

## Messe Frankfurt and Notes Shanghai set to deepen industry cooperation

**Shanghai, China. 29 March 2025. Messe Frankfurt (Shenzhen) Co Ltd and Notes Shanghai Exhibition Co Ltd have taken an important step forward in exploring opportunities for strategic cooperation to support the growth of China's beauty industry. The two parties signed a Letter of Intent (LOI) at a press conference today, demonstrating their shared interest in working together to create greater business opportunities and industry connections. Notes Shanghai, known for its strong reputation in China's niche fragrance sector, has extensive experience in showcasing high-end, independent brands. This expertise aligns well with Messe Frankfurt's long-standing commitment to the broader beauty industry, and both parties see strong potential for growth in China's beauty industry.**



Representatives from Messe Frankfurt and Notes Shanghai, alongside a witness, attended the press conference. From left to right: Mr Stephan Kurzawski, Senior Vice President, Messe Frankfurt Exhibition GmbH; Ms Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd; Mr Alex Wu, Founder, Notes Shanghai Exhibition Co Ltd; Ms Xu Ru, Secretary General, China Household Chemicals Industry Association (CHCIA)

Commenting on the signing, Mr Stephan Kurzawski, Senior Vice President, Messe Frankfurt Exhibition GmbH, said: "This move represents a significant step as we explore new opportunities in China's dynamic beauty sector. In recent years, China's consumer goods market has undergone a remarkable transformation, shifting from a trend follower to a more independent and dynamic market. The rapid rise of the digital age has nurtured younger generations who embrace new perspectives. Amidst industry evolution, it is crucial for us to actively participate in this growth, as identifying and expanding into high-growth

sub-sector is a key part of our long-term strategy.”

“We are pleased to explore potential collaboration with Notes Shanghai, and look forward to identifying new opportunities to create greater value for the industry,” added Mr Kurzawski.

Mr Alex Wu, Founder of Notes Shanghai Exhibition Co Ltd shared: “China’s fragrance industry is increasingly driven by consumer demand for high-quality, creative and unique scents and a growing appreciation for niche brands that reflect personal identity. The rise of e-commerce, influencer culture, and social media has further accelerated this trend, making perfume a key part of China’s expanding ‘sensory economy’ and highlights greater opportunities for boutique brands to engage with a passionate consumer base.”

He continued: “As the market expands, there is a pressing need for a professional platform that connects brands, manufacturers, and retailers with key business opportunities. Fragrance plays a vital role in the beauty industry, and under this Letter of Intent, we look forward to working closely with Messe Frankfurt to explore ways to further support the industry’s long-term, sustainable growth.”

Held biannually, Notes Shanghai showcases boutique fragrance brands from China and around the globe, featuring perfumes, home fragrances, car perfumes, scented candles, and traditional Chinese incense. The 2025 Spring edition will cover 4,500 sqm of exhibition space, bringing together over 200 boutique fragrance brands from 19 countries and regions. It is expected to welcome more than 5,000 professional buyers and over 10,000 consumers, including perfume and cosmetics retailers, department stores, distributors, agents, e-commerce platforms, social media influencers, and fragrance enthusiasts. Additionally, Notes Shanghai proudly serves as the exclusive exhibition of the Golden Osmanthus Awards (GOA), China’s most prestigious fragrance award. In the 2024 Autumn edition of Notes Shanghai, the show hosted the Golden Osmanthus Award ceremony, promoting excellence, originality, and industry development.

### **China’s fragrance boom: from luxury to personal expression**

China’s fragrance market has seen remarkable growth in recent years, with the luxury fragrance segment valued at USD 2.9 billion in 2023 and projected to reach USD 7.2 billion by 2029<sup>1</sup>. Chinese consumers are among the highest global spenders on fragrance, averaging USD 68 to USD 110 per bottle. By 2025, China is expected to become the world’s second-largest fragrance market<sup>2</sup>, trailing behind the United States, but surpassing France.

The younger generation, particularly millennials and Gen Z, is driving a shift in consumer preferences. Perfume is no longer seen purely as a luxury product, but as an extension of personal identity and a means of emotional expression. Studies indicate that over 90% of Chinese consumers purchase fragrances to enhance their personal style, boost confidence, or evoke positive emotions<sup>3</sup>.

Despite this rapid expansion, perfume penetration remains relatively low, with only 5% of the population using perfume regularly, compared to 50% in the United States and 42% in

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<sup>1</sup> <https://jingdaily.com/posts/global-niche-fragrance-brands-expand-in-china>, published 30 October 2024

<sup>2</sup> <https://www.formesdeluxe.com/article/what-future-for-niche-perfumery-in-china.64654>, published 12 October 2024

<sup>3</sup> <https://www.cbndata.com/information/289278>, published 6 December 2023

Europe<sup>4</sup>. This indicates significant untapped potential as consumer interest continues to rise.

For more information about Notes Shanghai, please visit: [www.notesshanghai.com](http://www.notesshanghai.com)

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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**Background information on Notes Shanghai Exhibition Co Ltd**

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<sup>4</sup> [https://www.thepaper.cn/newsDetail\\_forward\\_27848254](https://www.thepaper.cn/newsDetail_forward_27848254), published 25 June 2024

Notes Shanghai, the premier international exhibition for the fragrance industry, is held twice a year – Spring and Autumn edition. As the exclusive authorised exhibition of the Golden Osmanthus Awards (GOA) — the highest official honour in China's fragrance industry — Notes Shanghai is organised by Notes Shanghai Exhibition Co Ltd, a subsidiary of Golden Osmanthus Culture Group. The event is distinguished by its professionalism, international outlook, and deep focus on the fine fragrance sector.

The exhibition seeks to foster international exchange within the fragrance industry, promote originality and innovation, and provide valuable networking opportunities for both professionals and enthusiasts. With its comprehensive conference agenda and a curated selection of high-quality brands, it offers a unique and premium experience for industry experts and the public alike.