



# Post Show Report

25<sup>th</sup> China Beauty Expo & Supply World  
Shanghai New International Expo Center  
July 2020



# CBE Brief Introduction



China Beauty Expo has been established for over 20 years, being held at the Shanghai New International Expo Center (Pudong) every May. It has been ranked on the “Global top 100 Trade Fairs” and been given the title of “Shanghai Famous Brand (Convention Service) for three consecutive years.

As a well-known global beauty trade platform, CBE not only aggregates the massive resources of the entire industry chain but also focuses on promoting the value of the exhibition. CBE successively developed series of conferences & events such as “China Cosmetics Retail Summit”, “Meiyi Awards Ceremony”, “International Cosmetics Technological Advancement Conference”, “International Medical Beauty Conference” etc.

Starting in 2020, CBE has joined forces with BolognaFiere, the organizer of Cosmoprof & Cosmoprof Asia, a prestigious international trade show in the Asia-Pacific, to create SCBE South China International Beauty Expo, Cosmoprof CBE ASEAN Beauty Expo (Thailand). Together with CCBE Chengdu Beauty Expo, cross-regional integration and global business opportunities have been achieved.





A collection of various lipsticks and a snow globe arranged on a white surface. The lipsticks have different colored barrels (gold, silver, red, blue) and some have decorative patterns on the lipstick itself. The snow globe is in the center, containing a small figurine and a small cube of ice.

# 25<sup>th</sup> Edition



# Overall Summary

E2



International Pavilions  
国际组团  
Imported Products  
进口代理



**220,000 sqm**  
**15 Pavilions**  
**10 Theme Halls**



**3000+ Exhibitors**  
**10,000+ Brands**



**390,000 Visits**



**“CBE Virtual Expo”**  
**320,000 Visits**  
**200 Million Exposure**





## ■ CBE Cosmetics

- Skincare
- Masks
- Makeup/Perfume
- Toiletries
- Baby-Children
- Personal Care
- Makeup Tools
- Household Cleaning

## ■ CBE Professional Beauty

- Professional Beauty
- Beauty Equipment
- Health
- Nail & Eye Lash



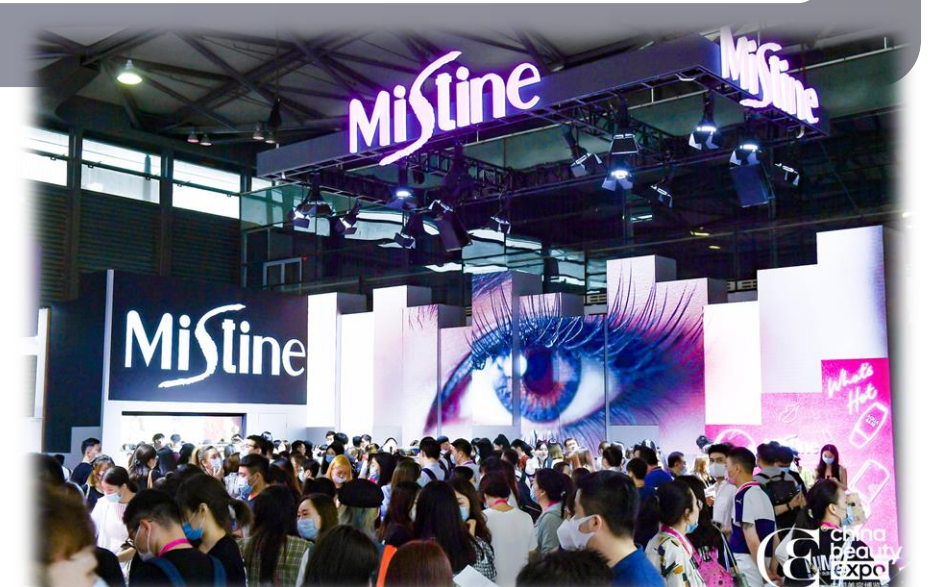
## ■ Supply World

- Packaging
- Ingredient
- Machinery
- OEM/ODM/OBM



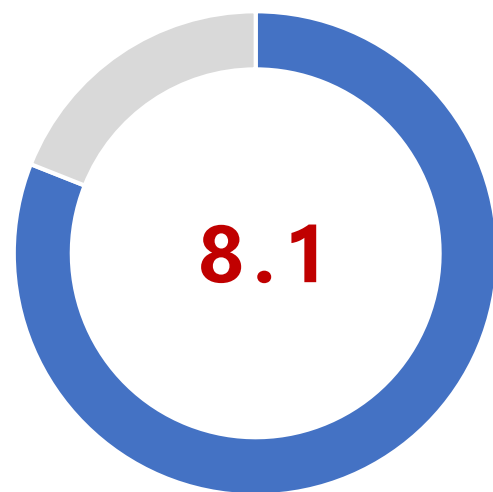


**Successful Event! Quality, Quantity, Securely**

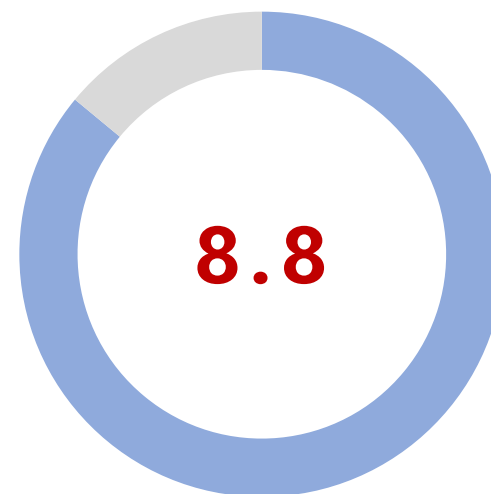




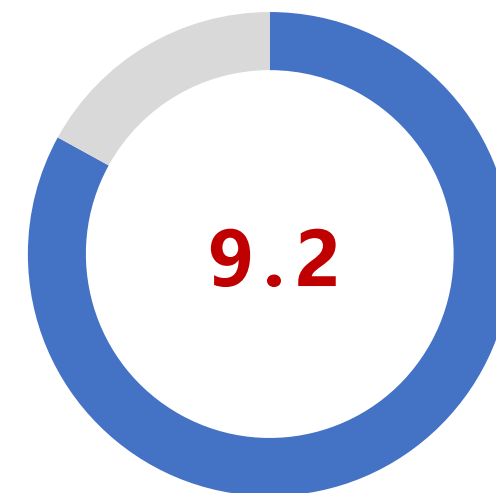
# 25<sup>th</sup> CBE Exhibitor Satisfaction Survey (10-point scale)



**Satisfaction Index**



**Recommendation Index**



**Rebooking Index**

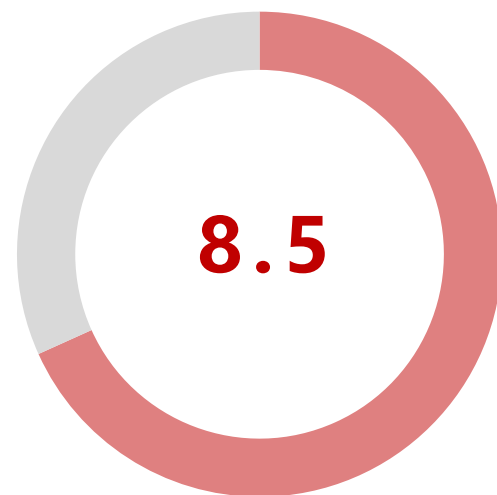




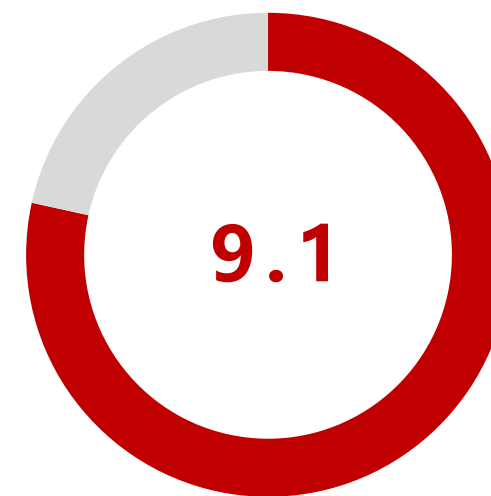
# 25<sup>th</sup> CBE Visitor Satisfaction Survey (10-point scale)



**Satisfaction Index**



**Recommendation Index**



**Future Participation Index**





# 25<sup>th</sup> CBE Visitor Profile

## \*Oversea Visitors Top 10 countries & regions

- 1 Hong Kong, China
- 2 Korea
- 3 Taiwan, China
- 4 Japan
- 5 United States
- 6 France
- 7 Australia
- 8 Germany
- 9 Thailand
- 10 Canada

## \*Domestic Visitors by Regions

East China	41.26%
South China	25.23%
North China	17.62%
Central China	8.32%
North East	3.13%
South West	2.25%
North West	2.19%

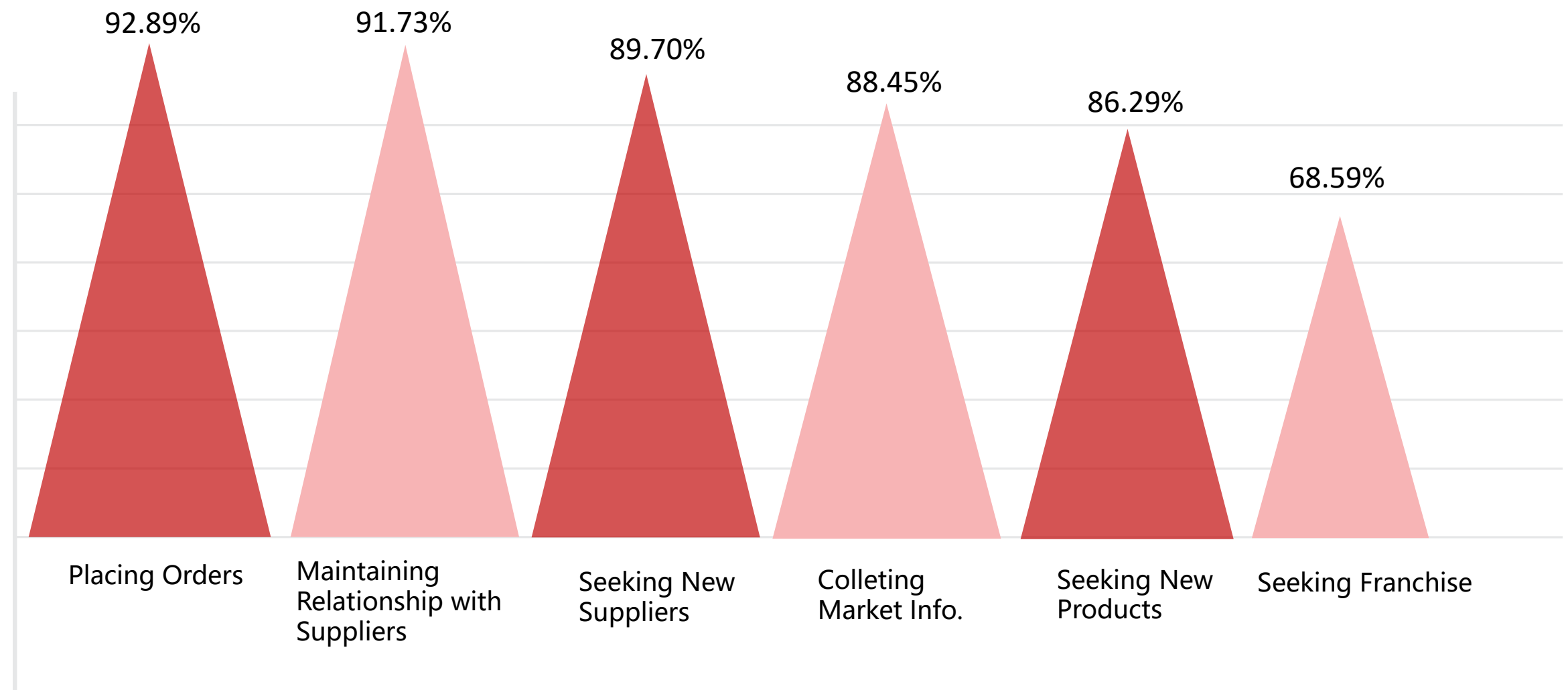
## \*by Position

Director/Manager	38.30%
Supervisor/Specialist	28.70%
Chairman/GM/Brand Owner	27.70%
Others	5.30%





# 25<sup>th</sup> CBE Purpose of Visit & Success Rate



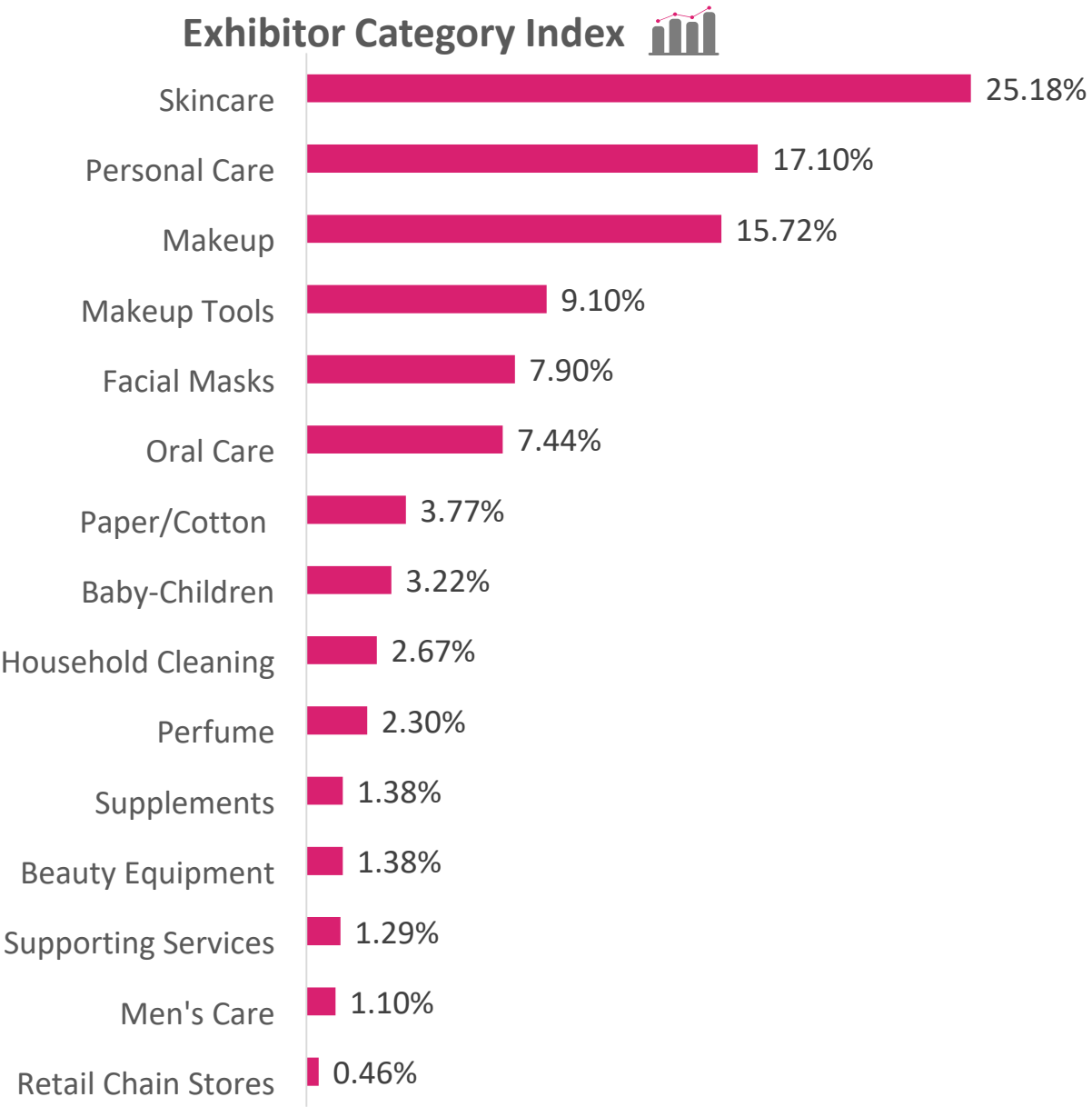


# 25<sup>th</sup> CBE Cosmetics Halls





# CBE Cosmetics Exhibitors Index

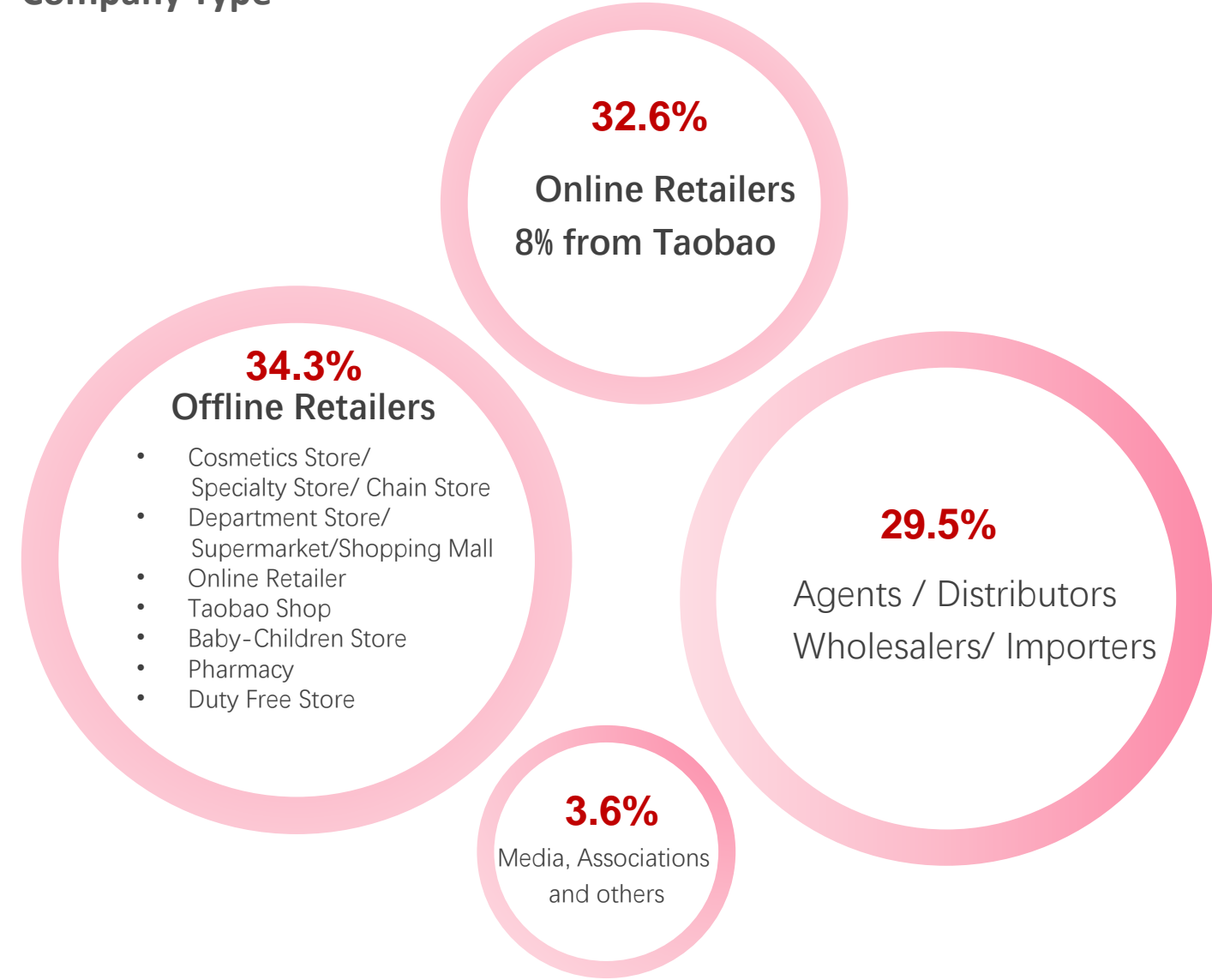


## Some exhibitors and key cooperative brands





\*Company Type



\*Category Breakdown

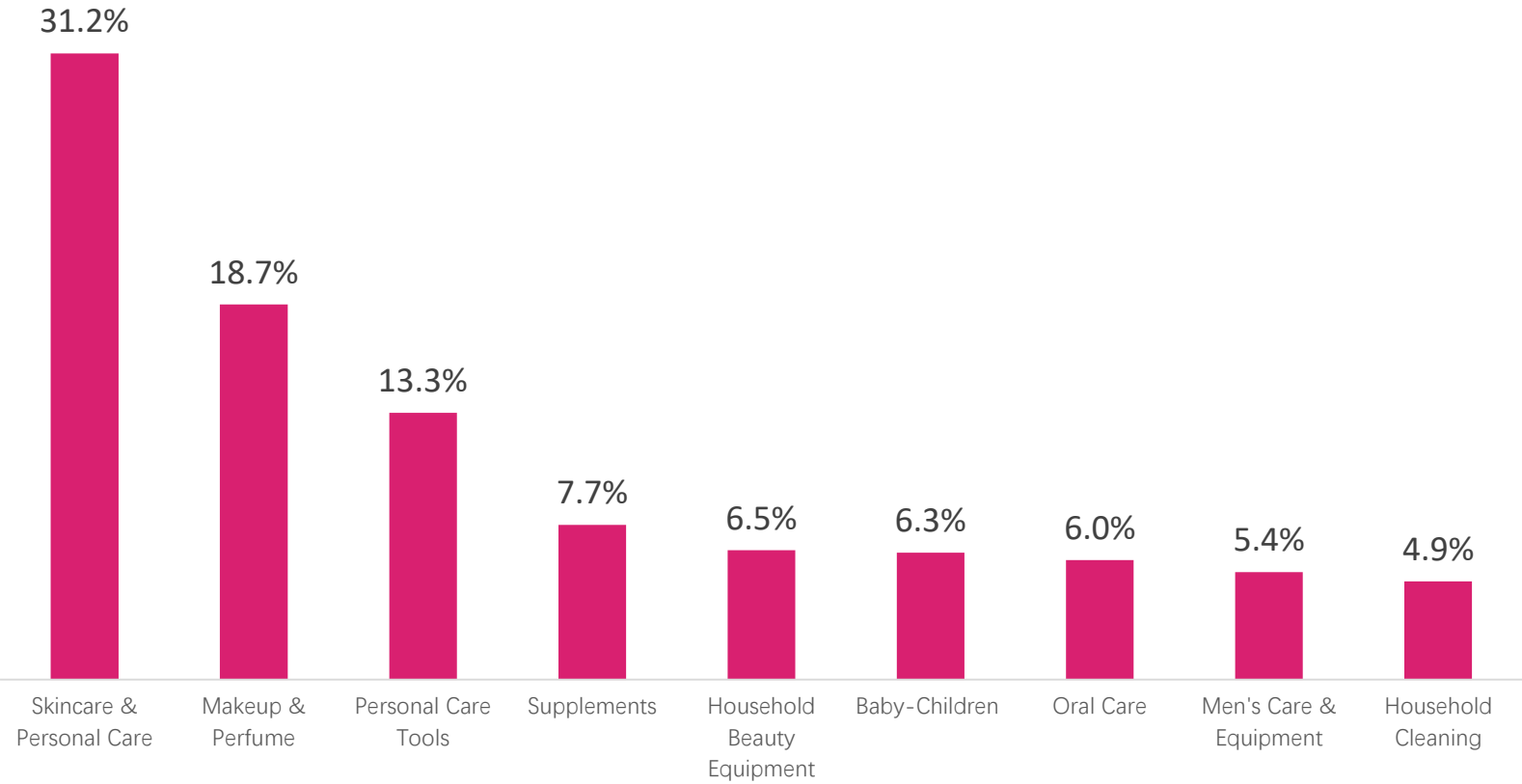
Agent / Distributor / Wholesaler / Importers	
Skincare & Personal Care	33.20%
Makeup & Perfume	18.00%
Personal Care Tools	12.10%
Supplements	7.70%
Baby-Children	6.40%
Oral Care	6.40%
Household Cleaning	5.60%
Beauty Equipment (Household)	5.50%
Men's Care & Equipment	5.20%

\*Visitor Position

Marketing Director	33.10%
Senior Management	27.50%
Sales Director	25.90%
Store Manager	5.10%
Others	5.00%
Doctor	2.60%
Makeup Artist	0.60%
Perfumer	0.20%



# Categories of Interest in Cosmetics





# 11 Cosmetics Theme Events

## BEIYI AWARDS CEREMONY

主办: 中国美容博览会组委会  
ORGANIZER: CHINA BEAUTY EXPO

总冠名: 伽蓝(集团)股份有限公司  
EXCLUSIVE SPONSOR: JALA (GROUP) CO

官方媒体: 化妆品资讯

合作: 巨量引擎 瑞丽 Ray

支持: 彩妆频道

china  
beauty  
expo  
中国美容博览会

Spring  
Summer  
春/夏



## 2020 The 10<sup>th</sup> China Cosmetics Retail Summit

In 2020, values are being redefined and the entire beauty industry is putting on a new facade. The cosmetics retail ecosystem is being revolutionized where a fully integrated ecosystem will be the key to empowering new retails.

### Topic: “Full Coverage · Empowering Retails”

Special Strategic Partner: Shiseido (China) Investment Co., Ltd and L'oreal (China) Co., Ltd

Strategic Cooperation: Ocean Engine, Tencent Advertising, Alimama, Taobao Livestreaming, Soho Video, Bangyang APP, C2CC, Donger Entertainment.

## 2020 China Cosmetics ZunSheng Dinner

Establish benchmarks for channels and end users to promote healthy development for the beauty industry! Relying on the huge resources of CBE (China Beauty Expo) in the global & cosmetics industry, both online & offline channels, to select valuable international distributors. Outstanding cosmetics distributors and retailers across China are selected to hold titles of presidents, secretary-generals, and branch presidents in each province of the CBE Business Alliance.

Co-Organizer: CBE Business Alliance







## 2020 Meiji Award Ceremony

By: Spring Summer

Developed by CBE, 2020 Meiji Award Ceremony is composed of two major parts: Meiyi Annual Beauty Selection List and Meiyi Content Marketing. Meiyi Awards is the most authoritative list of cosmetics in the China beauty industry. CBE combines both online mainstream platform & offline popular sales channels, using triple criteria of sales, reputation and trendiness to select the top 100 goods from the 9 main categories and 24 sub-categories.



Exclusive Sponsor: JALA Group  
Strategic cooperation: Alimama, Ocean Engine, Ruili, C2CC, Tecent Advertising, MinningLamp Youfeng, Pclady, Soho Video, Meiyou APP、COSIN、Liangzhuang Channel.

## 2020 Meiyi · Creative Marketing Awards

CBE and mainstream organizations such as Ocean Engine, Alimama and Ruili, selects social platforms and organizations based on high-quality content output and incubation, researches on hot IP creation & high-quality content cases, and discover new influencers in the short video era.

Co-Partner: Ocean Engine  
Strategic cooperation: Alimama, Ruili





# Discovering Industry Trends 《2020 Meiyi White Paper》

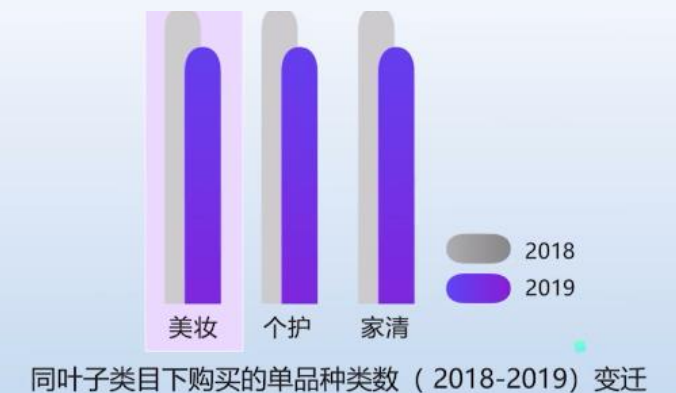
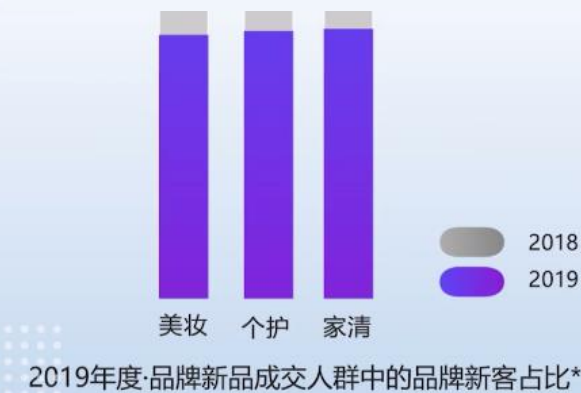
In order to discover hidden industry trends behind consumer recommendations, China Beauty Expo cooperated with Alimama, utilizing their strong data capabilities, together released the “2020 Meiyi White Paper.”

Through a comprehensive and in-depth analysis, the 2020 Meiyi White Paper depicts consumer mindsets, matches product requirements to conclude the 7 newest trends in the beauty industry, helping brands and channel to break through.

## Jointly released "2020 Meiyi White Paper"

- The white paper is based on the strong data capabilities of Alibaba Database
- Coverage with 9 categories and 24 sub-categories of the CBE Annual Beauty IP “Meiyi Beauty Awards”
- Find a stable focus and sector for merchants
- Help to break border and expand loop effectively and accurately

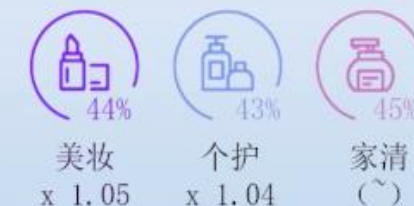
More and more consumers prefer to choose hot items, how do new products find the blue sea?



### #成交人群增速#



增速快  
更尝鲜



### #新品购买比例#

### #新客人均成交额#



更能买  
更爱逛



### #新客人均浏览量#



Genz



# CBE Cosmetics Theme Concurrent Events



## 2020 Meiyi TOP & Fashion Show

Strategic Cooperation: Alimama, Ocean Engine, Ruili, C2CC, Tecent Advertising, MinningLamp Youfeng, Pclady, Soho Video, Meiyou APP、COSIN、Liangzhuang Channel.

## 2020 Imported Cosmetics Workshop-Industry Trends & Regulations

Co-Organizer:

Hangzhou Ruiou Technology Co., Ltd,

Shanghai Baozheng Supply Chain Management Co., Ltd

## PCLADY

Co-Organizer: PCLADY Beauty

## Ocean Engine & CBE Influencer

## Interview Room

Co-Organizer: Ocean Engine

## Ruili Domestic Emerging Hall

Co-Organier: Beijing Ruili Cultural

Development Co. LTD

## 2020 China Dental Trend Summit

by: Perfect

Exclusive Sponsor: Perfect Group

## Beauty Makeup Business in WeChat Ecology

Co-Organizer: MinningLamp Youfeng, Tencent Advertising

## Beauty Retail Future Trend Exhibition

by: X Cheng

Co-Organizer: X Cheng

## 2020 CBE Beauty & Online Forum

by: Tom Mark

Exclusive Sponsor : Ji Yun Cosmetics (Shanghai) Co., Ltd





E4



Beauty Equipment  
美容仪器及设备  
Professional Beauty  
专业美容

## 25<sup>th</sup> CBE Professional Beauty

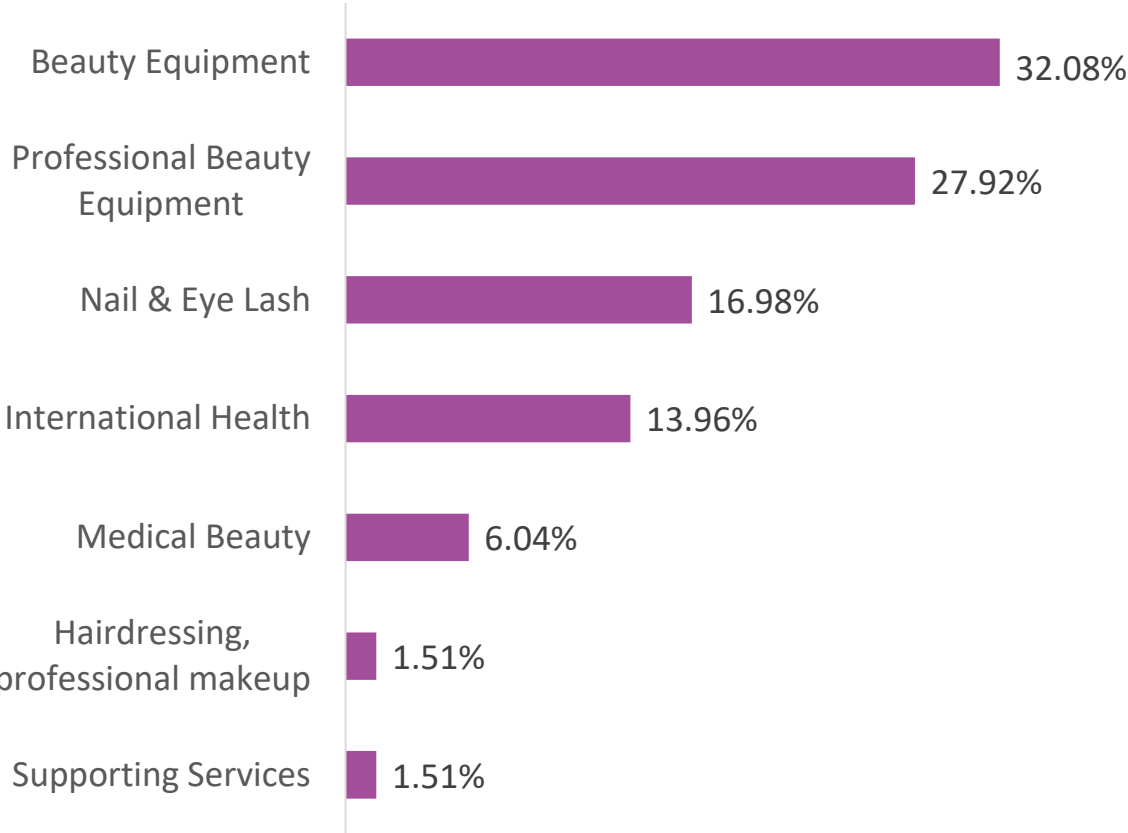




# CBE Professional Beauty Exhibitor Index



## Categories of Exhibitors

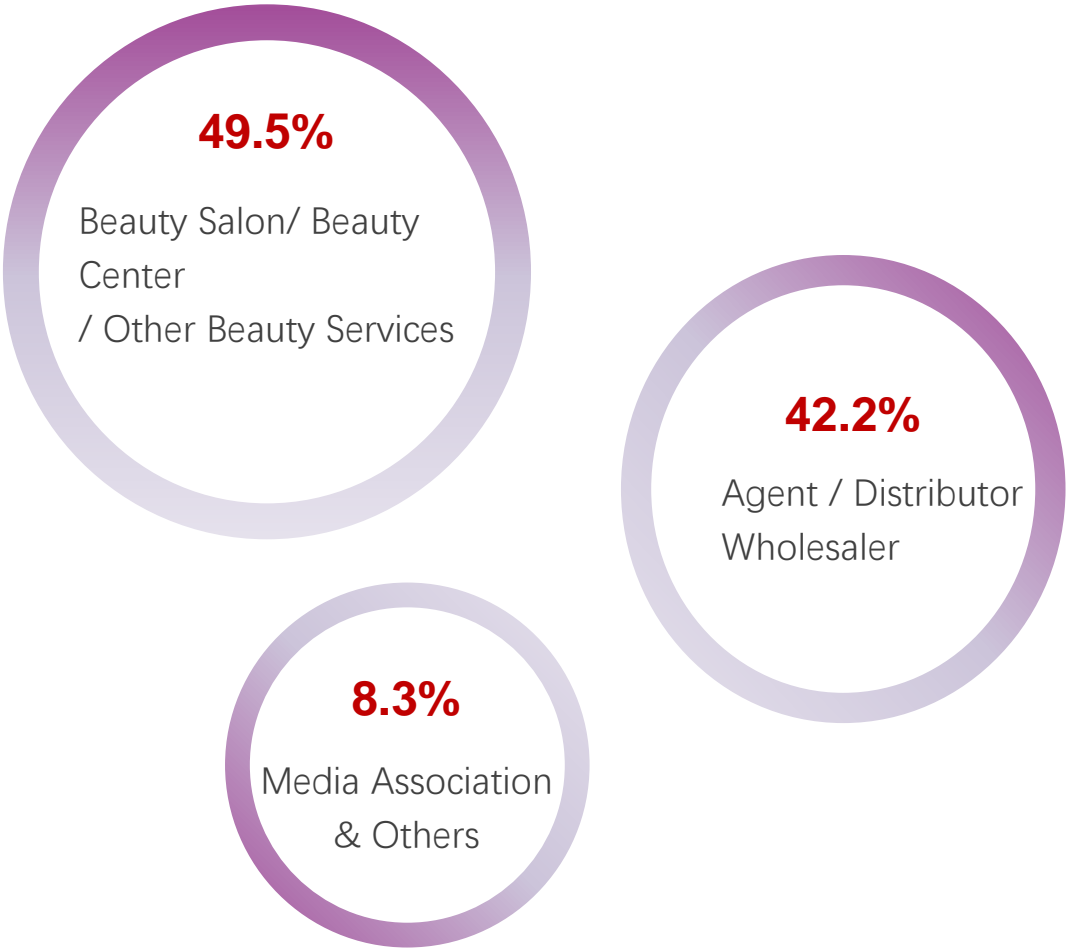


## Some exhibitors and key cooperative brands





**\*Visitor Company Type**



**\*Business Categories**

Beauty Salon/ Beauty Center /Other Beauty Service	
Beauty Salons	40.40%
Nail & Eye Lash Stores	19.30%
Medical Beauty/ Clinics	15.80%
SPA	11.30%
Hairdressing Stores	7.10%
Gym/ Clubs	6.10%

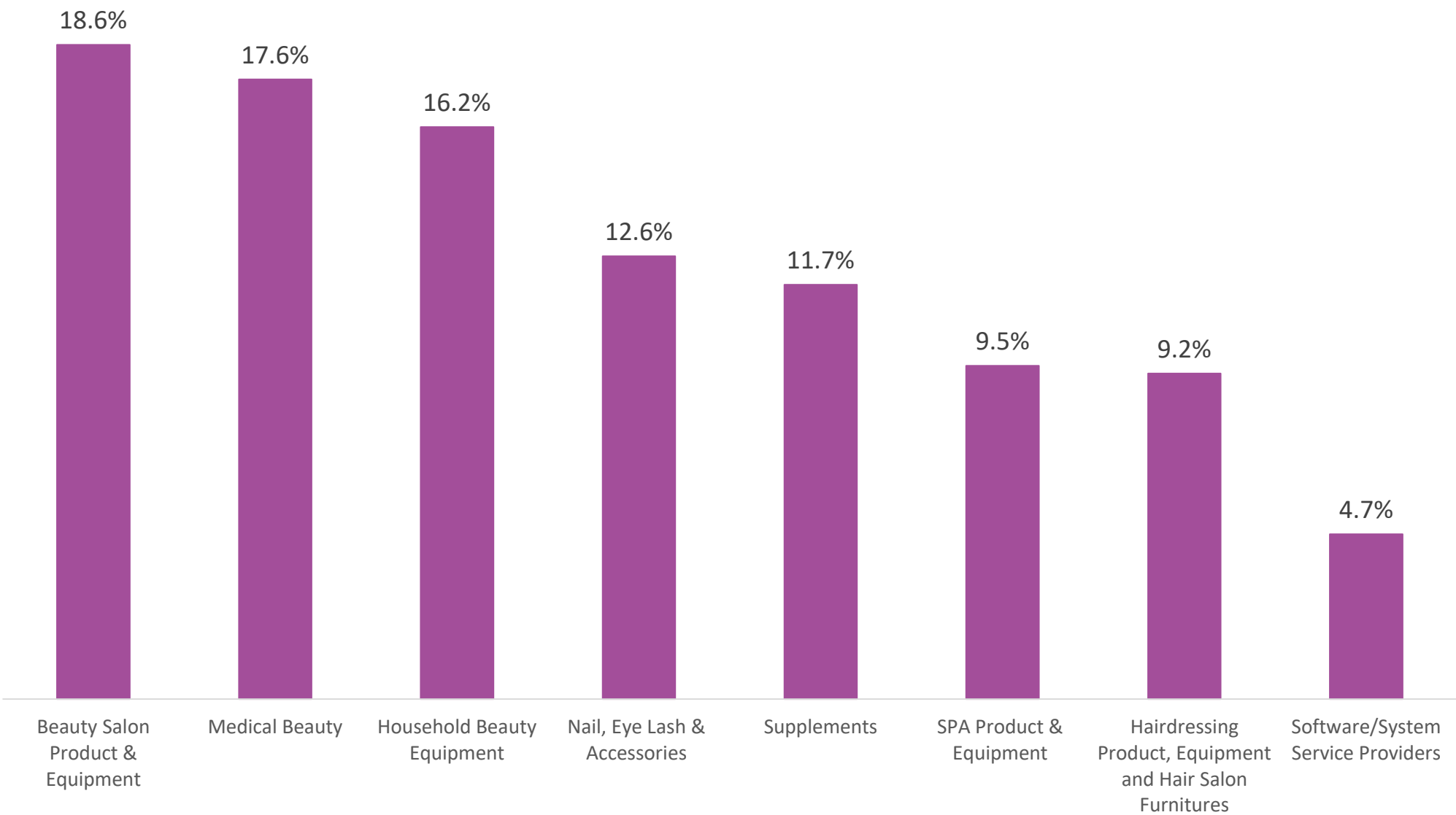
Agent / Distributor Wholesaler/ Import Distributor	
Beauty Salon Product & Equipment	21.40%
Medical Beauty	20.90%
Household Beauty Equipment	20.20%
Hairdressing Products, Equipment and Hair Salon Furnitures	14.10%
Nail, Eye Lash & Accessories	11.70%
SPA Product & Equipment	11.60%

**\*Visitors' Position**

Senior Management	27.50%
Store Manager	21.60%
Marketers	17.40%
Beautician	13.40%
Others	7.90%
Manicurist	6.00%
Tattoo artist/Eyelash artist	3.70%
Doctor	1.30%
Hairdresser	1.20%



# Categories of Interest Professional Beauty







## 4 CBE Professional Beauty Events





## Light Year 2020 · Skin Photobiology International Forum

Light Year 2020 Skin Photobiology International forum was a success. The event focused on photobiological, photochemical effects and protection on the skin, plus an in-depth discussion on the application of photoprotection in dermatology. The event gave a technical interpretation on the national standard of the "Technical requirements for radiance health and radiance safety application of blue light protective film". And released the new book "Clinical Guidelines for Sunscreen Products and Photoprotection."

Organizer: China Beauty Expo

Special Strategic Partner: Symrise (China) Investment Co., Ltd

Strategic Cooperation: ISDIN S.A.



## 2020 China Beauty Yuerong Award Ceremony

The event helps to seek industry benchmarks and plays a very important role in the industry. Relying on the huge resources of the Beauty Industry Alliance, top 300 beauty agents and beauty salon shops are selected from more than 10,000 business enterprises across the country. Elites of China's beauty industry gathered in at this event to witness the birth of major awards!

Organizer: China Beauty Expo

Co-Organizer: China Hairdressing and Beauty Association

Host: China Beauty Expo Beauty Business Service Center,  
China National Beauty Salon and Cosmetics Association (Commerce) Association

Co-Host: China Beauty Association Distributor Committee, China Beauty Association Health Care Committee, China Beauty Association and Skin Care Special Committee and China Beauty Association New Retail Special Committee



# CBE Professional Beauty Theme Concurrent Events



## China Hairdressing & Beauty Association 30<sup>th</sup> Anniversary

- Help beauty retailers in ecological transformation;
- Combined both online & offline users;
- Aid physical stores in quick breakthroughs;
- Promote sustainable development of the beauty industry.

Co-Organizer: China Beauty Expo, China Hairdressing & Beauty Association

Co-Host: China Beauty Association Distributor Committee, China Beauty Association Health and Wellness Committee, China Beauty Association and Skin Care Professional Committee, China Beauty Association New Retail Committee, CBE Brand Alliance Nail and Eyelash Professional Committee



## 2020 Asia Nail & Eye Lash Beauty Festival

- Promote internationalization of the industry and develop new business and communication platform;
- Initial launch of "2020 Asian Nail & Eyelash Semi-Permanent Online Competition"-- Combining online popularity selection and professional technology selection to select industry celebrities;
- Ecological alliance formed by CBE and China Hairdressing & Beauty Association to promote the sustainable development of the beauty industry.

Organizer: China Beauty Expo

Co-Organizer: Shanghai Lanmei Cosmetics Co., Ltd,  
Japan Eyelash Artist Association



# 25<sup>th</sup> Supply World





# Supply World

Supply World is a spinoff expo from the CBE China Beauty Expo Supply Chain. In 2020, Supply World came with its an independent image, and organized alongside the 25<sup>th</sup> CBE China Beauty Expo.

Utilizing the international influence of the CBE branding, Supply World covered products and trends from OEM/ODM/OBM, Packaging, Machinery, Ingredients and Materials from the 5 main categories and 36 sub-categories. It promoted the improvement of the global beauty industry by showcasing leading technologies, complementary services and fashionable designs.



supply  
world

china beauty expo

美妆供应链博览会

26届中国美容博览会CBE同期展会

2021年 5月  
12日 - 14日

上海新国际博览中心/浦东龙阳路2345号

原料	OEM/ODM/OBM
包装	机械设备

扫码关注 了解详情

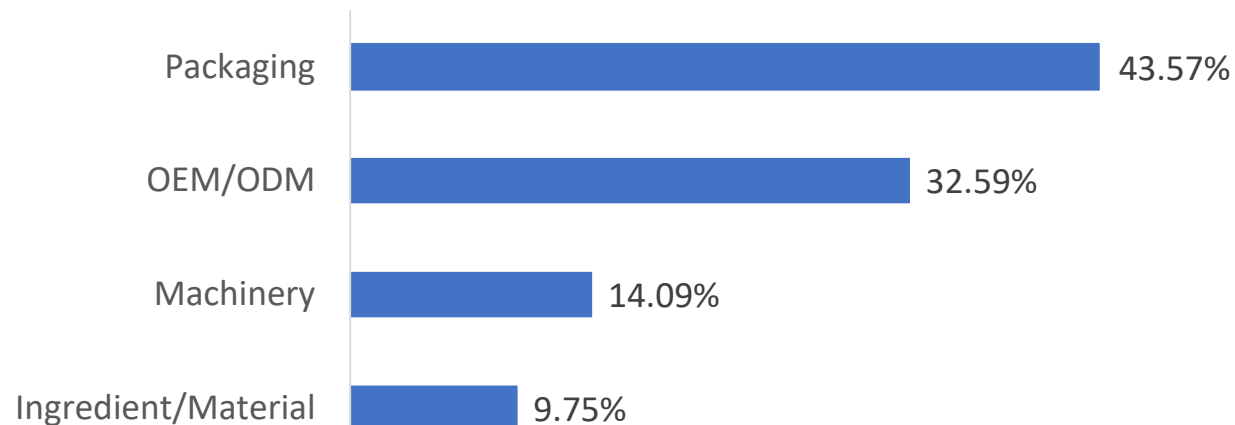
china  
beauty  
expo

中国美容博览会



# Supply World Exhibitors Index

## Categories of Exhibitors



## Subcategories

### Packaging

- Pumps/valves/sprayers/caps and accessories, labels, glass packaging
- Cosmetic packaging, porcelain packaging, metal packaging, hoses, plastic packaging, coating and printing process, carton bag packaging

### Machinery

- Packaging equipment, makeup equipment
- Filling equipment, mixing/emulsification equipment, purification equipment, scientific instruments, supporting equipment

### OEM&ODM

- Makeup, freeze-dried powder
- Personal Care (skincare, toiletries), household cleaning, supplements, facial masks, perfume, Baby-Children

### Ingredients

- Cosmetic ingredient, personal care basic ingredient, skin care ingredient, home care products ingredient and other ingredient
- Laboratories, consulting and testing institutions, and toiletry ingredient

### Materials

- Mask base cloth, masterbatch,
- Plastic particles, other materials

## Some exhibitors and key cooperative brands

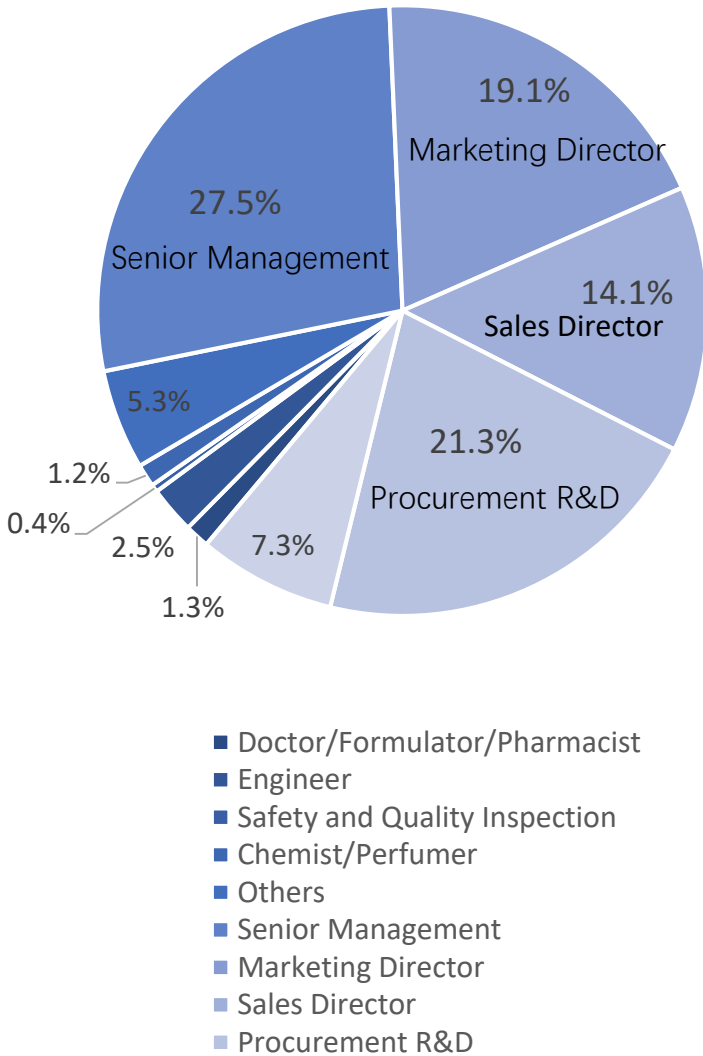




\* Visitor Company Type



\*Visitors' Position



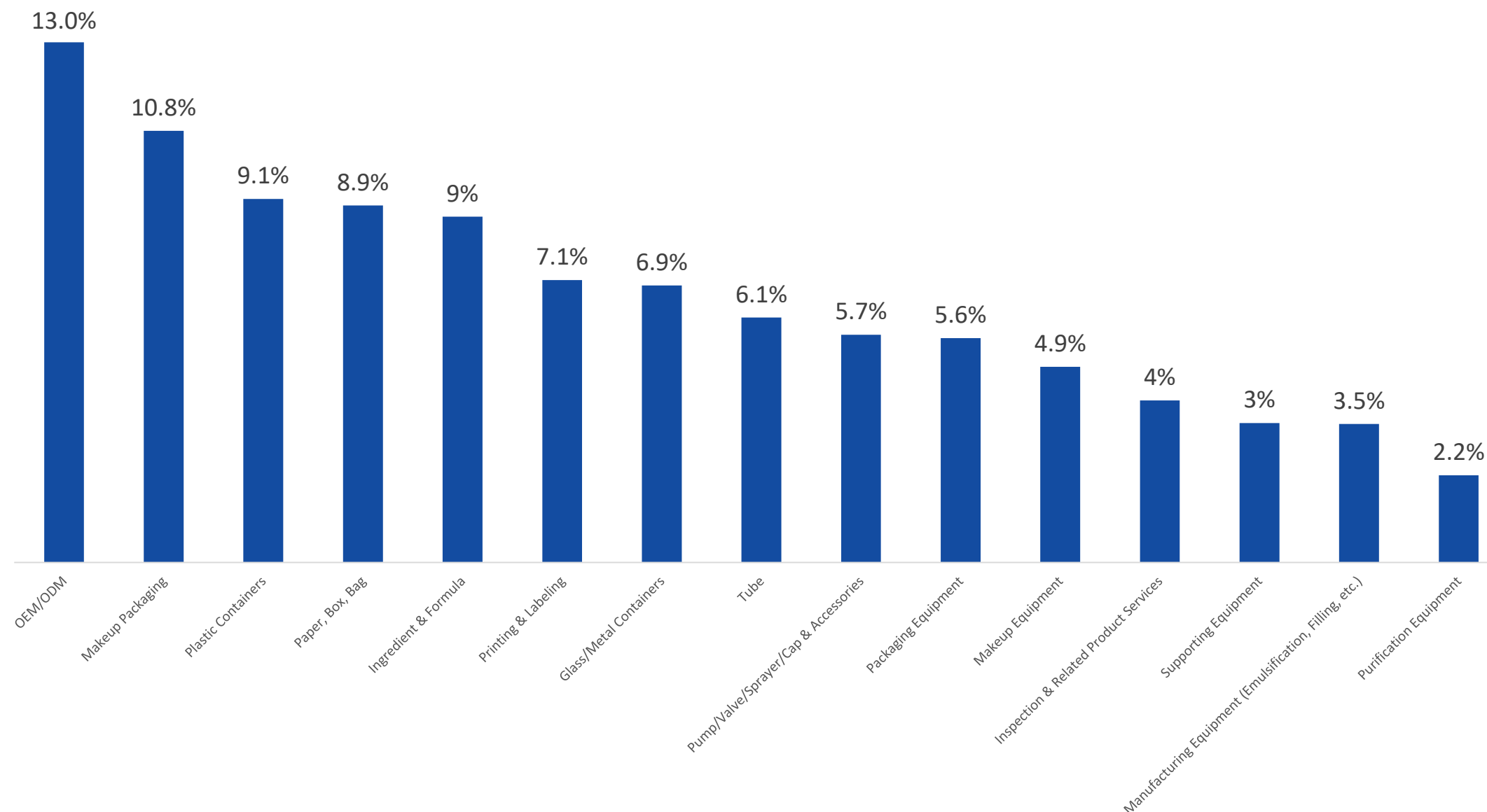
\* Business Categories

Brand Owner/Manufacture	
Skincare, Personal Care	30.40%
Makeup & Perfume	15.60%
Personal Care Tools	7.80%
Packaging	6.50%
OEM/ODM	5.90%
Supplements	4.90%
Ingredient & Formula	4.90%
Children & Baby Care	4.20%
Household Cleaning	4.10%
Oral Care	3.80%
Men's Care & Products	3.50%
Household Beauty Equipment	2.90%
Printing & Labeling	2.90%
Machinery	2.60%

Retailer	
Cosmetics Store/Specialty Store/Chain Store	44.1%
Online Retailer	33.2%
Taobao Shop	22.7%
Agents / Distributors / Wholesalers / Importers	
Packaging	43.30%
Ingredient & Formula	31.40%
Machinery	25.40%



# Categories of Interest from Supply World





# 15 Supply World Theme Events



supply  
world®  
china beauty expo  
美妆供应链博览会

国际 GLOBAL BEAUTY  
INNOVATION SUMMIT  
化妆品科技大会



## 2020, 6<sup>th</sup> International Cosmetics Technological Advancement Conference

This conference gathered both domestic and foreign leading scientific research experts, academics, brand owners and others to transform the industry using new consumer insights, reshape the foundation of the industry with advanced technology, and shows the power of "Technology in a Good Brand."

The theme of the conference being "New Consumption Breakthrough in the Technological Era", explored the three sectors: new technology, new consumption, and new genre.

This event focused on cosmetics technological innovation and revolution. Reveal the infinite possibilities of the beauty industry empowered by technology and accelerate the industry through the release of technological trends, insights into consumer needs, and discovery of new ingredients.

## 2020 Meiyi International Cosmetics Science & Technology Awards

At the 25<sup>th</sup> "2020 Meiyi Science & Technology Awards", the vice chairman of the 2020 Supply World Alliance, and many other prominent awards were honored.

Special Strategic Partner:  
JALA Group





## 《Meiyi Science & Technology White Paper》 Released

On July 8, 2020, the “*Meiyi Science & Technology White Paper*” was released on the International Cosmetics Technological Advancement Conference, in cooperation with “Yanan Tang” & “Beauty Research”.

“Meiyi Science & Technology White Paper” first puts forward the concept of technology-oriented consumers, leveraging third-party data analysis capabilities, connecting consumer buying behavior with product technological innovation, and reveals consumer behavior, demand and technological path of beauty companies.







## Advanced Scientific & Innovation Forum

Numbers of professional forums on "science and technology" were staged continuously in "Hall N6". Industry elite formulators, ingredient-focusing group and the expert KOL gathered to discuss hot topics in the industry.

- Cosmetics Safety & Technology Regulation Forum
- Sustainable Skin Care Industry Chain Forum
- Healthy skin barrier-what you need to know "hard core"







- Cosmetics Regulatory Trend and Efficacy Evaluation Technology Seminar and Conference of Massive Standards for Cosmetics Efficacy Testing Methods
- Global Cosmetics Policy Regulations and Efficacy Evaluation Seminar
- Innovation • Fashionable – CBE 4<sup>th</sup> New Era Makeup Technology Sharing Seminar
- “IP Authorization + the Most Fashionable Packaging Experience Area”
- After the Epidemic, the New Attitude & New Era of Chinese Perfume
- Meiyi Technology Gallery
- The Development Trend & Application of High-end Cosmetics Equipment In the Industry 4.0 Era
- The 31<sup>st</sup> “Technology & Brand” Cosmetics Processing and Manufacturing Seminar
- Changes in Internal and External Environment--Promote the Innovation & Promotion of Beauty Packaging Technology High-end Forum
- Sustainable Solutions for Plastic Packaging



# Post Show Evaluation



China Hairdressing and Beauty Association and Chinese beauty professionals, gathered at China Beauty Expo, the top beauty show in the world. It was very exciting to see the great unity of the China beauty industry!

**- Tang Degao, President of China Hairdressing and Beauty Association**



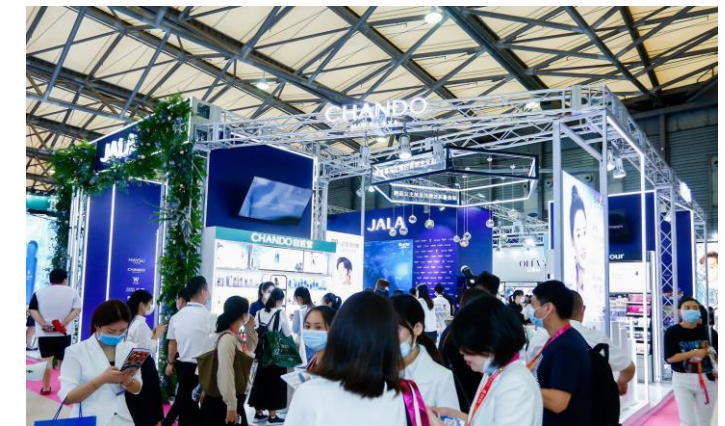
Thousands of exhibitors gathered at CBE and achieved great success, showcasing state of the art technology and covering the entire industry. In 2020, CBE built an excellent communication and exchange platform, and provided professionals and advanced reference for enterprise development.

**-Pan Qiusheng, Chairman and CEO of Shanghai Jahwa United Co., Ltd.**



The success of 25<sup>th</sup> CBE is of great significance which plays a leading role in the beauty industry, consumer market and economic field.

**- Zheng Chunying, Chairman and President of JALA (Group) Co., Ltd.**





# Post Show Evaluation



Congratulations on the great success of the 25<sup>th</sup> CBE! With the joint efforts of everyone, China Beauty Expo has achieved impressive success! We would like to express our sincere thanks to the organizer and all partners who support and care about this event! The people's yearning for a better life is our goal, I hope CBE can reach even higher.

**- Cao Hailei, Vice President of Lafang Co., Ltd.**



Thanks to the CBE Organizing Committee for organizing such an excellent exhibition during the epidemic. The epidemic cannot stop the enthusiasm of the beauty industry. Let's all work together!

**- Shen Yingjie, Assistant to the General Manager of COSMAX (China) Cosmetics Co., Ltd.**



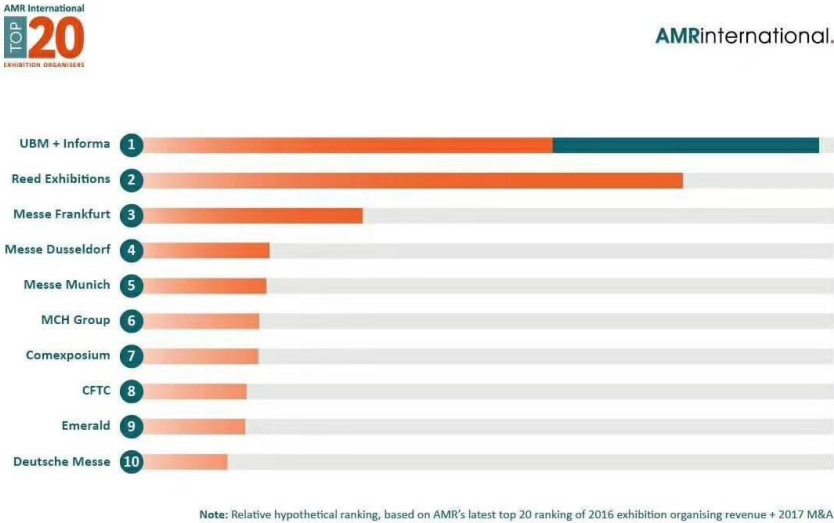


INFORMA Group

Informa Group (Top 100 FTSE Index) is the organizer of China Beauty Expo. Its portfolio comprised of more than 550 international B2B events in Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, Health & Nutrition, and others.

On September 15, 2017, Informa Markets successfully acquired Penton in the United States with more than 10 Billion RMB. As a result, Informa Markets replaced the nearly 750-year-old German exhibition giant Frankfurt Messe as the third largest exhibition organizer worldwide.

On June 18, 2018, "Financial Times" reported that Informa Group acquired UBM Group at a valuation (including debt) of 4.3 billion pounds (equivalent to 38 Billion RMB). This merger gave birth to the world's largest organizer of business exhibition events.



全球100大商业展会								
排名	Logo	名称	英文名	面积/m2	国家	城市	展览日期	操作
49		美国拉斯维加斯秋季国际纺织服装展览会	SOURCING AT MAGIC	108845 平方米	美国	拉斯维加斯	2019/08/16-19	<a href="#">展会详情</a>
50		德国科隆国际摩托车两轮车展览会	INTERMOT	77896 平方米	德国	科隆	2020/09/30-04	<a href="#">展会详情</a>
51		中国（上海）国际美容博览会	China Beauty Expo	260000 平方米	上海	上海	2019/05/20-22	<a href="#">展会详情</a>
52		德国科隆国际家具生产、木工及室内装饰展览会	INTERZUM	163000 平方米	德国	科隆	2019/05/21-24	<a href="#">展会详情</a>
53		德国慕尼黑国际建材展览会	BAU	180000 平方米	德国	慕尼黑	2021/01/11-16	<a href="#">展会详情</a>
54		意大利博洛尼亚国际美容展览会	COSMOPROF BOLOGNA	180000 平方米	意大利	博洛尼亚	2020/03/13-16	<a href="#">展会详情</a>



**supply  
world**   
china beauty expo  
美妆供应链博览会

**SUPPLY WORLD**

2021 EDITION **MAY 12-14**

SHANGHAI NEW INTERNATIONAL EXPO CENTER

 **china  
beauty  
expo**  
中国美容博览会

**CHINA BEAUTY EXPO**

2021 EDITION **MAY 12-14**

SHANGHAI NEW INTERNATIONAL EXPO CENTER

**See you in May 2021**