent Event: Ringier Technology Innovation Awards 2024 - Personal Care Industry
- Nonwovens Technology Innovation Application Conference 2024 (Aug., Hangzhou China)
- Skin Health Management & Medical Aesthetics Seminar 2024 (Sept., Shanghai China)
- Development of Cosmetic Packaging Technology Conference 2024 (Sept., Guangzhou China)
- Intelligent Warehousing and Distribution Virtual Seminar 2024 (Sept., China, Virtual Event)
- Personal Care Technology Convention 2024 (Nov., Guangzhou China)
- Oral Care Innovations Conference 2024 (Dec., Guangzhou China)
- ASEAN Personal Care Technology Summit 2024 (Jun., Bangkok Thailand)
- ASEAN Manufacturing Summit: Creating a Circular Economy for Plastics - Sustainable Plastic Packaging, Plastic recycling Technology and Trends, Intelligence and Automation (Aug., Jakarta Indonesia)
- ASEAN Personal Care Technology Summit 2024 (Dec., Jakarta Indonesia)



# 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.

ISSUE	January	February	March	April	May	June
Topic	Skin Microecology, Artificial Intelligence	Recycled Beauty, Brand Innovation	Repairing & Soothing, Anti-aging	Surfactants, Quality Control	Sun Care, Clean Beauty	Packaging Design, Natural and organic ingredients
ISSUE	July	August	September	October	November	December
Topic	Emotional Skincare, Oral Care	Sensory Enhancement, Regulation and Safety	Biotechnology Innovation, New Ingredients	Makeup Cosmetics, Humectants	Skin Lightening, Traditional Chinese Medicine Care	Fragrance Products, 2025 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.

### Beauty and Personal Care

Language: English

Frequency : 9x per year

Subscriber: 4,950

ISSUE	February	March	April	June	
Topic	Sunblock/Sunscreen Shrink sleeve labels Premiumisation in skin care	Skin brightening solutions Biotechnology	Paperboard / Cardboard-based packaging Material waste reduction	Dermocosmetics/ Anti-ageing formulas AI applications	
ISSUE	July	September	October	November	December
Topic	Botanical extracts Smart packaging for personal care	Nail care Recycling cosmetic packaging	Active ingredients Minimalism in packaging design	Hair/scalp treatment Fragrances	Green technologies Personal care products: outlook 2025

### Packaging

Language: Simplified Chinese

Frequency : 12x per year

Subscriber: 22,050

ISSUE	January	February	March	April	May	June
Topic	Flexible Packaging	Aseptic Packaging	Pick-and-place Robotics	Packaging Design	Innovative Packaging Material	Automation
ISSUE	July	August	September	October	November	December
Topic	Sustainable Packaging	Label/coding	Innovation in Liquid Food Packaging	Reducing Food Waste Packaging	Active & Smart Packaging	Packaging Industry Outlook

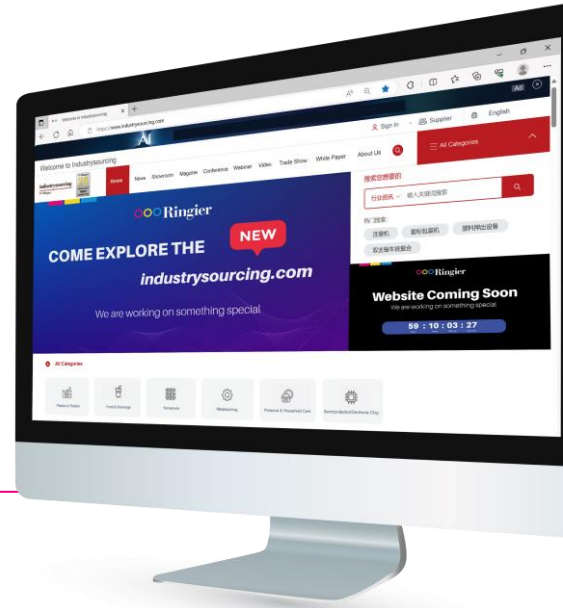
## DIGITAL ADS & SHOWROOM

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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>3,805,756</b>	Monthly Page Views: <b>5,595,253</b>
	Monthly Visitors: <b>176,037</b>	Monthly Visitors: <b>401,164</b>
	Percentage of New Visitors: <b>59%</b>	Percentage of New Visitors: <b>62%</b>



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“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.

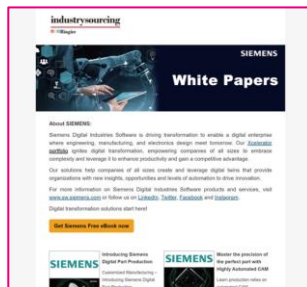


## SOCIAL NETWORKS - WECHAT

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.



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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 Brings You A World of **Opportunities!**

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

### Related Magazines Covering Multiple Industries Involved in Personal Care

#### Food & Beverage



**China Food Manufacturing Journal**  
Language: Simplified Chinese  
Frequency: 7x a year  
Readership: 107,660



**Food Pacific Manufacturing Journal**  
Language: English  
Frequency: 6x a year  
Readership: 43,250

For more promotion on global markets, please [click here](#)

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