

SOUTH CHINA BEAUTY EXPO

SHENZHEN | 华南国际美容博览会

# 2023 Post Show Report

Capturing the   
business opportunities  
in South China



COSMOPROF  
WORLDWIDE BOLOGNA

Bologna  
Fiere



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CBE  
CHINA BEAUTY EXPO  
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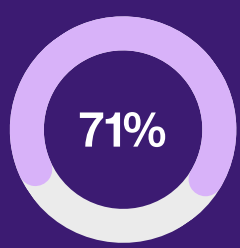
Baiwen

# 2023 Summary



<b>15,000</b> Exhibition Size (sqm.)	<b>500+</b> exhibited Companies and Brands
<b>11,178</b> Total Visits	<b>22,108</b> Procurement Inquiries
<b>22</b> Attendees' Countries and Regions	<b>180</b> Overseas, Hongkong and Macao Visitors
<b>149</b> Hosted Buyers	<b>180+</b> Business-Matching Sessions
<b>64</b> Speakers	<b>1046</b> Conference Delegates

## Purchasing-driven Attendees



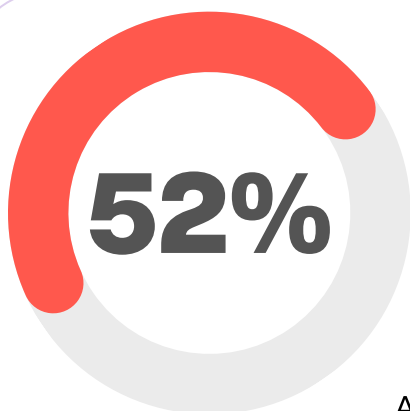
of show visitors are the decision-makers from purchasing, R&D, Manufacturing and QC department.



buyers who were attending the Match & Meet, are the company management and absolute decision-makers

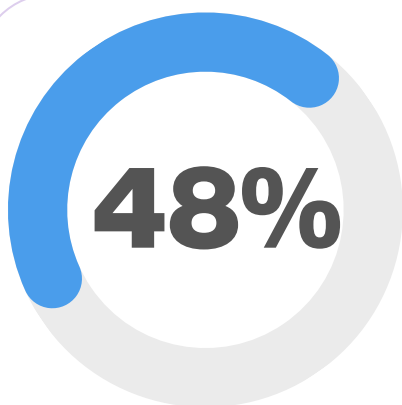
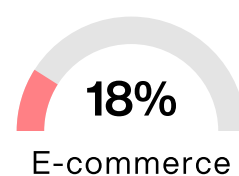
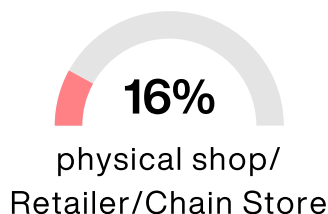
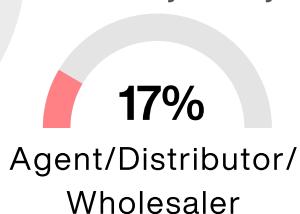


# Who Visit?



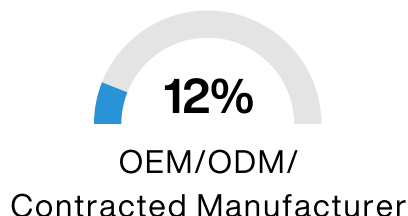
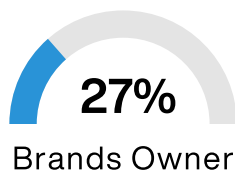
## Buyers seek for Brands and Finished Products

and they mainly are:



## Buyers seek for Suppliers of Manufacturing and Packing

and they mainly are:



# Buyers Highlights

Indie and  
Emerging Brands  
Owner

Online  
Cosmetic  
Business

Chain Store and  
Top Retailer  
from South  
China





of Buyers seek for the  
Perfumery & Aromatherapy,  
Cosmetic and Skincare products.

# What Beauty Products are interested to buyers?



Popular Products that buyers seek for

**25%** Makeup and Makeup Tools

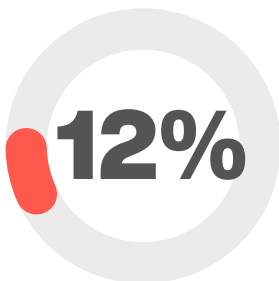
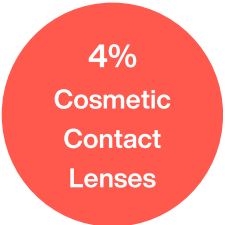
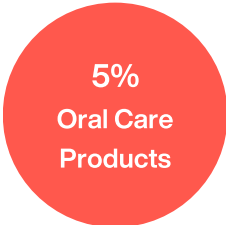
**20%** Skincare

**18%** Home-used Beauty Devices

**14%** Perfumery & Aromatherapy



The rising products inquiry:



of Buyers seek for the products for  
beauty salon, nail and hair salon.

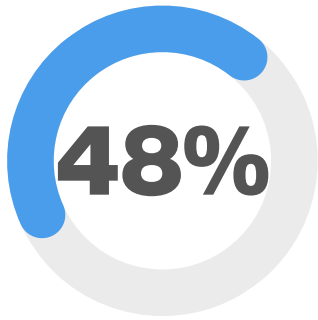
**28%** Beauty Salon, Spa & Wellness Products

**24%** Nail / Eyelash Products & Accessories

**23%** Hair Products and Equipment

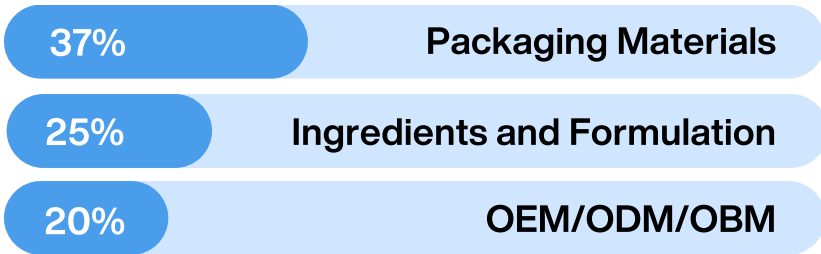


# What Suppliers that buyers seek for?



of Buyers seek for the Contracted Manufacturers and Suppliers for Packaging.

what suppliers that buyers seek for?

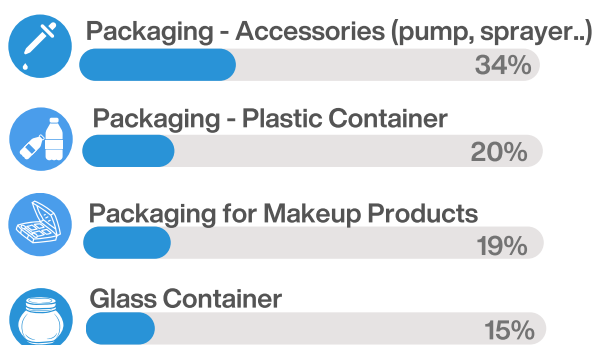


## Trends on the Supply Chain Sourcing & Procurement

### Trends on Packaging

Sustainable, Functional and Innovative Packaging Without Compromise

Inquiry Ranking on different packaging materials and applications



**5%** Demands on new shapes, new deco, new gestures—but ultimately, innovative packaging revolves primarily around sustainability!

### Trends on Ingredients



Increasing demand for cosmetic products formulated with

- Natural and Organic Ingredients
- non-toxic ingredients
- Plant-Based and Vegan Ingredients
- Antioxidant-rich ingredients
- Probiotics and Fermented Ingredients
- Multi-Functional Ingredients

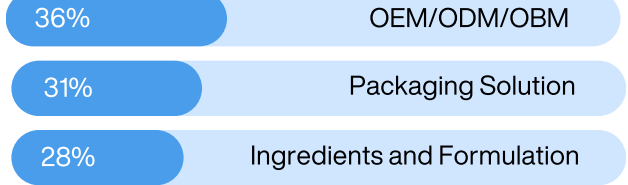


# Buyers Highlights

## International buyers are back with bringing their new demands

The overseas buyers of 2023 include: South Korea, Indonesia, Japan, Thailand, Iran, Malaysia, Mexico, United States, Brazil, Ireland, Vietnam, Canada, Ecuador, Iraq, Macau, Mongolia, Morocco, Singapore, United Arab Emirates

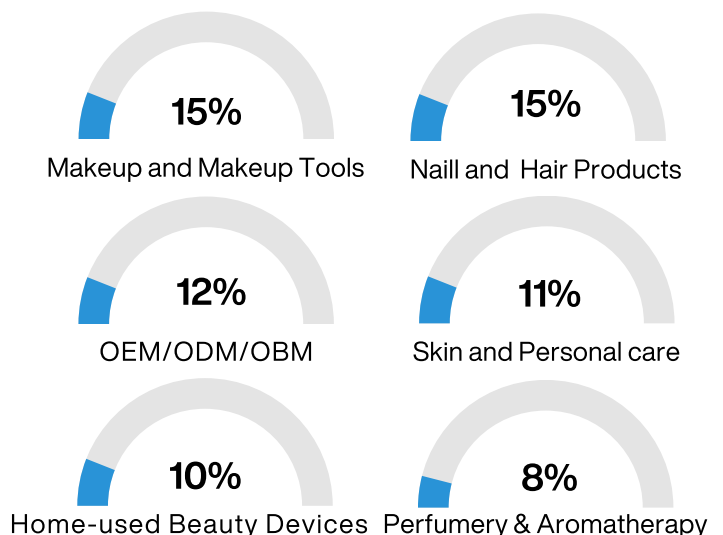
### Purchase intention of international buyers



## Cross-Border E-Commerce : a promising buyer force of beauty market



### Demands from the Cross-Border E-Commercers



# Maximizing the Engagement Value through various Communication Channels

## Media Interview



## Inspiring Conference Program



## Business Match-Making Service





# South China Beauty Expo 2024

## we provide emerging business opportunities in Guangdong-Hong Kong-Macao Greater Bay Area

Through refined data processing and systematic marketing journeys, we accumulated effective marketing assets in terms of regional buyers, customer behavioral data and core industry resources in the Greater Bay Area.

It possesses a high level of performance capability for exhibitors and buyers involved, and realizes customer engagement value.

**100,000**  
Database

**50,000**  
Industry data from  
Local Market -Shenzhen

**30,000**  
Industry data from  
Greater Bay Area

**30,000**  
Followers on  
Social Media

**13,000**  
Official Digital  
Showroom Users



### Our Global Beauty Industry Network

<b>COSMOPROF</b> NORTH AMERICA LAS VEGAS   MIAMI 美国·拉斯维加斯 2024.7.23-25	<b>COSMOPROF CBE</b> ASEAN BANGKOK 泰国·曼谷 2023.9.14-16	<b>COSMOPROF</b> ASIA HONG KONG 中国·香港 2023.11.15-17	<b>COSMOPROF</b> INDIA MUMBAI 印度·孟买 2023.12.7-9	<b>CBE</b> CHINA BEAUTY EXPO 中国·上海 2024.5.22-24
<b>SOUTH CHINA BEAUTY EXPO</b> SHENZHEN   华南国际美容博览会 中国·深圳 2024.7.4-6	<b>成都国际美容博览会</b> CHENGDU BEAUTY EXPO 中国·成都 2023.10.19-21	<b>Diet &amp; Beauty</b> 日本·东京 2023.9.25-27	<b>AMWC</b> ASTHETIC & ANTI-AGING MEDICINE WORLD CONGRESS 中国·成都 2023.10.13-15	<b>BEYOND AMERICAS</b> 美国·迈阿密 待定
<b>philbeauty</b> 菲律宾·马尼拉 2023.6.7-9	<b>cosmobeauty</b> 越南·胡志明 2023.7.27-29	<b>beautyexpo</b> 马来西亚·吉隆坡 2023.9.27-30	<b>cosmobeauty</b> 印度尼西亚·雅加达 2023.10.12-14	

The beauty events of Informa Markets and BolognaFiere extend throughout the entire world in Bologna, Bangkok, Hong Kong, Las Vegas, Miami and Mumbai to create an efficient international platform for the beauty industry around the world.

### EXHIBITION OVERVIEW

**15,000** TOTAL SIZE (SQM.)    **1000+** BRANDS AND SUPPLY CHAIN    **15,000** VISITORS

**Shenzhen Convention and Exhibition Center**  
Shenzhen, China

# 2024

# 4-6 JULY

### BUYER HIGHLIGHTS

**5000+**  
E-commerciers

**5000+**  
Agents and  
Distributors

**1000+**  
Beauty Salons  
and Physical  
Chain Store

**100+**  
Brands  
Owners



# Guangdong-Hong Kong-Macao Greater Bay Area: Landmark of Beauty Industry

## High Degree of Industrial Agglomeration

Total 86,239 cosmetics-related companies across the country in 2021, of which 25.5% centralized in Guangdong Province much more than other Provinces.



## Power of Retail

Total retail sales of consumer goods in Guangdong Province reached 4.4 trillion yuan in 2021, of which 839.2 billion yuan in Shenzhen where cosmetics product increased by 13.7%.

## Hub of Cross-Border E-commerce: an ideal entry market for international brands

China's Cross-border e-commerce (CBEC) imports and exports reached a total of RMB 1.98 trillion (US\$277.3 billion) in 2021. Around 33,900 cross-border business enterprises in China, including 9291 in Guangdong Province, ranking first in the province, 3300 in Shenzhen, ranking first in the city. With this, Guangdong mature cosmetic industry services will be delivered to the world, and also an ideal entry market for international brands.

3600+  
Cosmetics  
Manufacturers

57.5%  
Chinese  
Cosmetics  
Manufacturers

40%  
Market  
share in  
Packaging

TOP 1  
Beauty  
Products  
Import and  
Export  
Value

Guangdong-Hong Kong-Macao Greater Bay Area



Guangdong-Hong Kong-Macao  
Greater Bay Area is the  
Powerhouse of Beauty Industry



感谢



Become an Exhibitor with scanning the application code



THANK YOU

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