

CCBE 2025第51届(春季) 成都美博会

THE 51st CHENGDU CHINA BEAUTY EXPO 2025 (SPRING)

展后 报告

POST-SHOW REPORT

2025.4.17-19

成都世纪城新国际会展中心5/6/7/8/9号馆

Chengdu Century City New International Convention & Exhibition Center, Halls 5, 6, 7, 8, 9

主办单位/Organizer

Informa Markets | 四川美容美发行业商会

四川省化妆品商会 | 四川省美容美发产业协会

成都市美发美容协会

承办单位/Co-organizer

英富曼维纳展览（成都）有限公司

全程支持/Official Supporter

美业人手机报 云美宝

展会官网/Official Website

www.meibohui.com



展会大数据

Exhibition Data

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

2025第51届(春季)CCEE成都美博会

THE 51st CHENGDU CHINA BEAUTY EXPO 2025 (SPRING)

2025年4月17-19日 | 成都世纪城新国际会展中心5/6/7/8/9号馆

April 17-19, 2025 | Chengdu Century City New International Convention & Exhibition Center (CCNICEC), Halls 5/6/7/8/9

同期活动

30⁺ 场

Concurrent Events: 30⁺

分享嘉宾

48 位

Guest Speakers: 48

支持媒体

120⁺

Media Coverage: 120⁺

参展商

752 家

Exhibitors: 752

参展品牌

4500⁺

Brands: 4,500⁺

专业观众

49,673

Professional Buyers: 49,673

展出面积

65,000m²

Exhibition Area: 65,000m²

线上曝光

4,000,000⁺

Online Exposure: 4,000,000⁺



本届亮点

Exhibition Highlights

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

• Highlight 1

48.53%新品牌亮相成都美博会

48.53% New Brands Debut at Chengdu China Beauty Expo

"首发经济"效应下，进一步刺激中国中西部美业市场发展。

Under the "debut economy" effect, the expo further stimulates market development in China's central and western beauty industries.



• Highlight 2

AI应用，驱动新质生产力

AI Applications Drive New Quality Productive Forces

展现AI在美业领域的应用，以数智化、科技化提升管理效率及服务质量，贴近“Z世代”消费观念。

The expo highlighted AI applications in the beauty sector, leveraging digitalization, intelligent technologies, and scientific advancements to enhance management efficiency and service quality, aligning with Generation Z's consumption preferences.



本届亮点

Exhibition Highlights

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

Highlight 3

美业X疗愈，行业新爆点

Beauty Industry × Therapy - A New Industry Breakthrough

芳香疗愈专区，带给买家新体验，从嗅觉、听觉、触觉等感觉下，促进新消费方式诞生，美业产生转型新爆点。

The aromatherapy zone offered buyers immersive experiences through olfactory, auditory, and tactile engagement, fostering novel consumption patterns, and marking a transformative growth point for the industry.



Highlight 4 强强联合，助力民族品牌成长

Highlight 4: Strategic Collaboration Empowers National Brand Growth

四川美容美发行业商会与“民族品牌陪跑计划”达成战略合作，共同推进美业品牌走进新华社客户端《了不起的国货》和中央新影《发现者》栏目，助力民族品牌高质量发展。

The Sichuan Beauty & Hairdressing Industry Chamber of Commerce forged a strategic partnership with the "National Brand Incubation Program." This collaboration promotes domestic beauty brands through features on Xinhua News Agency's Amazing Chinese Brands and CCTV's Discoverers programs, accelerating high-quality development for homegrown brands.



买家数据

Buyer Data

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

观众数量
49,673 人

Number of buyers: 49,673



来自云、贵、川、渝、藏、陕、甘等地区的专业买家

Professional buyers from Yunnan, Guizhou, Sichuan, Chongqing, Tibet, Shaanxi, Gansu, and other regions

首次参观人数
57.24%

57.24% First-time Professional Buyer



全流量触达，强化专业买家到场意向

Full-spectrum outreach strengthened professional buyers' attendance intent.

到场新观众
50.83%

50.83% New On-site Visitors



新渠道覆盖，链接全新买家数据资源

New channel coverage linked fresh buyer data resources.

新美业 · 创商机

New Beauty Industry · Creating Opportunities

▶▶ 助力开拓中国中西部美业市场

Facilitating market expansion in China's central and western beauty industry.



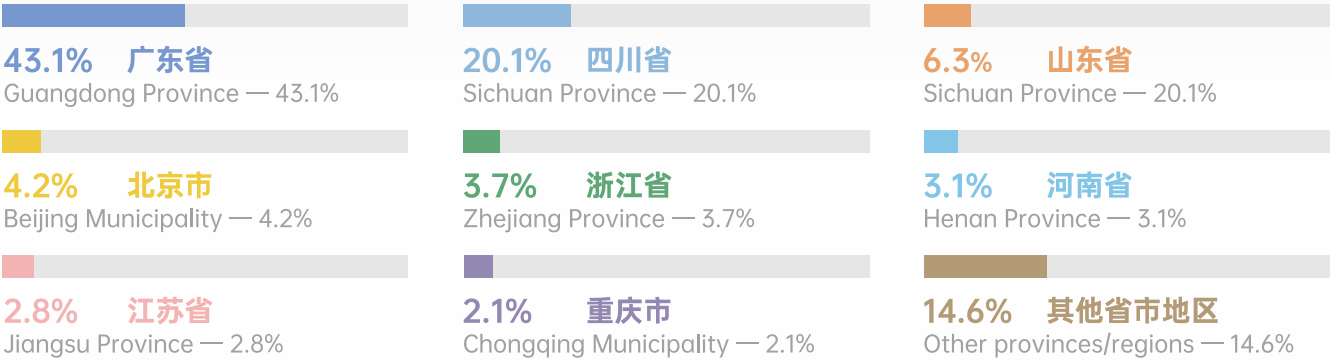
展商数据

Exhibitor Data

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

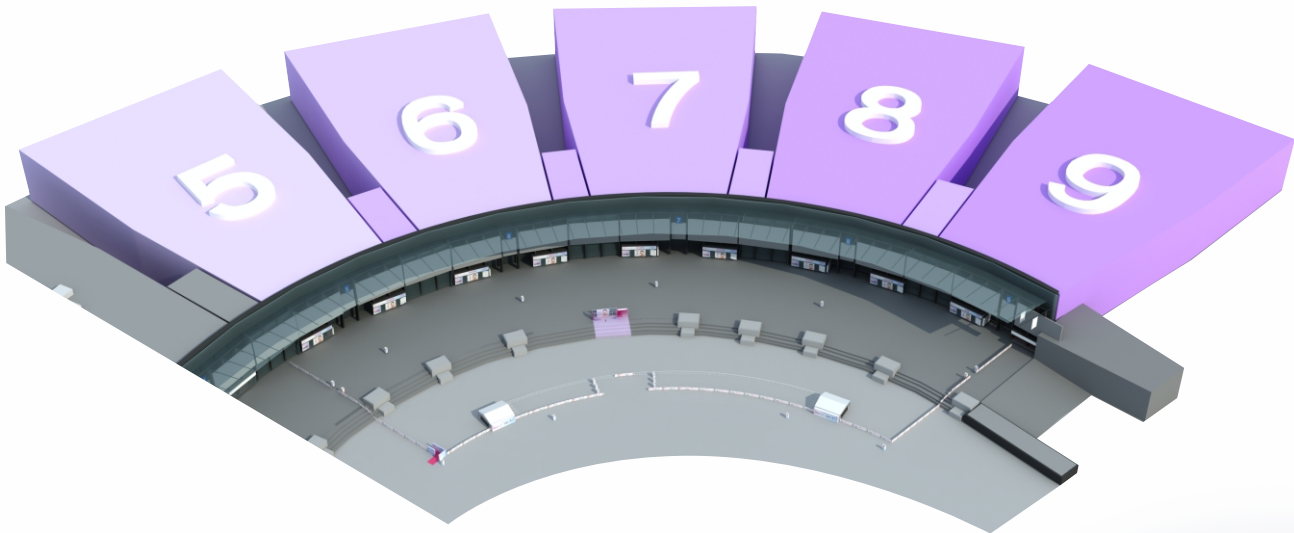
▶▶ 展商数量Exhibitors: **752** 家 ▶▶ 展示品牌Brands: **4,500+**

展商地域分布Top Top Regional Distribution of Exhibitors



第51届 (春季) CCBE成都美博会展馆分布 Venue Layout for the 51st Chengdu China Beauty Expo (Spring)

*** 5大展馆+4连接馆 ***
5 main exhibition halls + 4 connection halls



- 5号馆**
Hall

新美业 全渠道馆
New Beauty Industry Omni-channel Hall

进口品、洗护、个护、口服及代工
芳香精油、香氛香料、新中式养生、疗
愈情绪管理
- 6号馆**
Hall

功效护肤及代工馆
Functional Skin Care And Oem/Obm/Odm

专业线护肤、斑/敏/痘/疤/抗衰老白产
品及项目、OEM/ODM
- 7号馆**
Hall

大健康养生馆
Health And Wellness Hall

大健康养生 (艾灸/香灸/温灸/养
生配套) 疼痛管理、体重管理与
塑形、私护产康
- 8号馆**
Hall

大医美/仪器馆
Medical Beauty/Instrument Hall

医美、科美、AI智能与美容仪器、干细
胞、菌群移植、智慧医疗、原料及整形
材料
高端皮肤管理、抗衰及修复类产品/技
术、水光、未病预防、视力与眼部SPA
- 9号馆**
Hall

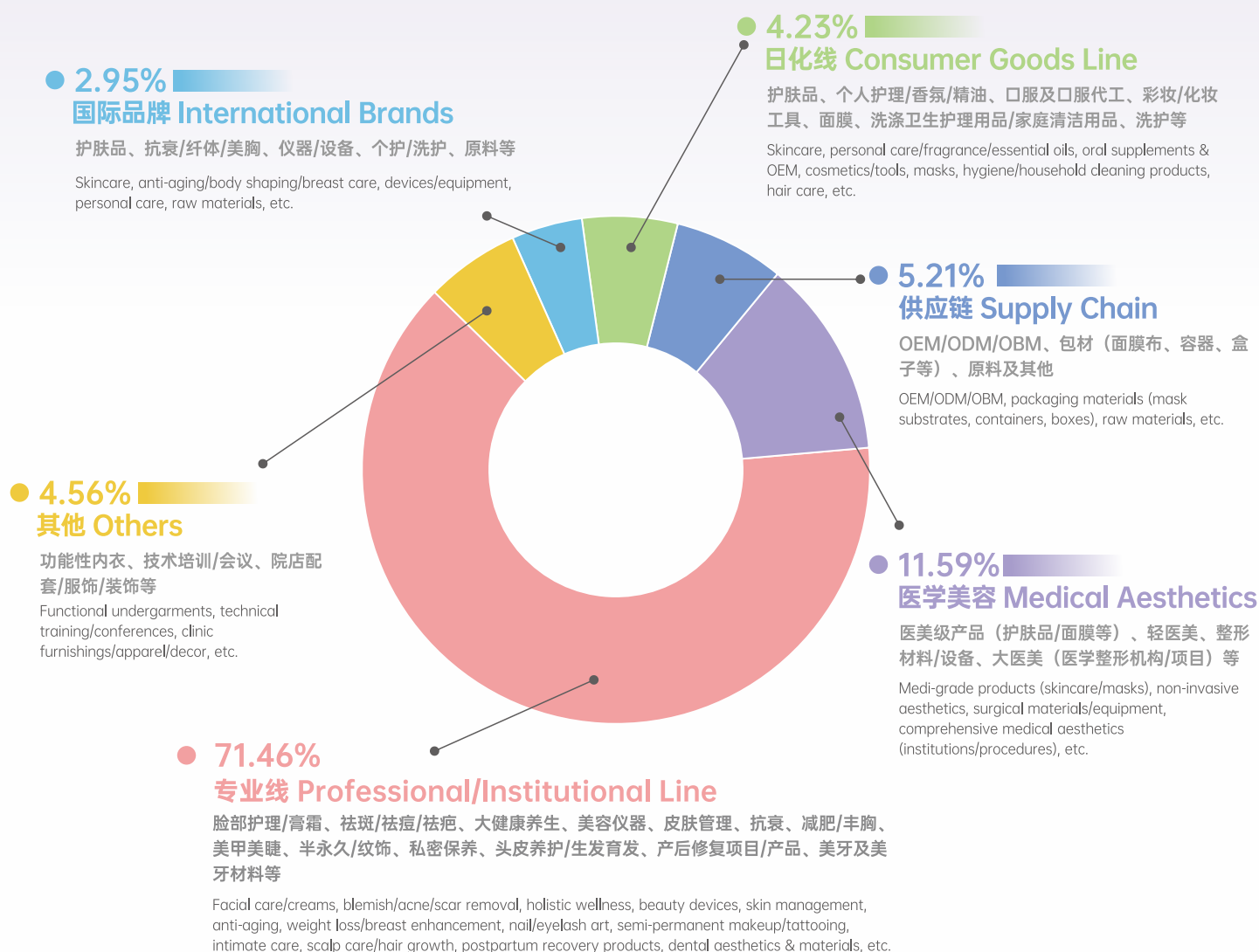
头皮健康/三美馆
Scalp Care /Nail/Eyelash/Eyebrow Tattooing Hall

美甲美睫纹绣、穿戴甲、手足护
理、美牙、生发养发、头皮管理、
塑形内衣、院线产品及配套、耗材

展商类型

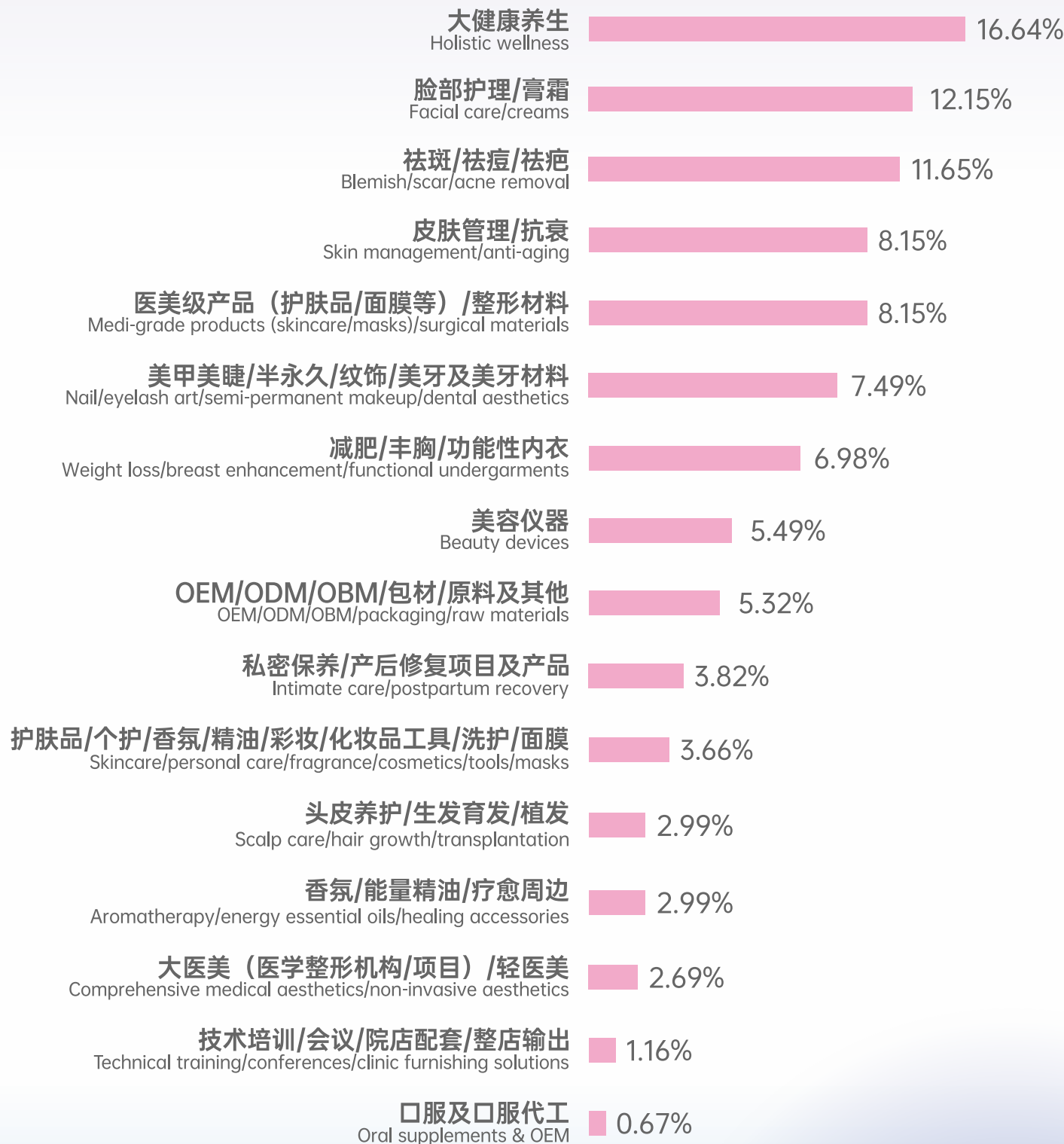
Exhibitor Categories

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CHENGDU CHINA BEAUTY EXPO
成都美博会



展商类型细分占比

Detailed Breakdown of Exhibitor Categories



展商调查

Exhibitor Survey

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

▶▶ 91.78% 展商对本届展会非常满意

91.78% of exhibitors were highly satisfied with this season.

▶▶ 90.24% 展商表示会再次参观

90.24% of exhibitors expressed intent to re-participate.

▶▶ 89.69% 展商会向同行推荐成都美博会

89.69% of exhibitors would recommend CCBE to peers.

2025第51届（春季）CCBE成都美博会展商综合评分：**9.18**（10分制）

Overall rating for 2025 51st CCBE (Spring): 9.18/10



买家分析

Buyer Analysis

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

区域聚焦，中国中西部美业标杆展

Regional Focus: China's Central-West Beauty Industry Benchmark Event

国内观众地域来源

Domestic Buyer Distribution by Region

西南地区 90.56%

(四川、云南、贵州、西藏、重庆等)

Southwest China (Sichuan, Yunnan, Guizhou, Tibet, Chongqing, etc.) — 90.56%

华南地区 1.78%

(广东、广西、海南等)

South China (Guangdong, Guangxi, Hainan, etc.) — 1.78%

华东地区 0.65%

(山东、江苏、安徽、浙江、福建、上海等)

East China (Shandong, Jiangsu, Anhui, Zhejiang, Fujian, Shanghai, etc.) — 0.65%

东北地区 0.47%

(辽宁、吉林、黑龙江等)

Northeast China (Liaoning, Jilin, Heilongjiang, etc.) — 0.47%

西北地区 5.11%

(陕西、甘肃、青海等)

Northwest China (Shaanxi, Gansu, Qinghai, etc.) — 5.11%

华北地区 0.82%

(北京、天津、河北、山西、内蒙等)

North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia, etc.) — 0.82%

华中地区 0.58%

(湖北、湖南、河南、江西等)

Central China (Hubei, Hunan, Henan, Jiangxi, etc.) — 0.58%

其他地区 0.03%

(港澳台等)

Others (Hong Kong, Macau, Taiwan, etc.) — 0.03%

买家职位

Buyer Positions

24.82%



总裁/总经理/
CEO/VP
President/
General Manager/
CEO/VP

22.03%



经理/主管
Manager/
Supervisor

19.01%



企业主/店长
Business Owner/
Store Manager

15.59%



总监
Director

13.83%



美导/技师
Beauty Consultants/
Technicians

2.28%



医生/护士
Doctors/
Nurses

1.82%



高校
Academic
Institutions

0.61%



商协会
Industry
Associations

* 关键决策者集中，商贸配对更高效

Key Decision-Makers Drive Efficient Business Matching

买家类型

Buyer Types

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

主营业务 Core Business

专业线/院线
Professional/Institutional Line

54.82%

医学美容
Medical Aesthetics

19.02%

日化线
Consumer Goods Line

9.72%

专业养发/美发
Professional Hair Care/Styling

6.03%

供应链
Supply Chain

4.46%

国际品牌
International Brands

2.27%

其他/投资考察/媒体等
Others/Investors/Media

3.68%



买家类型

Buyer Types

细分占比 Detailed Breakdown



专业线/院线

Professional/Institutional Line

生产商/制造商/品牌方 Producers/Manufacturers/Brand Owners	36.89%
美容院/水疗 Beauty Salons/Spas	18.39%
代理商/经销商 Agents/Distributors	9.04%
皮肤管理中心 Skin Management Centers	9.04%
美容连锁 Beauty Chains	7.68%
大健康养生馆 Holistic Wellness Centers	4.78%
美体/减肥店 Body Shaping/Weight Loss Clinics	4.72%
美甲/美睫 Nail/Eyelash Studios	3.44%
纹绣/半永久 Microblading/Semi-Permanent Studios	1.72%
抗衰/科技美肤中心 Anti-Aging/Tech Skincare Centers	1.59%
其他 Others	2.29%

医学美容

Medical Aesthetics

民营医院/医美机构 Private Hospitals/Medical Aesthetic Institutions	50.11%
轻医美 Non-Invasive Aesthetics	23.32%
代理商/经销商/渠道商 Agents/Distributors/Wholesalers	9.49%
生产商/制造商/品牌方 Producers/Manufacturers/Brand Owners	6.76%
公立医院 Public Hospitals	3.19%
原材料供应商 Raw Material Suppliers	1.65%
其他 Others	5.48%

日化线

Consumer Goods Line

生产商/制造商/品牌方 Producers/Manufacturers/Brand Owners	34.16%
代理商/渠道商 Agents/Wholesalers	18.36%
CS/化妆品店 CS/Cosmetic Stores	15.11%
化妆品连锁店 Cosmetic Chains	9.58%
批发商/分销商 Wholesalers/Distributors	9.18%
前店后院/综合店 Hybrid Retail-Service Stores	3.16%
化妆店/工作室 Makeup Studios	1.97%
微商 Microbusinesses	1.48%
母婴店 Maternal & Child Stores	1.28%

KA/百货/超市/购物中心 KA/Department Stores/Supermarkets	0.79%
电商/跨境电商/平台方 E-commerce/Cross-border Platforms	0.69%
其他 Others	4.24%

专业养发

Professional Hair Care

美发店/美发沙龙 Hair Salons	26.52%
生产商/制造商/品牌方 Producers/Manufacturers/Brand Owners	20.09%
综合店 Multi-service Stores	17.56%
头部护理/养发馆 Scalp Care Centers	17.20%
代理商/经销商 Agents/Distributors	9.68%
批发商/分销商 Wholesalers/Distributors	3.58%
生发/植发 Hair Growth/Transplantation Services	3.58%
其他 Others	1.79%

供应链

Supply Chain

包材(面膜布、容器、盒子等) Packaging (Mask Substrates, Containers, Boxes)	29.15%
原料 Raw Materials	22.83%
机械设备 Machinery	18.11%
科研公司/研究所/检测机构 R&D Companies/Labs/Testing Institutes	12.59%
OEM/ODM/OBM OEM/ODM/OBM	7.09%
其他 Others	10.23%

国际品牌

International Brands

中国总代 China General Agents	33.78%
省级代理 Provincial Agents	12.16%
跨境电商 Cross-border E-commerce	10.81%
一般贸易 General Trade	9.46%
进口品连锁店 Import Product Chains	8.11%
市级代理 City-level Agents	5.41%
其他供货平台 Other Supply Platforms	4.05%
其他 Others	16.22%

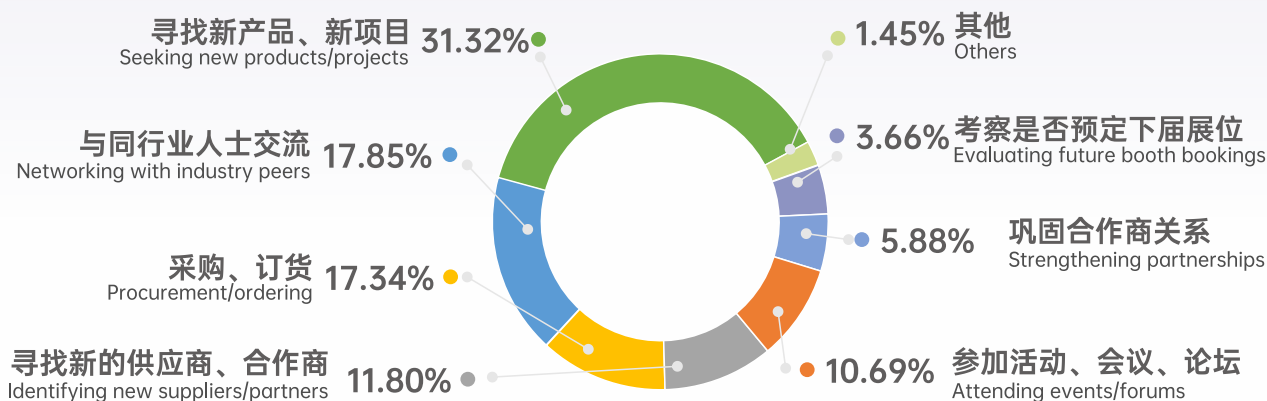
买家调查

Buyer Survey

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

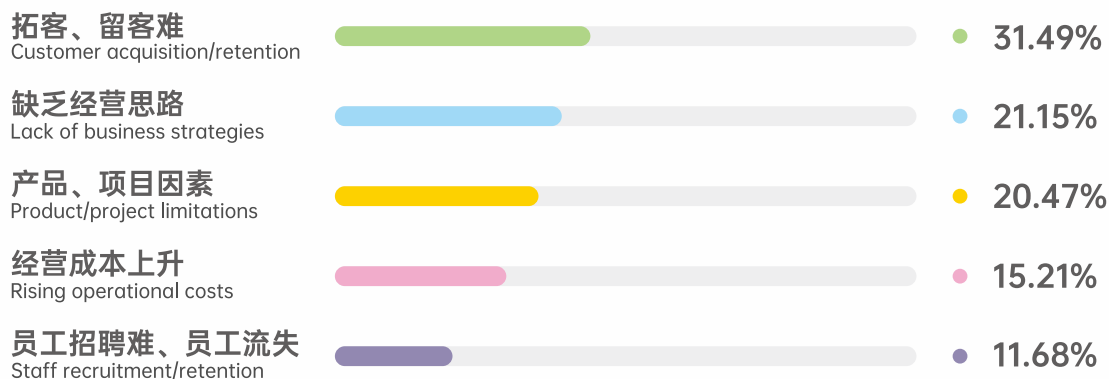
买家参观目的

Visit Objectives



经营中遇到的困惑

Operational Challenges



买家满意度

Satisfaction Metrics

- ▶ **92.28%** 买家对本届展会非常满意
92.28% of buyers were highly satisfied
- ▶ **92.06%** 买家表示会再次参观
92.06% committed to revisit
- ▶ **91.72%** 买家表示会向朋友推荐展会
91.72% would recommend the expo
- ▶ **2025第51届(春季)CCBE成都美博会综合评分: 9.42 (10分制)**
2025 51st CCBE (Spring) Overall Rating: 9.42/10

同期活动

Concurrent Events

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

互动体验艺术展、门店经营、品牌打造、美业风口趋势

Interactive experiences, retail operations, branding, industry trends

30+场主题活动，高价值赋能

30+ high-value thematic events

2025第51届(春季) CCBE成都美博会开幕式

2025 51st CCBE Chengdu China Beauty Expo (Spring)
Opening Ceremony



2025第5季中国美业人® 吐槽大会

2025 5th season of China Beauty Industry people®
fun conference

2025第51届(春季)CCBE成都美博会
THE 51st CHENGDU CHINA BEAUTY EXPO (SPRING)

2025第15季 中国美业特别美势高峰论坛

2025 15th Special Beauty Trends Summit Forum



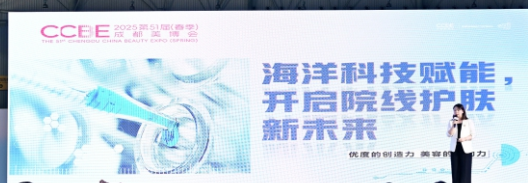
同期活动

Concurrent Events

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

2025中国美业创新大会

2025 China Beauty Industry Innovation Conference



2025第3届中国西部美甲美睫纹绣交流大会

2025 3rd China Western Region Nail, Eyelash & Microblading Technology Exchange Conference



从你的生命路过 【情绪疗愈艺术展】

Passing Through Your Life:
Emotional Healing Art Exhibition



2025形体美学行业第三届形体仪态职业技能大赛新闻发布会

Press Conference of the 3rd Body and Style Competition



2025年美业新风口趋势发布论坛

2025 Beauty Industry New Trends Conference



CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

云美宝

365天云上贸易配对



“码”上进入【云美宝】

云美宝，致力为美业人提供365天，全年无休的云上美博会。集企业展示、产品询盘、品牌直播、活动引流、技术推广等功能于一身。作为美业人的商贸配对平台，云美宝囊括了海量美业资源，自2021年上线至今已累计入驻上万个美业品牌，供需双方可在此实现询价、选品、找货、对洽等交流。

云美宝，与您共享全球美丽资源

看

“4+1”模式
美业全产业链高品质企业

日化线
专业线
医学美容
专业美发
国际品牌

贸

一键接洽，
全球美业优质品牌、产品

在线选品
新品发布
求购洽谈
.....

365 Days
Trade on Cloud

播

云上美博 一手掌握

技术展示
产品推介
线上论坛
展会直播

宣传矩阵

Media Support

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

▶▶ 政府及行业商协会

Newspaper & Industry Association



▶▶ 深度合作媒体/平台

Deep Cooperative Media & Platform



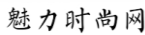
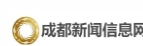
▶▶ CCBE&英富曼集团自媒体

Platforms of Informa Group



▶▶ 大众及美容时尚类媒体

Public & Beauty Fashion Media



展会预告

Exhibition Preview

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

助力开拓中国中西部美业市场

Empowering Market Expansion in China's Central & Western Beauty Industry

2025 秋季
Autumn

第52届CCBE成都美博会

THE 52nd CHENGDU CHINA BEAUTY EXPO (AUTUMN)

10月
Oct.

16日-18日

成都世纪城新国际会展中心
Chengdu Century City New International Convention and Exhibition Center

2026 春季
Spring

第53届CCBE成都美博会

THE 53rd CHENGDU CHINA BEAUTY EXPO (SPRING)

4月
Apr.

16日-18日

成都世纪城新国际会展中心
Chengdu Century City New International Convention and Exhibition Center



2025 秋季

Autumn

10月16-18日 Oct. 16-18

中国·成都世纪城新国际会展中心
Exhibition Center, Century City, Chengdu

2026 春季

Spring

4月16-18日 Apr. 16-18

中国·成都世纪城新国际会展中心
Exhibition Center, Century City, Chengdu


订展热线
Booth Booking Hotline
+86-17318938600
Web: www.meibohui.com

- ▶ 咨询热线/General Inquiries
Tel: +86 026-67936333
- ▶ 联系邮箱/E-mail
Ruoxi.Liu@informa.com



“码”上关注成都美博会公众号
Scan to Follow CCBE's Official WeChat Account



“码”上对接源头工厂、品牌方
Scan to Connect with Source Factories & Brands



“码”上联系小助手咨询展会详情
Scan to Contact Assistant for Event Details