

CCBE 第53届(春季) 成都美博会

THE 53rd CHENGDU CHINA BEAUTY EXPO (SPRING)

展后 报告

POST-SHOW REPORT

2026.4.16-18

成都世纪城新国际会展中心6/7/8/9号馆

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

中国中西部美业标杆展 · 邀您共享全球美丽资源

The Benchmark Beauty Exhibition for Central & Western China



展会信息“码”上一问就知晓

Scan the QR for more information

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

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

云美宝 / 美业人

媒体支持/Media Supporter

OPB彼岸网 | 中外会展CICE | 哈发时尚网 | 中国制造网 | 美丽经典 | 美丽E线 | 锋镝传媒 | 粤之风 | 展大人 | 展讯网 | 美丽先锋杂志 | 火爆化妆品网

展会官网/Official Website

www.meibohui.com



2026第53届(春季)CCBE成都美博会

THE 53rd CHENGDU CHINA BEAUTY EXPO 2026 (SPRING)

本届特色-聚焦“美业+”

This session's feature - Focusing on "Beauty Industry +"



2026第53届(春季)CCEE成都美博会

THE 53rd CHENGDU CHINA BEAUTY EXPO 2026 (SPRING)

2026年4月16-18日 | 成都世纪城新国际会展中心6/7/8/9号馆

Apr. 16-18, 2026 | Chengdu Century City New International Convention & Exhibition Center (CCNICEC), Halls 6/7/8/9

主题活动

14 场

Concurrent Events: 14

分享嘉宾

53 位

Guest Speakers: 53

支持媒体

120⁺

Media Coverage: 120+

参展企业

685 家

Exhibitors: 685

参展品牌

3500⁺

Brands: 3,500+

美业商协会组团

28 家

Industry Association Partners:
28

展出面积

55,000m²

Exhibition Area: 55,000m²

专业观众

47,725

Professional Buyers:
47,725

展期线上曝光

156,688

Online Impressions During
the Exhibition: 156,688



本届亮点 EXHIBITION HIGHLIGHTS

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

• Highlight 1

聚焦“情绪经济蓝海”

Focusing on "the Blue Ocean of Emotional Economy"

挖掘“美业+疗愈”新商机，新开设【芳香疗愈专馆】，集合香氛、芳疗精油、自然疗愈、情绪疗愈、音疗、疗愈饰品及周边、国风服饰、睡眠管理等。同期还新办疗愈类路演及调香师作品空间，为门店跨界新增长提供更多新思路。

Explore new business opportunities in the "Beauty Industry + Healing" sector by opening a new "Aromatherapy Special Store", which integrates fragrances, aromatherapy essential oils, natural healing, emotional healing, sound therapy, healing accessories and related products, traditional Chinese-style clothing, and sleep management. At the same time, new healing-themed roadshows and a space for perfumers' works are also launched to provide more new ideas for cross-border growth of stores.



• Highlight 2

开设“科技新品首发”专区

Set Up the "Tech Innovation Premiere" Zone

聚焦“美业+科技”，本届展会特设【科技新品首发专区】，品类涵盖皮肤管理、大健康养生、轻医美、美容仪器及抗衰。在这个专区内，专业买家一站式对接首次亮相及上市的新产品、新项目、新技术，助力美业门店业绩增长。

Focusing on "Beauty Industry + Technology", this year's exhibition specially sets up the "Tech Innovation Premiere Zone", covering categories such as skin management, health and wellness, light medical aesthetics, beauty devices, and anti-aging. In this zone, professional buyers can one-stop connect with new products, projects, and technologies, helping beauty salons increase their business performance.



本届亮点 EXHIBITION HIGHLIGHTS

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

• Highlight 3

"西灸会"启航

Implementation of the "Western Acupuncture Conference" Begins

跟随"健康中国"战略，深挖"美业+灸疗"的融合发展，在四川美容美发行业商会及四川省科学养生促进会的联合主办下，2026四川西部灸法大会落地本届展会现场，从学术论坛到产业论坛再到专家义诊及灸法演示，带来前瞻+可落地的干货分享。

In line with the "Healthy China" strategy, we deeply explored the integrated development of the "Beauty Industry + Acupuncture Therapy". Under the joint sponsorship of the Sichuan Beauty and Hairdressing Industry Chamber of Commerce and the Sichuan Science and Health Promotion Association, the 2026 Western Acupuncture Conference of Sichuan was held at this exhibition venue. From academic forums to industry forums, to expert consultations and acupuncture demonstrations, it brought forward forward-looking and practical information sharing that can be implemented.



• Highlight 4

双线逛展，商贸无边界

Dual-line Exhibition Experience, No Boundaries in Commerce

线下逛展，面对面交流及现场体验，线上【云逛展】栏目，多维度呈现展会精彩内容。线上+线下，双线逛展，扩大展会影响力。

Visiting the exhibition offline allows for face-to-face communication and on-site experience. The "Cloud Exhibition" section online presents the highlights of the exhibition from multiple perspectives. Combining online and offline, dual-line exhibition experience expands the influence of the exhibition.



CCBE 第53届(春季) 成都美博会

THE 53rd CHENGDU CHINA BEAUTY EXPO (SPRING)

4大展馆+4连接馆

4 main exhibition halls + 4 connection halls

展馆平面图 Floor plan



- 餐饮区 Dining Area
- 咖啡区 Coffee Area
- 展会入口 Exhibition Entrance
- 卫生间 Toilet
- 咨询处 Information
- 医务室 Medical Office
- 礼品区 Gifts Area
- 寄存处 Checkroom
- 展会出口 Exit
- 安检口 Security
- 活动区 Activity Area
- 订展中心 Booking Center
- VIP休息区 VIP Lounge Area

5-6

连接馆

5-6 Connection Hall

• 疗愈及周边馆

Healing and Derivative Pavilion

自然疗愈、情绪疗愈、音疗、疗愈饰品及周边、国风服饰、睡眠管理、产后调理

Natural healing, emotional healing, sound therapy, healing accessories and related products, traditional Chinese clothing, sleep management, postpartum care

6号馆

Hall 6

• 功效护肤及代工馆

Functional Skincare and Contract Manufacturing Pavilion

专业线护肤、斑/敏/痘/疤/抗衰美白产品及项目、OEM/ODM

Professional line skin care products, products for treating spots, allergies, acne, scars and anti-aging whitening, as well as OEM/ODM projects.

6-7

连接馆

6-7 Connection Hall

• 香氛&芳疗馆

Fragrance and Aromatherapy Pavilion

香氛、芳香精油、睡眠保健、疗愈系个护、疗愈功能性周边品

Aromatherapy, aromatic essential oils, sleep care, therapeutic beauty products, therapeutic functional accessories

7号馆

Hall 7

• 康养&艾灸非遗馆

Health and Wellness & Moxibustion Intangible Cultural Heritage Pavilion

大健康养生、艾制品/香灸/温灸/灸具、康养与配套、非遗项目、头疗、纤体塑形

Healthcare and wellness, herbal products/heat therapy/massage therapy/heat therapy equipment, health care and related accessories, intangible cultural heritage projects, scalp therapy, slimming and shaping

7-8

连接馆

7-8 Connection Hall

• 专业线馆

Professional Line Pavilion

专业线品牌

Professional Line Brands

8号馆

Hall 8

• 医养&科技抗衰创新馆

Technology Anti-Aging & Innovation Launch Pavilion

医美、轻医美、皮肤管理、抗衰老、进口品、药食同源、口服美容与保健、精准营养、美容仪器、AI智能设备与工具、科技美肤

Medical aesthetics, minimally invasive medical treatments, skin management, anti-aging, imported products, food and medicine integration, oral beauty and health care, precise nutrition, beauty equipment, AI intelligent devices and tools, technological skin care

8-9

连接馆

8-9 Connection Hall

• 进口品 专区

Imported Products Zone

国际品牌、国际组团

International Brands、International Pavilion

9号馆

Hall 9

• 轻创加盟/三美馆

Light Entrepreneurship Franchise / Three Beauty Pavilion

美甲美睫纹绣、穿戴甲、手足护理、美牙、妆造、轻创业加盟、水光、减肥与体态管理、私密产康、院线产品及项目

Nail art and makeup, tattooing, manicure and pedicure, teeth whitening, makeup application, small business franchise, water light therapy, weight loss and body shape management, private maternity care, cosmetic medicine chain products

▶▶ 展商数量Exhibitors: **685** 家 ▶▶ 展示品牌Brands: **3,500+**

展商地域分布Top Top Regional Distribution of Exhibitors

40.19% 广东省

Guangdong Province — 40.19%

22.28% 四川省

Sichuan Province — 22.28%

10.55% 山东省

Shandong Province — 10.55%

5.29% 北京市

Beijing Municipality — 5.29%

3.48% 浙江省

Zhejiang Province — 3.48%

2.95% 河南省

Henan Province — 2.95%

2.64% 江苏省

Jiangsu Province — 2.64%

2.17% 重庆市

Chongqing Municipality — 2.17%

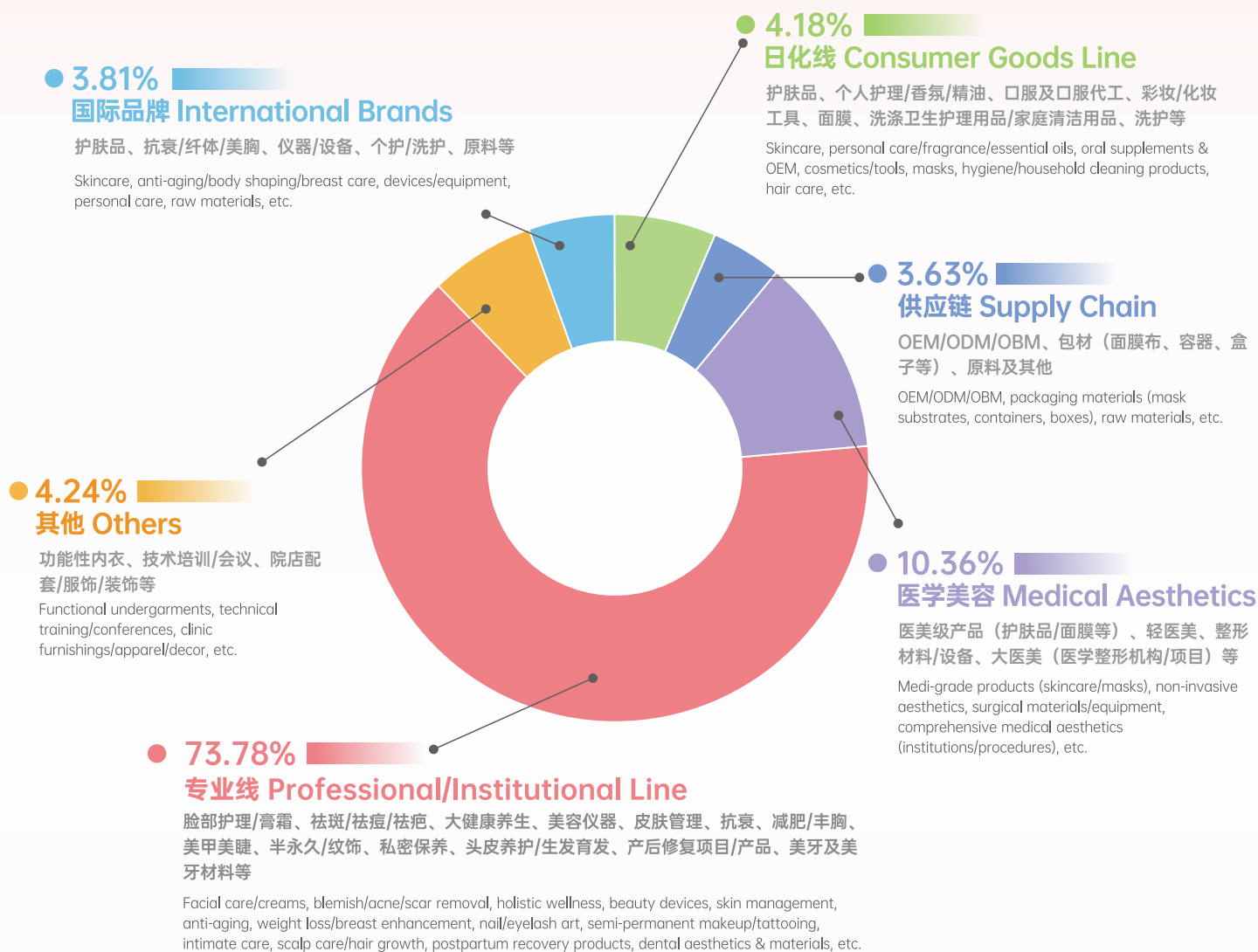
10.45% 其他省市地区

Other Provinces/Regions — 10.45%



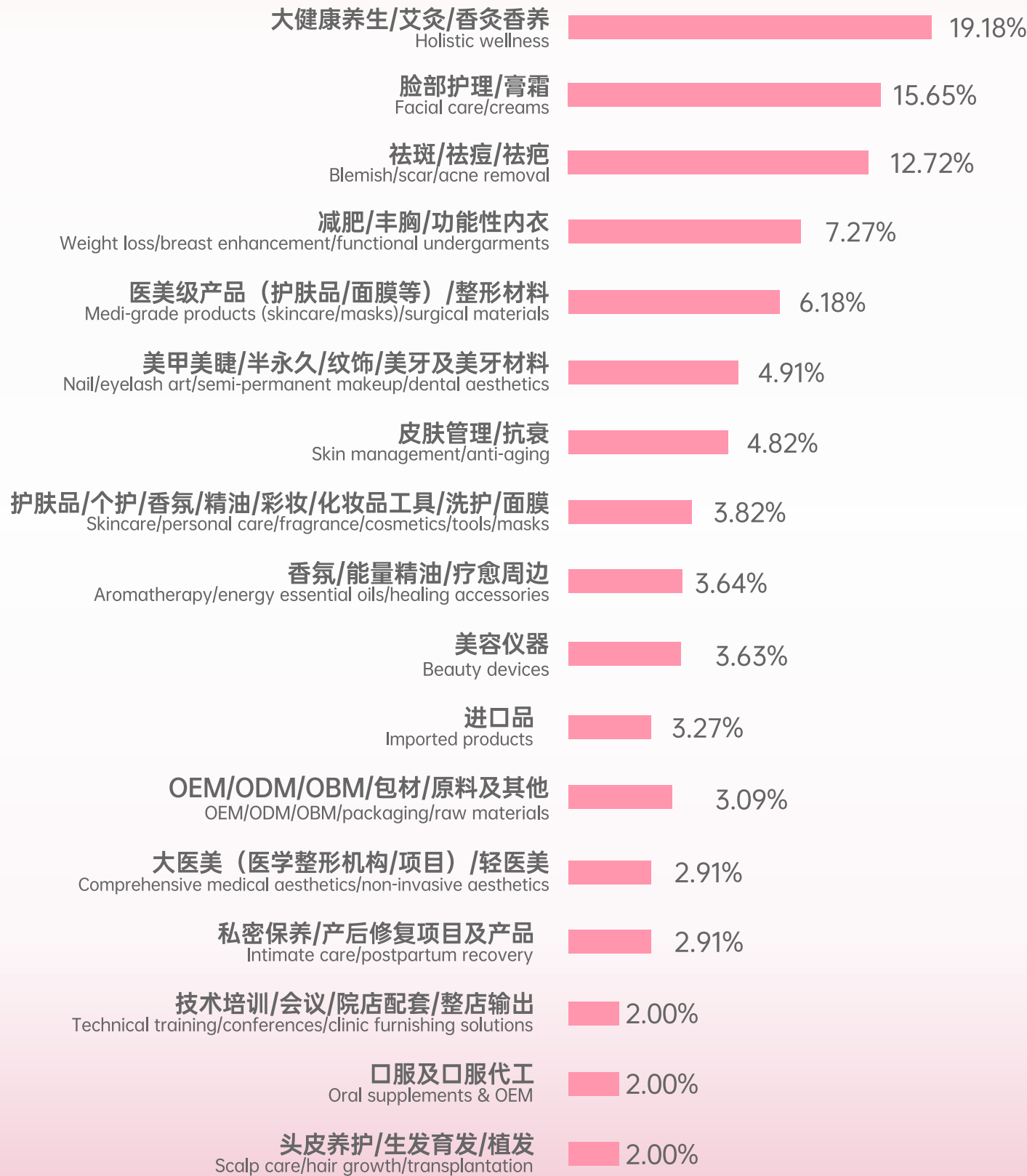
展商类型 EXHIBITOR CATEGORIES

CCEE
CHENGDU CHINA BEAUTY EXPO
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展商类型细分占比

DETAILED BREAKDOWN OF EXHIBITOR CATEGORIES



▶▶ 85.69% 展商对本届展会非常满意

85.69% of exhibitors were highly satisfied with this season.

▶▶ 89.58% 展商表示会再次参展

89.58% of exhibitors expressed intent to re-participate.

▶▶ 90.28% 展商会向同行推荐成都美博会

90.28% of exhibitors would recommend CCBE to peers.

2026第53届(春季)CCBE成都美博会展商综合评分: **9.02** (10分制)

Overall Exhibitor rating for 2026 53rd CCBE (Spring): 9.02/10



买家数据 BUYER DATA

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

观众数量
47,725 人

Number of visitors: 47,725



来自云、贵、川、渝、藏、陕、甘等地区的专业买家

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

首次参观
57.25%

Percentage of first-time visitors: 57.25%



占领新用户心智，助力触达更多高净值买家

Gain a foothold in the minds of new users, helping to reach more high-net-worth buyers

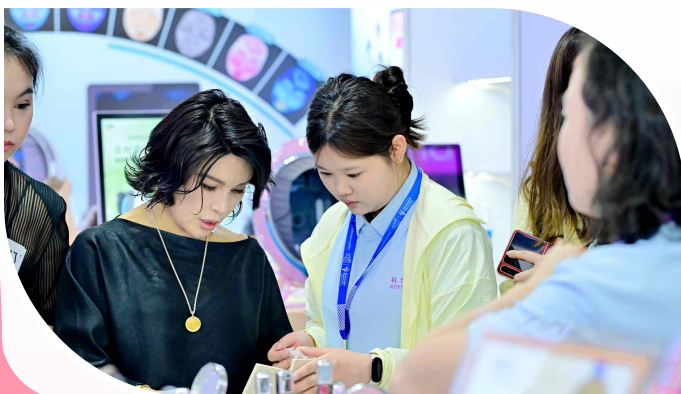
到场新观众
51.38%

New visitors present: 51.38%



可持续的观众资源池，为品牌发展储备力量

Sustainable audience resource pool, reserves strength for brand development



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 82.57%

(四川、云南、贵州、西藏、重庆等)

Southwest China (Sichuan, Yunnan, Guizhou, Tibet, Chongqing, etc.) — 82.57%

华东地区 2.62%

(山东、江苏、安徽、浙江、福建、上海等)

East China (Shandong, Jiangsu, Anhui, Zhejiang, Fujian, Shanghai, etc.) — 2.62%

东北地区 0.98%

(辽宁、吉林、黑龙江等)

Northeast China (Liaoning, Jilin, Heilongjiang, etc.) — 0.98%

西北地区 1.06%

(陕西、甘肃、青海、新疆、宁夏等)

Northwest China (Shaanxi, Gansu, Qinghai, Xinjiang, Ningxia, etc.) — 1.06%

华北地区 8.22%

(北京、天津、河北、山西、内蒙古等)

North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia, etc.) — 8.22%

华南地区 2.17%

(广东、广西、海南等)

South China (Guangdong, Guangxi, Hainan, etc.) — 2.17%

华中地区 1.38%

(湖北、湖南、河南、江西等)

Central China (Hubei, Hunan, Henan, Jiangxi, etc.) — 1.38%

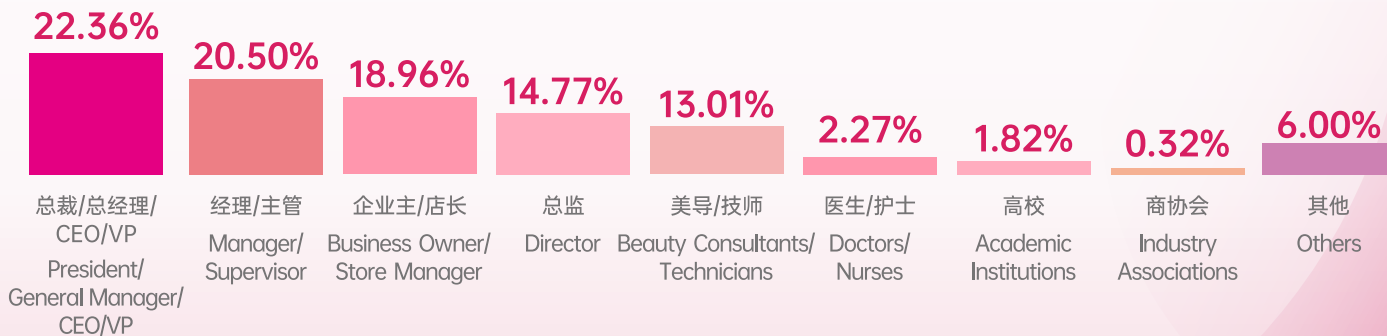
其他地区 0.99%

(港澳台等)

Others (Hong Kong, Macau, Taiwan, etc.) — 0.99%

专业买家身份TOP

Buyer Positions



***门店/企业决策者参观率较高，渠道触达更精准**

A higher visitation rate from store and enterprise decision-makers,
enabling more precise channel engagement.

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

44.75%

医学美容
Medical Aesthetics

20.88%

日化线
Consumer Goods Line

16.09%

其他/投资考察/媒体等
Others/Investors/Media

6.74%

供应链
Supply Chain

4.77%

专业养发/美发
Professional Hair Care/Styling

4.34%

国际品牌
International Brands

2.42%



买家类型 BUYER TYPES

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

细分占比 Detailed Breakdown

专业线/院线

Professional/Institutional Line

美容院/水疗	23.23%
Beauty Salon/Spa	
代理商/经销商	22.45%
Agents/Distributors	
生产商/品牌方	15.57%
Manufacturer/Brand Owner	
皮肤管理中心	9.80%
Skin Management Centers	
美容连锁	9.67%
Beauty Chain	
大健康养生馆	6.07%
Health and Wellness Centers	
美体/减肥店	5.05%
Body Sculpting/Weight Loss Stores	
抗衰老/科技美肤中心	2.50%
Anti-Aging/Tech Skin Centers	
美甲/美睫	2.29%
Nail/Eyelash	
纹绣/半永久	1.33%
Semi-Permanent Eyebrow Tattooing	
综合店/前店后院	0.97%
Comprehensive Stores/Front Store and Back Clinics	
产康/月子中心	0.56%
Postpartum Recovery/Postpartum Care Centers	
男士美容	0.40%
Men's Grooming	
足浴/保健/会所	0.12%
Foot Spa/Health Clubs	

医学美容

Medical Aesthetics

民营店/医美连锁	45.98%
Private Hospitals/Medical Beauty Clinics	
轻医美	20.79%
Light Medical Beauty	
代理商/经销商	12.20%
Agents/Distributors	
生产商/品牌方	11.16%
Manufacturer/Brand Owner	
公立医院	6.39%
Public Hospitals	
原材料供应商	2.57%
Raw Material Suppliers	
口腔诊所	0.91%
Dental Clinics	

日化线

Consumer Goods Line

代理商/经销商	36.51%
Agents/Distributors	
CS/化妆品店	24.01%
Cosmetic Stores	
化妆品连锁店	13.41%
Cosmetic Chain Stores	
生产商/品牌方	11.35%
Manufacturer/Brand Owner	
微商/电商（淘宝店、微店）	3.27%
Microbusiness/E-commerce (e.g., Taobao Shops, Micro-shops)	
综合店/前店后院	1.99%
Comprehensive Stores/Front Store and Back Clinics	
社区团购	1.89%
Community Group Buying	

影楼/化妆店/工作室

Photo Studios/Makeup Shops/Studios	1.72%
KA/百货/超市/购物中心	1.68%
KA/Department Stores/Supermarkets/Shopping Centers	
母婴店	1.55%
Maternity and Baby Store	
平台方（线上平台、内容平台）	0.64%
Platforms (Online Platforms, Content Platforms)	
药店OTC	0.61%
Pharmacy OTC	
跨境电商	0.54%
Cross-border E-commerce	
MCN机构/红人	0.34%
MCN Organizations/Influencers	
免税店	0.34%
Duty-Free Stores	
电商代运营（TP、DP等）	0.17%
E-commerce Operations (TP, DP, etc.)	

专业养发

Professional Hair Care

美发店/美发沙龙	40.75%
Hair Salons/Hair Studios	
头部护理/养发馆	21.63%
Scalp Care/Hair Growth Centers	
代理商/经销商	18.75%
Agents/Distributors	
综合店/前店后院	10.63%
Comprehensive Stores/Front Store and Back Clinics	
生发/植发	4.25%
Hair Regrowth/Hair Transplant Clinics	
生产商/品牌方	4.00%
Manufacturer/Brand Owner	

供应链

Supply Chain

原料	29.89%
Raw Materials	
包材（面膜布、容器、盒子等）	22.95%
Packaging Materials (e.g., mask cloth, containers, boxes)	
OEM/ODM/OBM	19.20%
OEM/ODM/OBM	
机械设备	19.20%
Machinery and Equipment	
科研公司/研究所/检测机构	8.75%
Research Companies/Institutes/Testing Organizations	

国际品牌

International Brands

中国总代	32.89%
General Agents in China	
市级代理	16.55%
City-level Agents	
省级代理	15.66%
Provincial Agents	
一般贸易	13.42%
General Trade	
跨境电商	11.41%
Cross-border E-commerce	
进口品	10.07%
Imports	

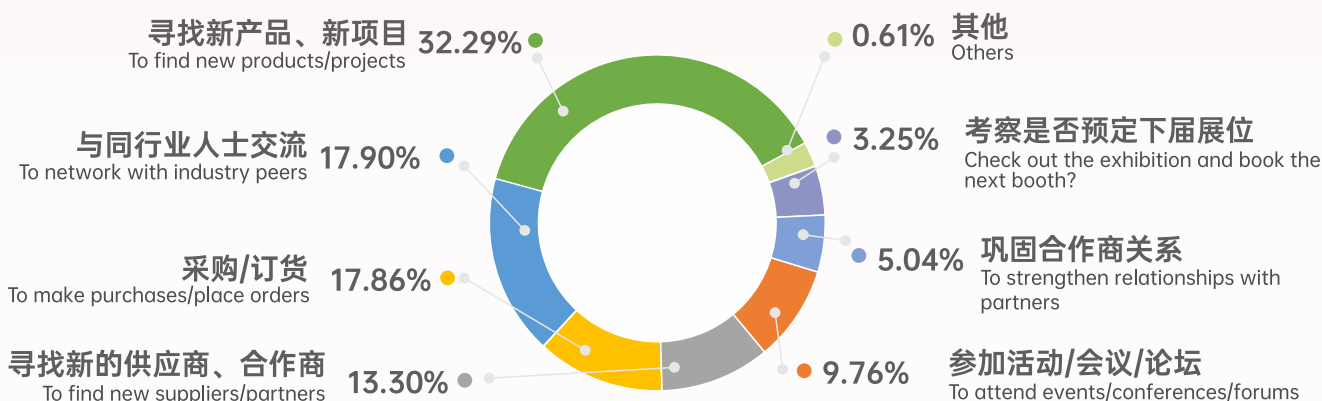
买家调查

BUYER SURVEY

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

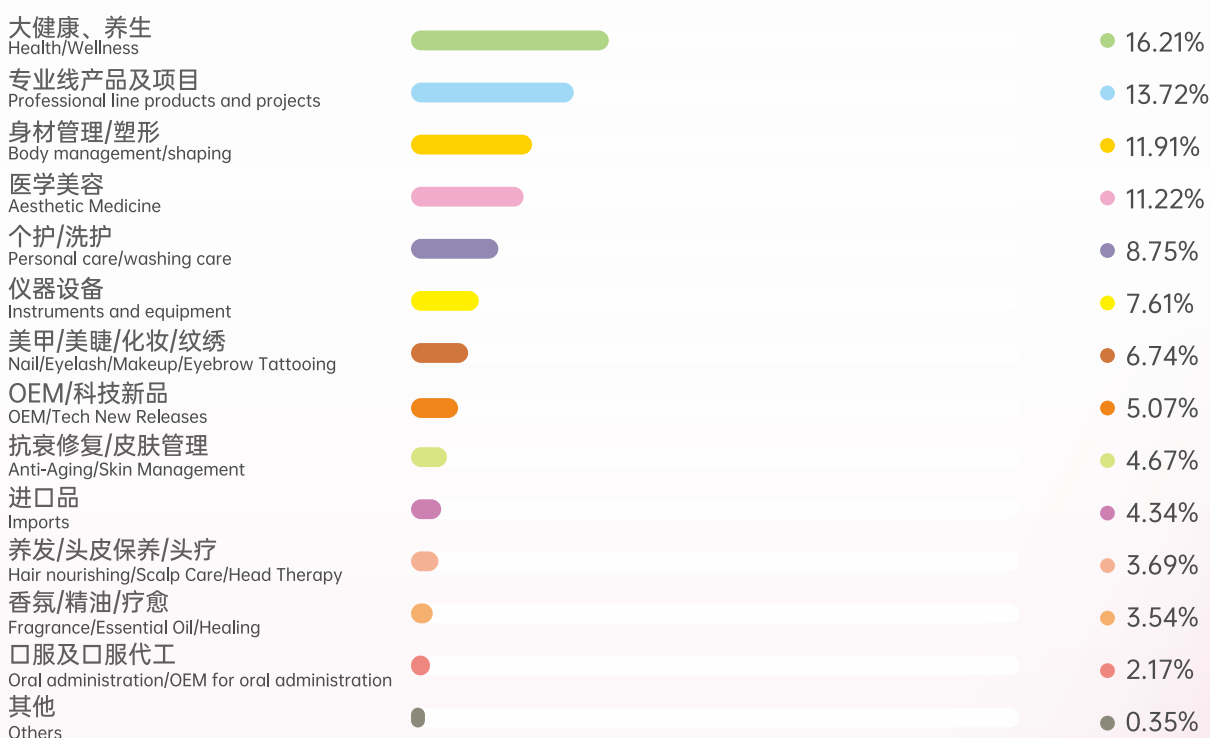
买家参观目的

Visit Objectives



感兴趣的品类

Category of interest



买家满意度

Satisfaction Metrics

▶ **89.37%** 买家对本届展会非常满意
89.37% of buyers were highly satisfied

▶ **89.22%** 买家表示会再次参观
89.22% committed to revisit

▶ **88.87%** 买家表示会向朋友推荐展会
88.87% would recommend the expo

▶ **2026第53届(春季)CCBE成都美博会综合评分:9.12 (10分制)**

The 53rd Chengdu China Beauty Expo Overall Rating: 9.12/10

同期活动

CONCURRENT EVENTS

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

12大主题活动，会、展、演、宴

12 major theme activities, including conferences, exhibitions, performances and banquets

多维呈现美业新趋势，高价值赋能美业人

Presenting the new trends in the beauty industry from multiple perspectives, providing high-value support for beauty industry professionals

Conference 趋势前瞻 Conferences - Trend Forecast

探索"美业+康养"新红利

Exploring the New Benefits of "Beauty Industry + Health Care"

2026第53届(春季) CCBE成都美博会开幕式

The 53rd Chengdu China Beauty Expo Opening Ceremony
2026(Spring)



2026四川西部灸法大会

2026 Sichuan Western Acupuncture Conference

Conference 经典IP Conferences - Classic IP

道破局之法

Unveiling the Secrets of Success

2026第7季中国美业人®吐槽大会

2026 Season 7 China Beauty Industry People® Joking Conference



2026第17季中国美业特别美势高峰论坛

2026 Season 17 China Beauty Industry Special Beauty Trend Forum

同期活动

CONCURRENT EVENTS

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

2026美业新风口趋势发布论坛

2026 Forum on New Trends in the Beauty Industry



2026美业新风口
趋势发布论坛

Conf会 Ai应用

Conferences - AI applications

助力降本增效

Facilitating Cost Reduction and Efficiency Improvement



2026AI+美业新增长引擎峰会

2026 AI + Beauty Industry Growth Engine Summit

Ai前沿科技与传统美业的碰撞与新生

The Collision and Rebirth of Cutting-edge AI Technology and Traditional Beauty Industry

小愈Ai护眼仪

C101/C102

舒缓眼周血液循环，缓解眼疲劳和头痛，
有效淡化黑眼圈和眼袋，紧致眼周；可充当
护眼眼镜，蓝光防护。



Conf会 中式疗愈卡牌

Conferences - Chinese Healing Card Deck

借助工具撬动门店新增长

Using Tools to Drive New Growth In the Store



愈见增长·中式卡牌疗愈美业论坛

Growth is Increasing · The Chinese Card Deck Healing
Beauty Industry Forum

同期活动 CONCURRENT EVENTS

CCBE
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表演 // 情绪经济 Performance - Emotional Economy

解锁身心疗愈新变现

Unlock New Revenue Models for Physical and Mental Healing

疗愈香灸香养企业路演专场

Healing Aroma Therapy and Aroma Care Enterprise Roadshow Session



宴会 // "春晓之夜" Banquet - "Spring Dawn Night"

搭建美业精准社交平台

Build a Precise Social Platform for the Beauty Industry

"美业人®创作者计划"启动，赋能美业内容生态

The "Beauty People® Creator Program" Has Been Launched, Empowering the Content Ecosystem of the Beauty Industry



2026春季CCBE成都美博会私享晚宴

Private Banquet for the 2026 Spring CCBE Chengdu Beauty Expo

"美业人®创作者计划"首批签约作者授牌

The First Batch of Signed Authors of the "Beauty People® Creator Program" Awarding Ceremony



*想要了解更多活动详情关注【成都美博会】微信公众号查看

For more event details, please follow the official WeChat account: "Chengdu China Beauty Expo"

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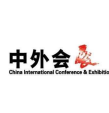
▶ 政府及行业商协会

Newspaper & Industry Association



▶ 深度合作媒体/平台

Deep Cooperative Media & Platform



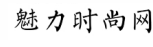
▶ CCBE&英富曼集团自媒体

Platforms of Informa Group



▶ 大众及美容时尚类媒体

Public & Beauty Fashion Media



CCBE成都美博会展期安排

Exhibition Schedule of Chengdu China Beauty Expo

第54届(秋季)CCBE成都美博会

54th (Autumn) CCBE Chengdu Beauty Expo

2026年10月15-17日

October 15-17, 2026

中国·成都世纪城新国际会展中心

Exhibition Center, Century City, Chengdu

第55届(春季)CCBE成都美博会

55th (Spring) CCBE Chengdu Beauty Expo

2027年4月22-24日

April 22-24, 2027

中国·成都世纪城新国际会展中心

Exhibition Center, Century City, Chengdu



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