

展后报告

Post-expo Report

2021/10/23-25

深圳国际美博会

Shenzhen International Beauty Expo

暨深圳国际大健康美丽产业博览会

& Shenzhen International Wellness & Beauty Industry Expo



深圳（福田）会展中心

Shenzhen (Futian) Convention and Exhibition Center

马桂

CIBE 中国国际美博会
创始人

CIBE
美博会

广州·上海·北京·深圳
民族美业摇篮 全球展览平台
CHINA'S CRADLE OF
GLOBAL BEAUTY BUSINESS



展后概况

Post-expo overview



10月23-25日，为期3天的深圳国际美博会暨深圳国际大健康美丽产业博览会在深圳（福田）会展中心圆满落幕。

On October 23-25, the 3-day Shenzhen International Beauty Expo & Shenzhen International Wellness & Beauty Industry Expo came to a successful conclusion in Shenzhen (Futian) Convention and Exhibition Center.

本届展会创新规划4大特色展区，覆盖10大美康主题，聚焦生活美容、专业线美容仪器、大医美大健康、养生保健、私密护理、美甲美睫纹绣、新渠道新服务、日化护肤品及小家电仪器、包材、OEM/ODM等品类，同期10+特备论坛活动助力产业发展，为供采双方“上演”一出产业狂欢“派对”，为展商、买家开发大湾区新增量。

This exhibition had an innovative plan of 4 special exhibition areas, covering 10 major themes related to beauty and wellness, focusing on such categories as life beauty, professional beauty equipment, grand cosmetic medicine and health, health care, private care, nail art and eyelash, new channels, new services, daily skin care products and small household appliances, packaging materials, OEM/ODM, etc. In the mean time, 10+ special forum events assisted industrial development and presented a grand industrial “party” for both suppliers and purchasers, exploiting new incremental volume for expo participators and purchasers in the Greater Bay Area.



// 展区规划

健康美容展区、日化创新品牌展区、
新渠道新服务展区、供应链展区

Planning of exhibition areas:

Exhibition area of health and beauty, exhibition area of innovative brands of daily-use chemicals, exhibition area of new channels and new services, exhibition area of supply chains.

// 展览数量

600+美康企业

Number of exhibitors:
600+ companies of beauty and wellness



// 展览面积

30000平方米

Exhibition area:
300,000 square meters

// 特备活动

10+场

Special events: 10+

深圳国际美博会暨深圳国际大健康美丽产业博览会展馆分布图

FLOOR PLAN OF SHENZHEN INTERNATIONAL BEAUTY EXPO &
SHENZHEN INTERNATIONAL WELLNESS & BEAUTY INDUSTRY EXPO

5号馆
HALL 5

6号馆
HALL 6

7号馆
HALL 7

8号馆
HALL 8
日化
供应链

1号馆
HALL 1

9号馆
HALL 9
健康美容

深圳会展中心
SHENZHEN CONVENTION AND EXHIBITION CENTER

2021/10/23-25
深圳 SHENZHEN

8号馆
HALL 8

日化供应链（OEM / ODM / 代工、包材供应商、机械设备、原料及检测）、日化品牌（新锐品牌、个人护理、彩妆等）、第三方服务

SUPPLY CHAIN (OEM&ODM, PACKING MATERIALS, MACHINERY, COSMETIC RAW MATERIALS) , NEW BRAND PERSONAL CARE

9号馆
HALL 9

大医美大健康、健康养生、女性生殖健康、专业美容产品及仪器、三美（美甲美睫纹绣）、第三方服务（Saas店务系统、培训教育、营销策划）

MEDICAL COSMETOLOGY, HEALTH CARE, FEMALE REPRODUCTIVE HEALTH, PROFESSIONAL BEAUTY EQUIPMENT, NAIL PRODUCTS, EYELASH, TATTOO

买家调查分析

Survey and analysis of buyers

买家的满意程度

Satisfaction of buyers



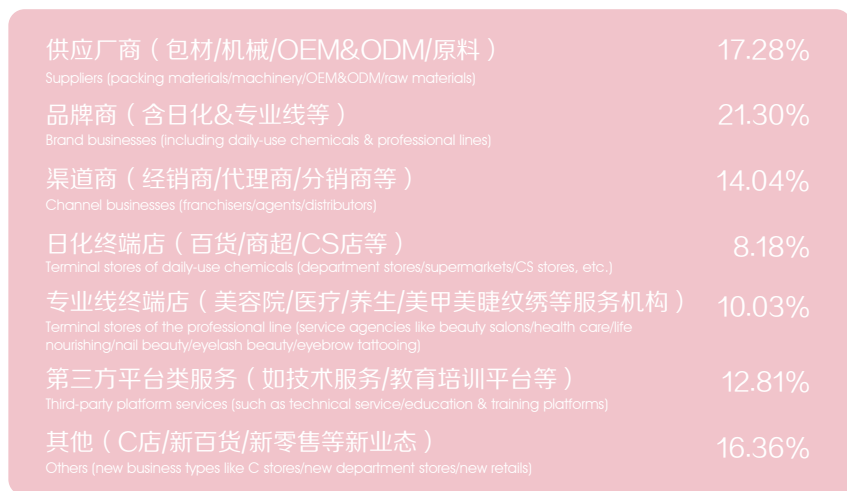
买家下届参展意愿

Buyers' willingness to participate in the next exhibition



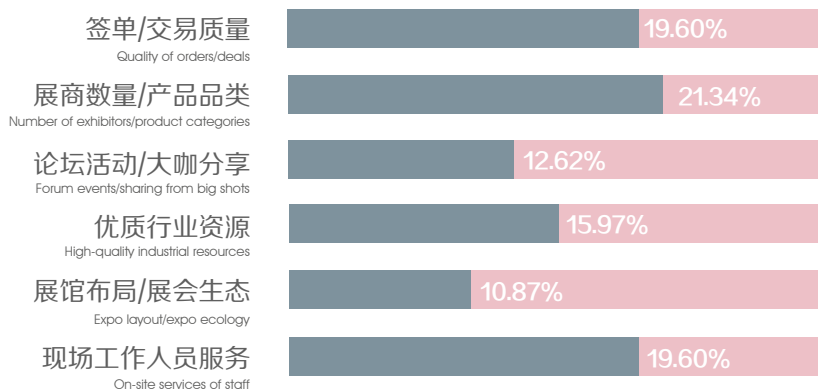
买家经营的业务性质/类别

Types of business



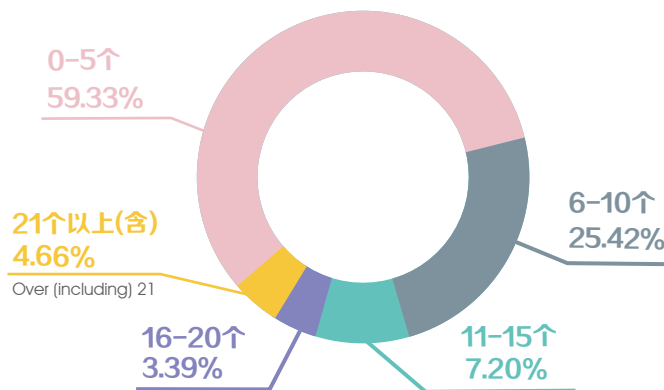
对展会比较满意的地方

Things about the expo that they are satisfied with



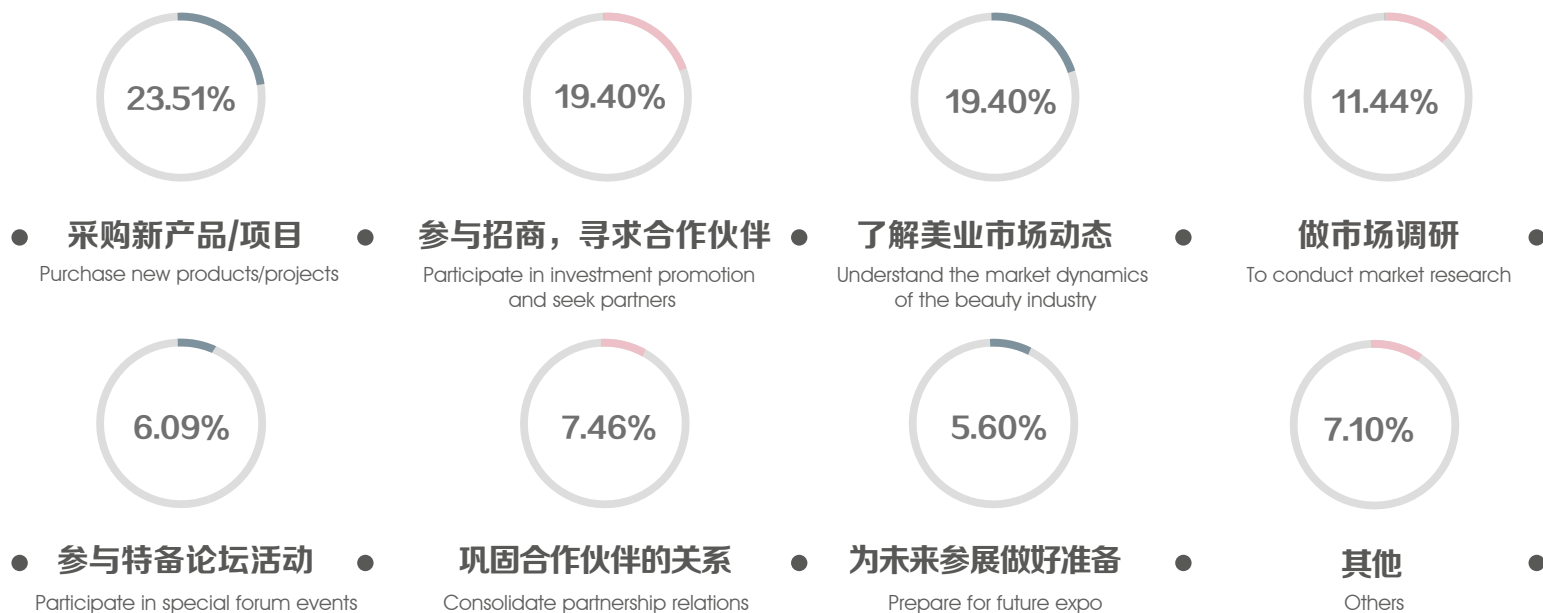
获得潜在合作展商

Number of potential cooperating exhibitors obtained



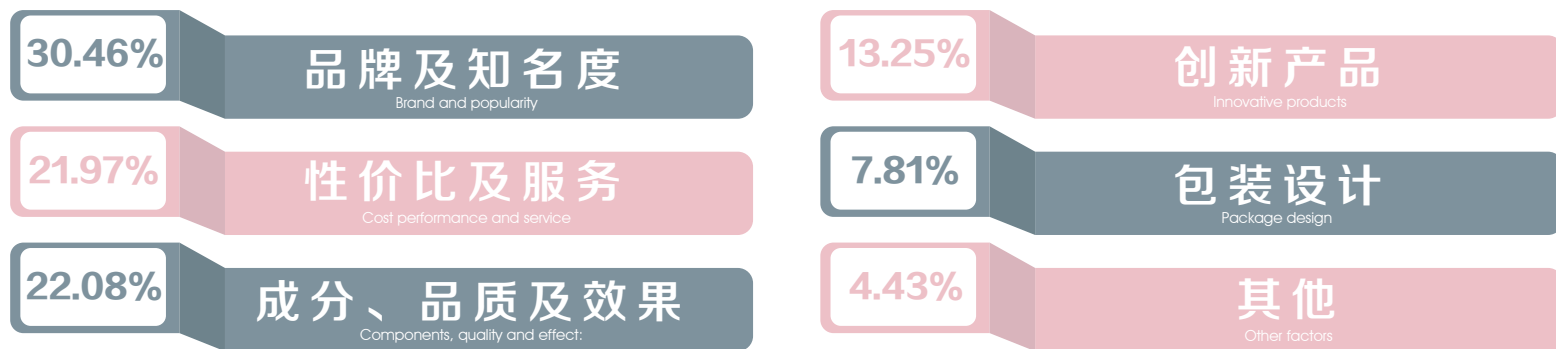
买家参加展会的目的

Purpose in participating in the expo



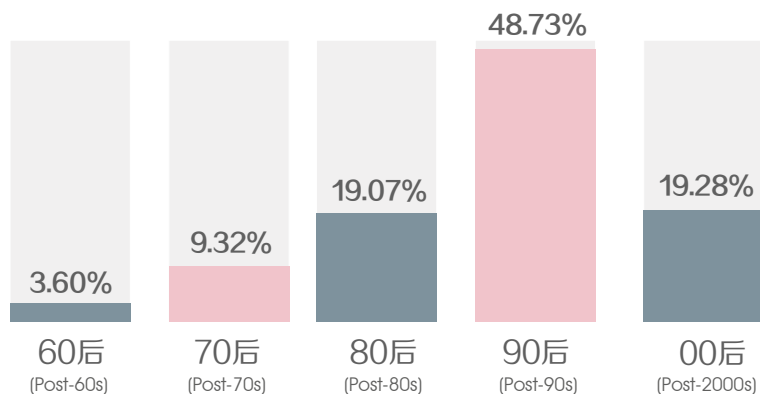
买家采购时最注重的因素

Factors of importance in procurement



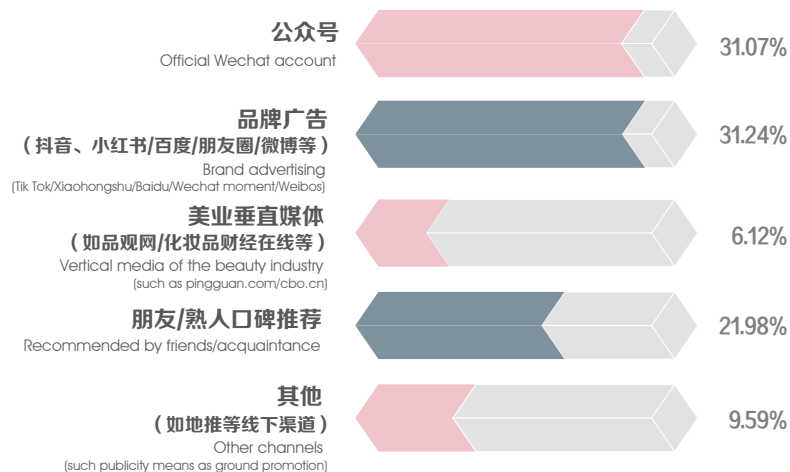
买家年龄段分布

Age group distribution



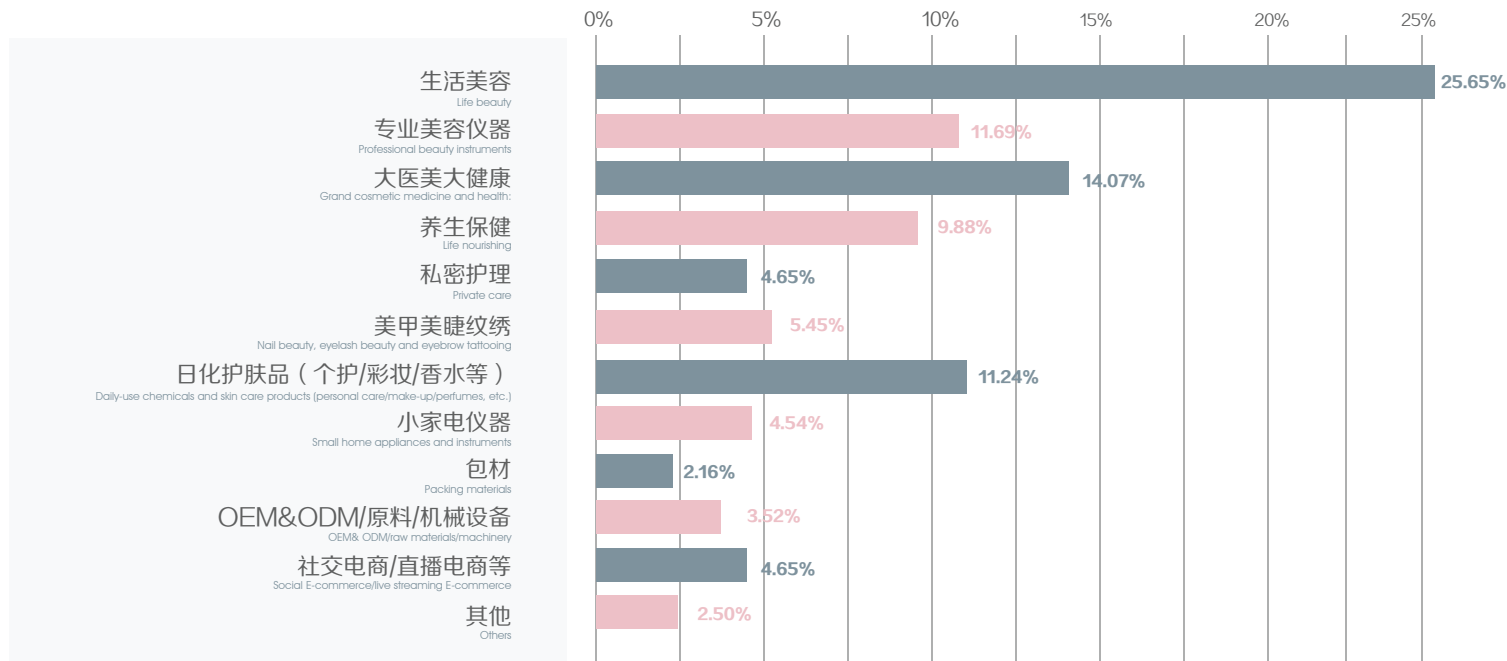
买家获知展会信息的渠道

Channels for learning about the expo



买家最感兴趣的版块产品/活动

Sectors of products/events that they are most interested in

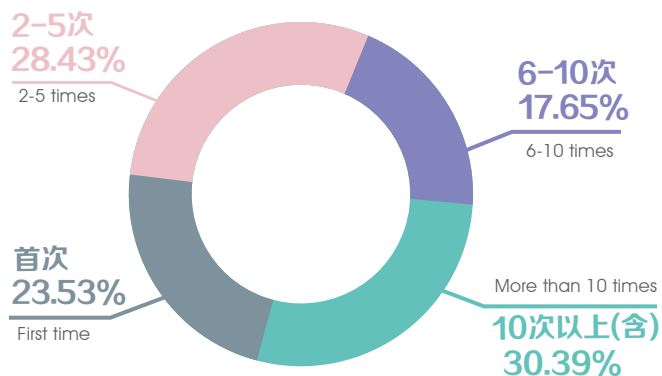


展商调查分析

Research and Analysis of exhibitors

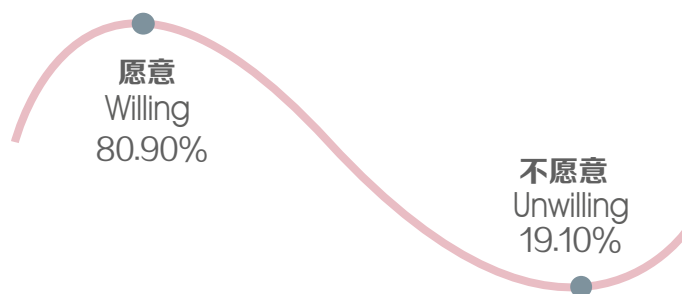
展商参加美博会的次数

Number of times exhibitors attended the Beauty Expo



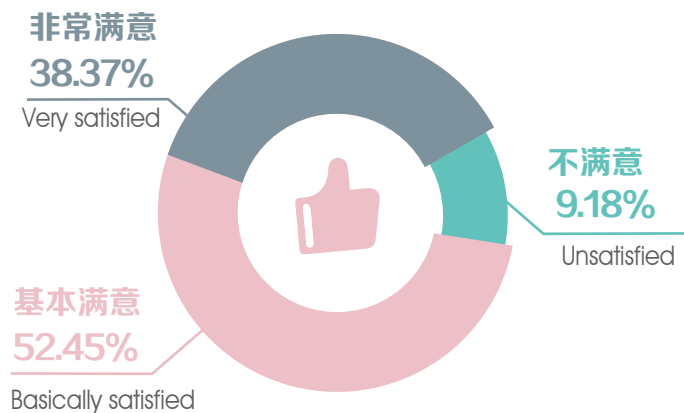
下届参展意愿

Willingness to participate in the next Expo



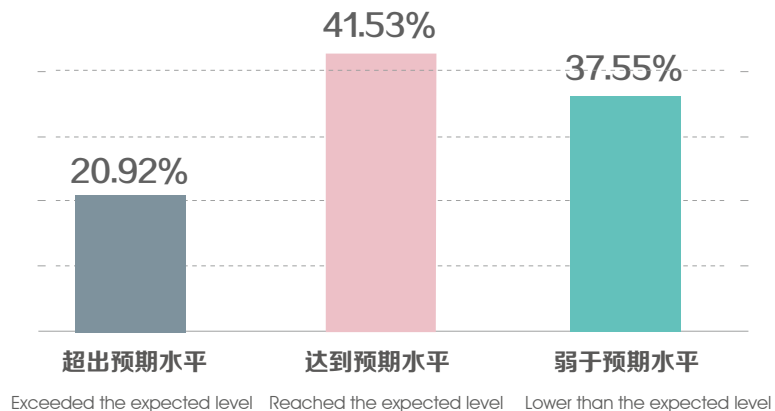
展商的满意程度

Satisfaction level of exhibitors



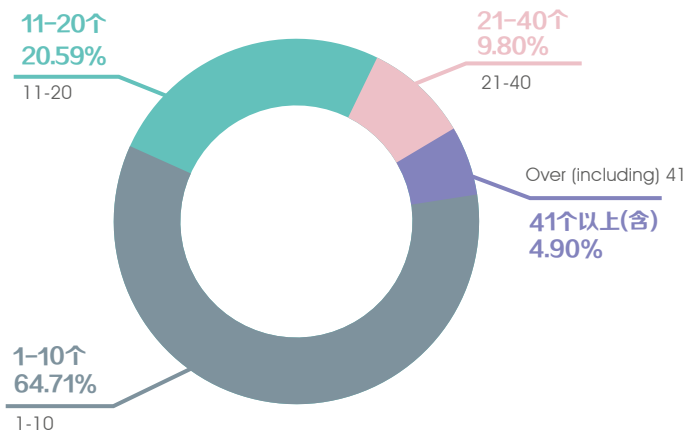
参观展台的客户数量水平

Number of customers visiting at the booth



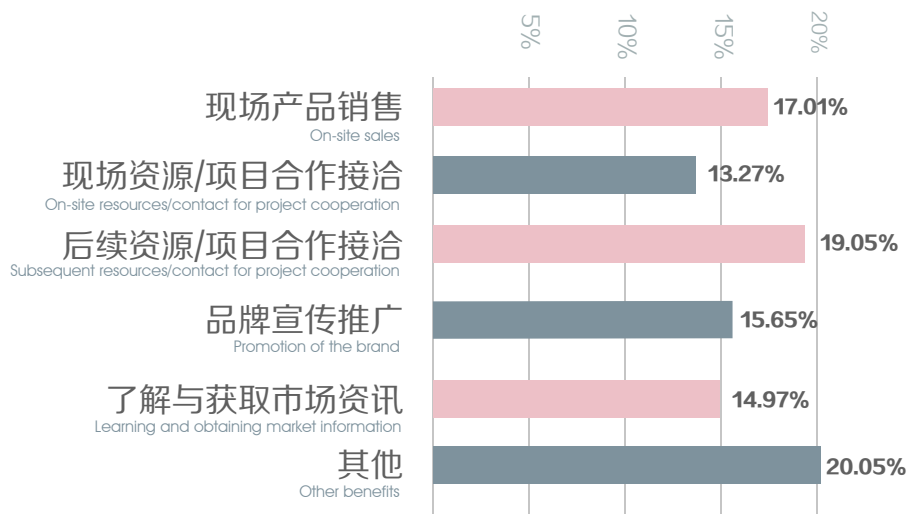
潜在合作意向客户数量

Exhibitors' business nature



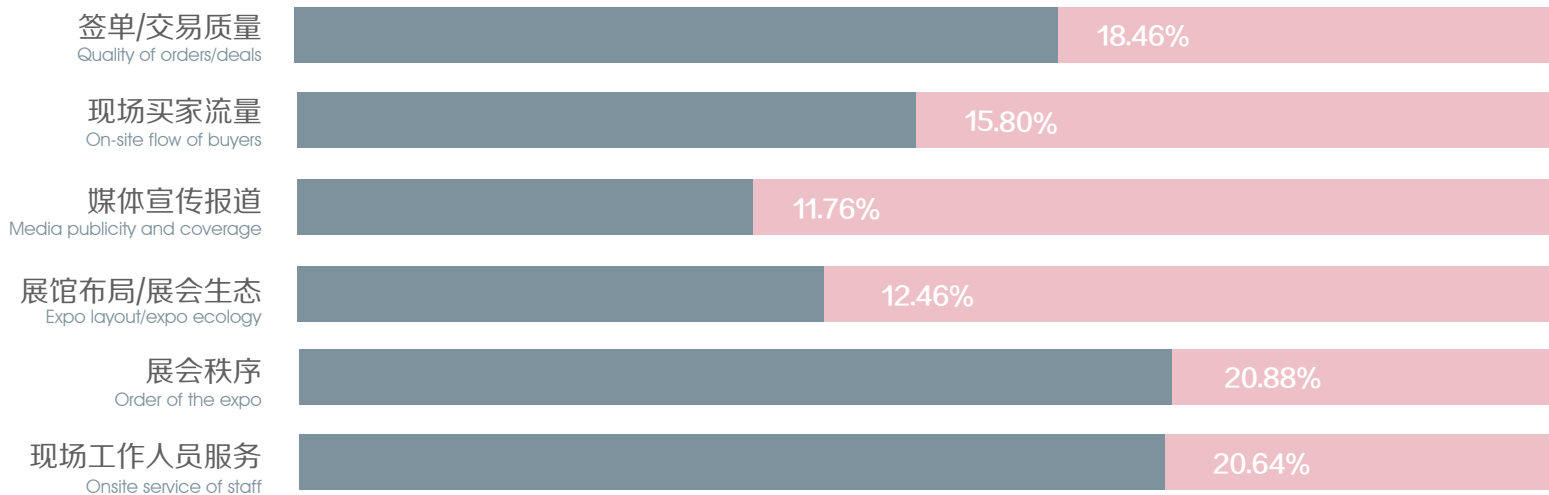
本届展会带来的收益

Benefits brought by the expo



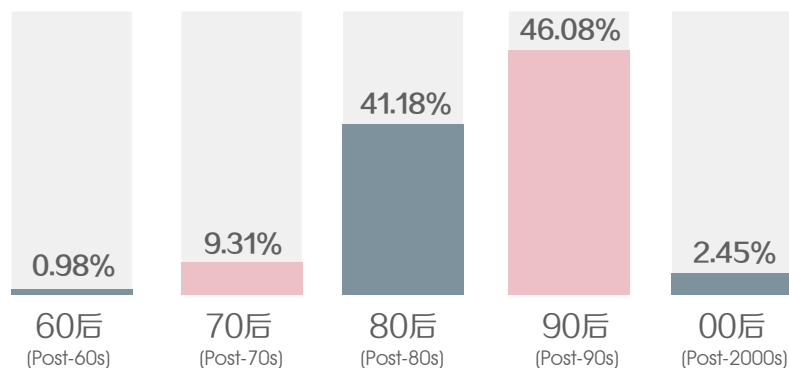
对展会比较满意的地方

Things about the expo that they are satisfied with



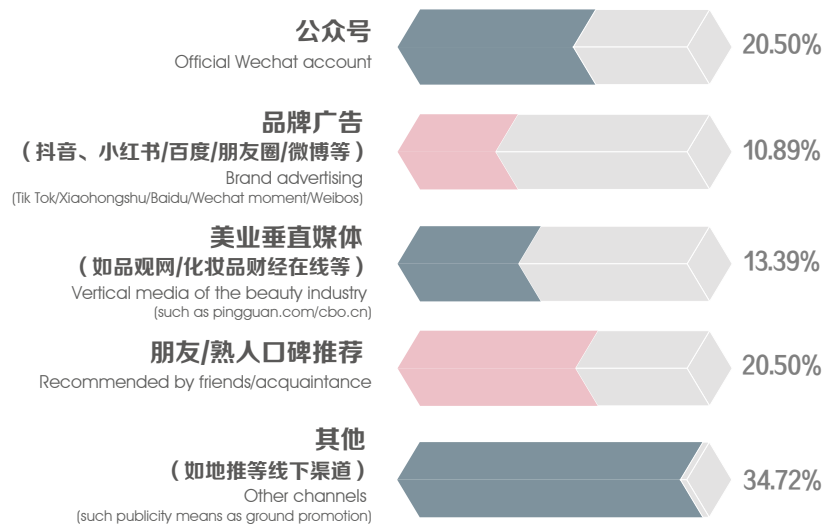
展商的年龄段分布

Age group distribution



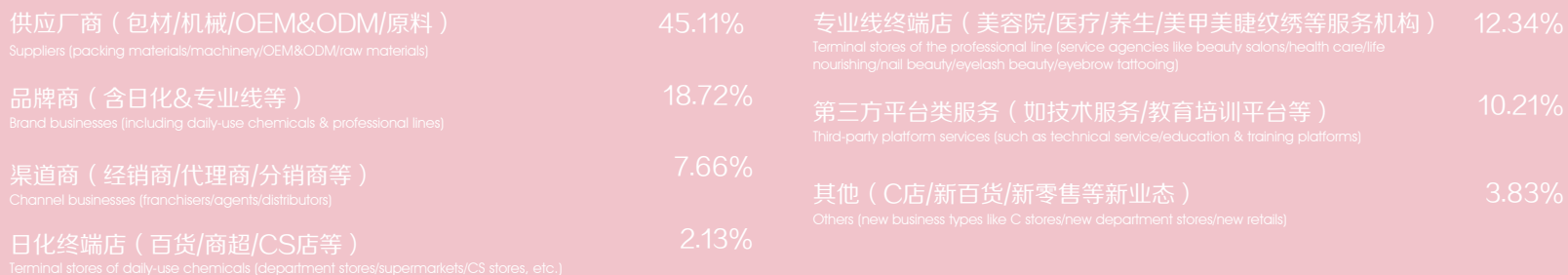
获知展会信息的渠道

Channels for learning about the expo



展商经营的业务性质/类别

Exhibitors' business nature



精彩特色活动（部分）

(Part of the) excellent special events

3天举办了10+场精彩论坛，集结了众多在业内极具话语权的专家、精英、大咖，研讨行业发展，分享跨境出海商机，解惑企业发展困境，为专业线、日化线、供应链、新渠道营销版块全域赋能。

In 3 days, 10+ amazing forums were held, in which quite influential experts, elites and big shots gathered and discussed about industrial development, shared cross-border business opportunities, solved doubts of enterprises about their development, and energized the entire domain of professional lines, daily-use chemical lines, supply chains and new-channel marketing.



美业风口论坛——探寻增长内核

Cosmetic Vent Forum -- Exploring the Growth Core

大会以“探寻增长内核”为主题，邀请行业大咖分享企业增长的内核要素，寻找新增长引擎开拓市场商机，助力美业人领先掌握行业资讯以及行业发展动态，打造品牌核心竞争力，推动美容行业转型升级，共同探讨推动行业的发展与进步。

The forum had the theme of “exploring the growth core”, and invited big shots in the industry to discuss about the core elements for enterprise growth, looking for new growth engines, exploiting business opportunities, thus helping people in the beauty industry to grasp industrial information and dynamics, developing the core competence of the brands, promoting the transformation and upgrading of the beauty industry, discussing and promoting the development and progress of the industry.



第21届美业一公里·深圳站——轻体验轻服务论坛

The 21st (Shenzhen) Forum of Last Mile of Beauty Industry -- Forum of Light Experience and Light Service

大会探讨了2022年的日化市场：从洞察消费趋势、加码体验式营销、提升服务质效和创造新流量入口等探讨了日化板块升级发展之路。

The forum discussed about the daily-use chemical market in 2022, and explored the path for the upgrading and development of the daily-use chemical sector from such perspectives as insight of consumption trends, marketing of enhanced experience, improving quality & efficiency of service, and creating new traffic entrances.



「快手视界 美力引擎」——2021快手美业全域营销大会

[Kuaishou Horizon, Beauty Engine] -- 2021 Kuaishou All-domain Marketing Conference of the Beauty Industry

大会集结快手磁力引擎、快手电商、快手合作品牌方及快手百万美妆达人，通过解析快手如何以内容营销驱动商业增长，为行业商家提供了一套快手营销解决方案。

The conference was a gathering of Kuaishou magnetic engine, Kuaishou E-commerce, brand partners of Kuaishou and make-up influencers with a million-scale fan base in Kuaishou, who provided a set of Kuaishou marketing solutions for businesses in the industry through analyses of how business growth is promoted through content marketing in Kuaishou.



2021 Lazada 美业跨境出海论坛——出海东南亚，助力美业商家新增长

2021 Lazada Cross-border Overseas Forum of the Beauty Industry -- Going Overseas to Southeast Asia and Driving New Growth of Beauty Businesses

大会以「出海东南亚 助力美业商家新增长」为主题，特邀了Lazada招商负责人、官方认证服务商、跨境美妆小二及合作商家，从东南亚美妆、个护家电品类的趋势机会及东南亚爆品社交媒体打法讲解跨境商机，为美业商家“跨境出海”提供全链路解决方案。

The forum had the theme of “going overseas to Southeast Asia and driving new growth of beauty businesses”, and invited Lazada’s head of investment attraction, officially certified service suppliers, shop owners of cross-border make-up business and cooperating businesses, and discussed about cross-border business opportunities from such perspectives as the trends and opportunities of make-up, personal care and home appliances, and means of social media promotion of explosive goods in Southeast Asia, thus providing entire-chain solutions of overseas expansion for beauty businesses.



第三届轻医美论坛

The 3rd Light Cosmetic Medicine Forum

论坛聚焦轻医美市场趋势、消费洞察、法律法规及功能性护肤品的开发，赋能美妆品牌和工厂布局轻医美赛道。

The forum focused on the trend of the light cosmetic medicine market, insight in consumption, laws and regulations, as well as the development of functional skin care products, thus energizing make-up brands and factories in their strategic layout in the track of light cosmetic medicine.



美博会自媒体矩阵

WE MEDIA MATRIX OF CIBE

自媒体平台



美博会抖音号



美博会微博



美博会商学院



美博会官网



美博会公众号



美博会小红书



美博会快手号



美博会APP

国外社交媒体平台



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china international beauty expo



YOUTUBE

cibeglobal@gmail.com



LINKEDLN

China International Beauty Expo

第三方媒体平台



搜索查询：CIBE中国国际美博会

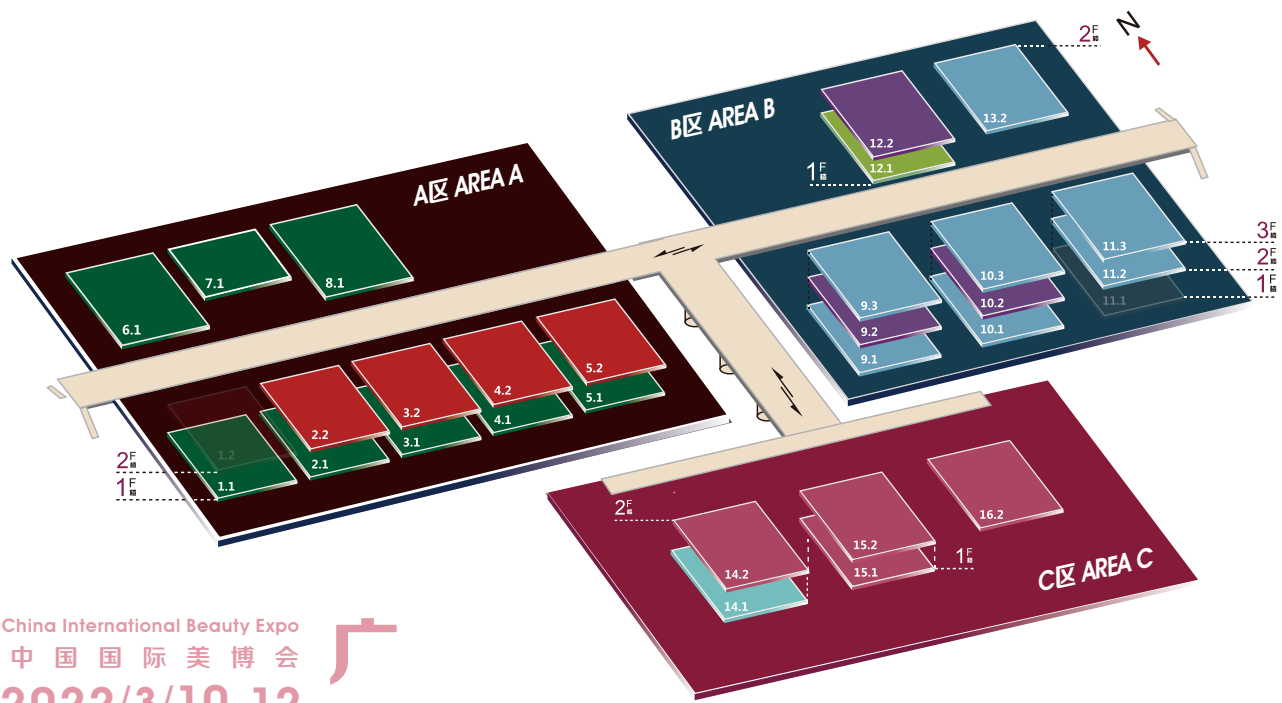
媒体合作LOGO墙

WALL OF COOPERATED MEDIA LOGO



第59届中国(广州)国际美博会展馆分布图

FLOOR PLAN OF CHINA INTERNATIONAL BEAUTY EXPO (GUANGZHOU) SPRING 2022



China International Beauty Expo
 中国国际美博会
 2022/3/10-12
 CHINA IMPORT & EXPORT FAIR COMPLEX
 中国进出口商品交易会展馆

广州

中国进出口商品交易会展馆 A区 Area A, China Import & Export Fair Complex, Guangzhou

- 展厅 1.1** 日化及院线代工
OEM & ODM & OBM、包材
OEM, ODM & OBM, Packaging
- 展厅 1.2** 日化及院线代工
OEM & ODM & OBM
OEM, ODM & OBM
- 展厅 2.1** 日化及院线代工
OEM & ODM & OBM
OEM, ODM & OBM
- 展厅 2.2** 新渠道服务商、新渠道品牌、口服美容品
Social Sell & New E-Commerce, Oral Beauty Products
- 展厅 3.1** 日化及院线代工
OEM & ODM & OBM、包材
OEM, ODM & OBM, Packaging
- 展厅 3.2** 日化及院线代工
OEM & ODM & OBM
OEM, ODM & OBM
- 展厅 4.1** 包材 (内包装容器)、包装设计
Inner Packaging (PE/PP/PET/PC Bottle, Acrylic Bottle, Aluminum Bottle, Glass Bottle, Powder Box, Inner Container, etc), Packaging Design
- 展厅 4.2** 日化国际展区、日化进口品、日化名品、彩妆、香水、化妆工具用品、彩妆代工
International Pavilion, International Brands, National Famous Brands, Make-up, Perfumery, Toiletry, Make-up OEM/ODM/OBM
- 展厅 5.1** 包材展区 (外包装及标签、印刷等外包装, 内包装容器及配套部件)
Machinery, Outer Packaging (Box, Sack, Outer Container, Label & Tag, Printing, etc), Inner Packaging
- 展厅 5.2** 香薰香氛、个人护理、护肤、洗护、面膜、口腔护理、孕婴童护理、IP授权、美发/假发/接发/植发、头皮养护、个人护理小家电、日化配套服务、个人护理/洗护代工
Aromatherapy & Fragrance, Personal Care, Skin Care, Body & Hair Care, Masks, Oral Care, Maternity & Baby Care, IP Licensing, Hair Grafting, Wig, Scalp Care, Hairdressing Tools and Accessories, Personal Care Tools and Instruments, Hair Salon Accessories, OEM/ODM/OBM
- 展厅 6.1** 机械设备展区
Machinery
- 展厅 7.1** 机械设备展区
Machinery
- 展厅 8.1** 代工、包材展区
OEM/ODM/ODM, Packaging

中国进出口商品交易会展馆 B区 Area B, China Import & Export Fair Complex, Guangzhou

- 展厅 9.1** 连锁加盟、皮肤管理、肌肤修复、祛斑祛痘、美白淡斑、美容乳霜、精油、专业线面膜及护肤品、消杀消毒用品、身体各部位护理、专业美容配套及服务 (拓客、培训、服务机构、线上平台等)、院线代工
Franchise Chain, Skin Care Management, Skin Repairing, Skin Whitening & Clearing, Lotion, Gel, Cream, Beauty Mask & Essential Oil, Medical Sterilized & Disinfection Products, Body Care, Beauty Salon Auxiliary Products & Services, OEM/ODM/OBM
- 展厅 9.2** 抗衰老、基因检测、干细胞、产后修复、月子中心、女性保健
Anti-aging, Gene Detection, Stem Cells, Maternity & Baby Care Center, Female Health Care, Postpartum Recovery
- 展厅 9.3** 专业美容、祛斑祛痘、美白祛疤、美容乳霜、专业线面膜及护肤品、消杀消毒用品、身体护理、脸部护理、眼部护理、颈部护理、脊椎护理、盆腔护理、院线代工
Skin Whitening & Clearing, Lotion, Gel, Cream, Beauty Mask, Medical Sterilized & Disinfection Products, Body Care, Face Care, Eye Care, Neck Care, Pelvic Care, Beauty Salon Products, OEM/ODM/OBM
- 展厅 10.1** 专业美容仪器、检测仪器、美容仪器配套部件与产品、抗衰老产品、产后修复、其它专业美容产品、美体内衣、美胸、减肥纤体、酵素、院线代工
Beauty Equipments & Auxiliary Products, Anti-aging, Postpartum Recovery, Beauty Salon Products, Shape Underwear, Breast Care, Fitness, Ferment, OEM/ODM/OBM
- 展厅 10.2** 专业线国际展团, 国际大健康大医美
International Pavilion, Health Care & Medical Cosmetology
- 展厅 10.3** 美容仪器与配套、抗衰老、健康检测、身体护理、院线护肤品、专业线面膜及护肤品、精油、香薰、口服美容品、院线代工
Beauty Salon Equipments & Auxiliary Products, Anti-aging Products, Health Monitoring, Body Care, Beauty Salon Products, Aromatherapy & Essential Oil, Oral Beauty Products, OEM/ODM/OBM
- 展厅 11.2** 国际品牌 (日韩港澳台)、国潮名品、韩国展团、香港展团、台湾展团、泰国展团
International Brands, National Famous Brand, Korea Pavilion, Hong Kong Pavilion, Taiwan Pavilion, Thai Pavilion
- 展厅 11.3** 专业美容仪器、家用美容护理仪器、检测仪器、美容仪器配套部件与耗材
Beauty Equipments & Auxiliary Products
- 展厅 12.1** 养生、温灸艾灸产品、保健产品、健康睡眠产品
Wellness, Warming & Moxa Moxibustion, Health Care Food & Products, Healthy Sleep Products
- 展厅 12.2** 国际大健康大医美、轻医美、医美耗材及配套产品、高端美容仪器展区
International Health Care and Medical Cosmetology, Light Medical Cosmetology, Medical Cosmetology Supplies & Auxiliary Products, High-end Beauty Equipments
- 展厅 13.2** 国际品牌 (欧美及大洋洲)、国潮名品
International Brands (Europe, America & Oceania), National Famous Brands

中国进出口商品交易会展馆 C区 Area C, China Import & Export Fair Complex, Guangzhou

- 展厅 14.1** 轻奢时尚礼品、定制礼品、直播选品 (百货精品)
Entry Luxury & Fashionable Gift, Tailor-made Gift, Webcast Supply
- 展厅 14.2** 美甲、美睫、化妆工具用品
Nail Products, Eyelash, Toiletry
- 展厅 15.1** 纹绣、半永久化妆、培训及配套仪器设备、皮肤管理
Tattoo, Semi-Permanent Makeup, Tattoo Training & Equipments, Skin Care management
- 展厅 15.2** 美甲及配套、美甲培训、手足护理
Nail Products & Accessories, Nail Training, Hand & Foot Care Products
- 展厅 16.2** 美甲、美睫、纹绣
Nail Products, Eyelash, Tattoo

期待 EXPECTATION

广州国际直播产业博览会

Guangzhou International Live Streaming Industry Expo 2021

时间：2021年12月29-30日 地点：中国进出口商品交易会展馆

TIME : 2021/12/29-30 ADD : CHINA IMPORT & EXPORT FAIR COMPLEX

第59届中国(广州)国际美博会

THE 59TH CHINA INTERNATIONAL BEAUTY EXPO (GUANGZHOU) SPRING 2022

时间：2022年3月10-12日 地点：中国进出口商品交易会展馆

TIME : 2022/3/10-12 ADD : CHINA IMPORT & EXPORT FAIR COMPLEX

第28届北京国际美博会

THE 28TH CHINA INTERNATIONAL BEAUTY EXPO (BEIJING) 2022

时间：2022年4月23-25日 地点：国家会议中心

TIME : 2022/4/23-25 ADD : CHINA NATIONAL CONVENTION CENTER

参展商(深圳) Exhibitors(Shenzhen) : (+86) 020-86259008

参展商(广州) Exhibitors(Guangzhou) : (+86) 020-86259008

参展商(上海) Exhibitors(Shansghai) : (+86) 021-62126630

买家与参观者 Buyers and Visitors: (+86) 020-86257964

全国统一客服电话 Customer Service : 400 931 9933

客服邮箱 - 广上深 Customer Mail - Guangzhou Shenzhen Shansghai

Talk to us : info@chinainternationalbeauty.com

客服邮箱 - 北京 Customer Mail - Beijing

Info-Beijing: info-beijing@chinainternationalbeauty.com

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