LUXE PACK SHANGHAI

Celebrating 20 years

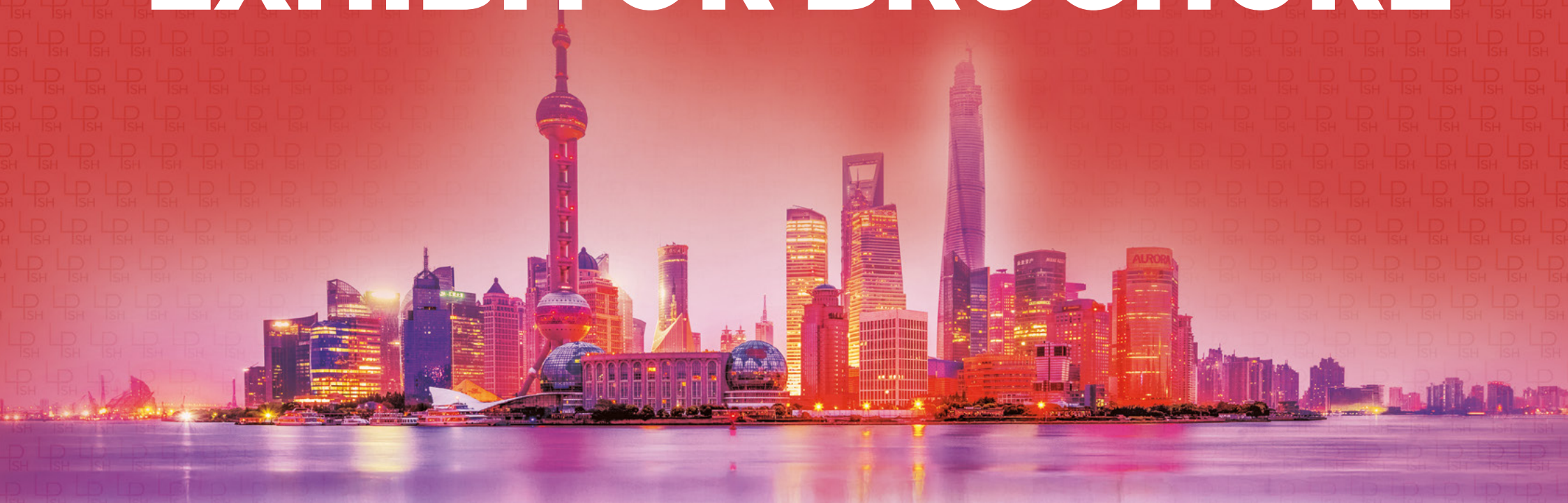
APRIL 14 - 15
2027

SHANGHAI EXHIBITION CENTER
SHANGHAI

The Premier Trade Show for Creative Packaging

DESIGN · MATERIALS · INNOVATION · ALL SECTORS · ALL INDUSTRIES

EXHIBITOR BROCHURE



MARKET CONTEXT

Packaging
Is Entering a New Era

China remains one of the world's most dynamic markets for premium and luxury goods

As brands compete for increasingly sophisticated consumers, packaging has become a strategic driver of desirability, innovation and customer engagement.







01 - Premiumisation Through Experience

From beauty and fragrance to spirits and fine food, brands are investing in elevated materials, finishes and storytelling to create memorable consumer experiences.

02 - Smart Packaging & Digital Product Passports

QR codes, NFC technology, digital product passports and connected packaging are transforming how brands communicate with customers before and after purchase.

03 - Sustainability Meets Luxury

Refill systems, recyclable materials, mono-material solutions and circular packaging models are becoming strategic priorities across premium sectors.

04 - The Rise of Chinese Premium Brands

A new generation of Chinese beauty, fragrance, lifestyle and luxury brands is reshaping the market, investing heavily in packaging as a tool for differentiation, cultural storytelling and global expansion.

05 - Innovation at Industrial Scale

Brands are seeking solutions that combine creativity with operational efficiency.

06 - East Meets West: New Luxury Codes

Global brands are increasingly adapting packaging to local consumer expectations, while Chinese brands are influencing international design trends.

The Numbers **Speak.**



5,028
Total Visitors

180
Exhibitors on the Show Floor

3,775
Companies Represented

63%
Decision Makers (Founders, VPs, C-Suite)

51+
Countries Represented
+13% vs 2025

25%
New Exhibitors

24 Conferences & Workshops

LUXE PACK *in green*
Sustainable and Awards

6 Pop-Up Experiences on Heritage, New Materials, Crafts and Design

AUDIENCE PROFILE

The Brands You Want
In Your Booth.

Decision-makers and packaging innovators across all sectors
beauty, food, spirits, home, fashion, tech and more.

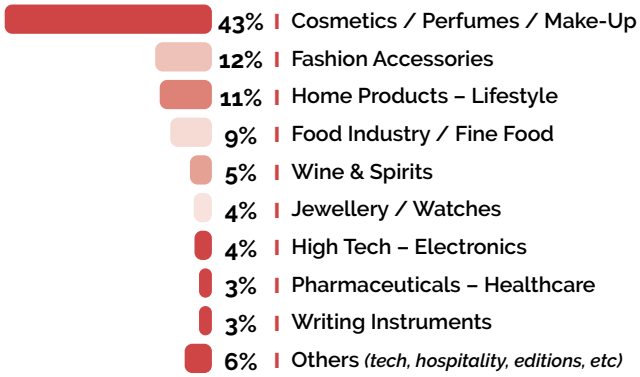


Top 5 countries (ex-China)

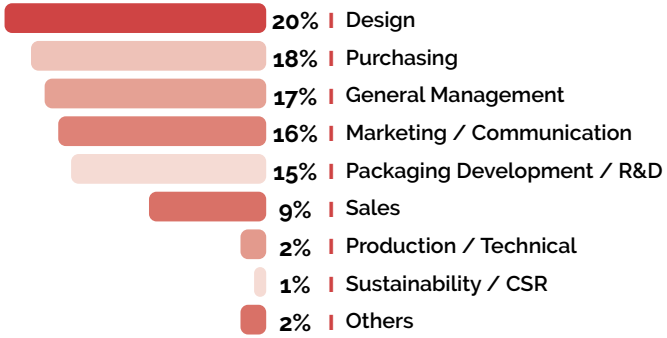
1 > Hong Kong SAR
2 > South Korea
3 > Japan
4 > United States
5 > Thailand



TRADE SECTOR



JOB DEPARTMENT



The Brands That Attended in 2026.

Cosmetics / Fragrances

- AFU
- BARRIO
- BEAUTY SCENES
- BEIERSDORF
- BETTERME
- BIODERMA
- BIOLAB
- BLOOMAGE
- BONAQUET
- CARSLAN
- CHANEL
- CHEERMORE
- CHENG MING MING
- CHICMAX
- CHIOTURE
- CLARINS
- COTY
- Davis & Garret
- DEAR BOYFRIEND
- DERMAHEAL
- DiTO
- DR PLANT
- E.L.F.
- EIIO
- ERBAVIVA NATURAL
- F & Co
- FAN BEAUTY
- FLORASIS
- FOREST CABIN
- FOSUN
- FREDA
- FUERJIA
- GEOSKINCARE
- GICHANCY
- INNISFREE
- INOHERB
- IT'S SKIN
- JAHWA
- JALA
- JUDYDOLL
- KAO GROUP
- KIMTRUE
- L'OREAL
- LANJIANG
- LANTINGJI
- L'OCCITANE
- LVMH
- MAGELINE
- MAOGEPING
- MARIE DALGAR
- MECOXLANE
- MEIXI
- NEW COGI
- OSM
- PEARLOSOPHY
- PERFECT DIARY
- PIEN TZE HUANG
- POLYVOLY
- PROYA
- RECLASSIFIED
- RED CHAMBER
- RED EARTH
- REVACL
- REVLON
- SEPHORA
- SESDERMA
- SHANGHAI SOAP
- SHISEIDO
- SIMPCARE
- Simply This
- SNP
- SOBER BEAUTY
- T3C
- TOO COOL FOR SCHOOL
- UNIASIA GROUP
- UNILEVER
- UNISKIN
- VNK
- VOOLGA
- WATSONS
- WEI EAST
- WINONA
- XIEFUCHUN
- ZHUBEN

Wine & Spirits

- BACARDI
- BACCHUS BOLLEE
- BARON PHILIPPE DE ROTHSCHILD
- C&D WINES
- CAMUS YUANLIU
- CHANGYU
- CHATEAU GOODING
- CHATEAU GUIRAUD
- DIAGEO
- DUKANG
- EDRINGTON GROUP
- EMW
- GUIZHOU XIJIU
- HUANG DI NEI JING
- JIANGXIAOBAI
- JINSHA LIQUOR
- KONGFUJIA
- LUZHOU LAO JIAO
- MOET HENNESSY
- PERNOD RICARD
- PICASSO WINES
- RÉMY MARTIN
- SHANGHAI GUIJIU GROUP
- SNOW BREWERIES
- WULIANGYE
- YANGHE

Fine Food

- BAMA TEA
- CHAGEE
- FANGHUICHUNTANG
- GONGRUNXIANG
- GOODME
- GUANSHENGYUAN
- HERSHEY
- HEYTEA
- HOLILAND
- HUBEI TOBACCO
- INFINITUS
- JURIAN TEA HOUSE
- LAODIANHUANG
- LEE KUM KEE
- LEIYUNSHANG
- LINDT
- LIUMIAO TEA
- LLC
- MEILICHUFANG
- MENGNIU
- NUOXIN
- QIANYUAN TEA
- REDBULL
- RICHUN TEA
- SATURNBIRD COFFEE
- SHANGHAI FIRST FOODMALL
- STARBUCKS
- TONG REN TANG
- UNI-PRESIDENT
- WANG DECHUAN TEA
- WUYUTAI TEA
- XIAOGUAN TEA
- XIAOXIANDUN
- YAN PALACE
- YANGSHENGTANG
- YIHAIKERRY
- YOO SHEE TEA

Jewelry & Watches

- BLUENILE
- CHOW TAI FOOK
- CINDY CHAO
- DR
- EUROTIME
- FOUNTAIN
- GOLD ELEPHANT
- GUOJIN GOLD
- HEFANG JEWELRY
- HIERSUN
- KIMBERLITE DIAMOND
- LEYSEN1855
- MCLON
- MOKINGRAN
- OOAK
- RICO
- TISSOT
- YUYUAN JEWELRY
- ZHIFUYUAN

Fashion & Accessories

- AJIDOU
- ANTA
- BAILIAN GROUP
- BALABALA
- BEAST
- DECATHLON
- ERDOS
- FILA
- H&M
- ICICLE
- INITIAL
- JNBY
- MANITO
- NEIWAI
- NIKE
- PEACEBIRD
- PINKO
- PORTS
- QIPAI
- RALPH LAUREN
- SEMIR
- SEPTWOLVES
- SHANGHAI TANG
- SONGMONT
- UNTITLAB
- WENSLI
- WOO
- ZARA

Others

- ALIBABA
- ANKER
- ASUS
- BEYOND
- CHANDO
- CHINA TOBACCO GUIZHOU
- CHINA TOBACCO YUNNAN
- DREAME
- HENAN COINS
- HERO
- INSTA360
- ITO
- KOHLER
- LENOVO
- LUOLAI
- MERCURY
- PICASSO
- PIGEON
- POIZON
- POPMART
- ROSEONLY
- ROYALCOVER
- SHANGHAI GOLD GOIN
- SHANGHAI TOBACCO GROUP CO.,LTD
- SHANGXIA
- XIAOMI
- YEATION
- ZIPPO
- ZWILLING

Among many others...





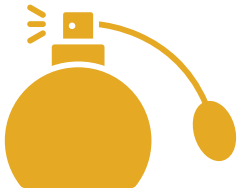


Where the Opportunities Are.

FASTEST GROWING

Beauty & Fragrance

China remains one of the world's most dynamic beauty markets, driven by premiumisation, local challenger brands and consumer demand for innovation. Packaging plays a critical role in differentiation, storytelling and customer experience.





HIGH INTENT

Luxury Spirits, Wine & Baijiu

Premium spirits, baijiu and imported wines continue to invest heavily in packaging innovation, gifting experiences and collectible formats. Shanghai offers unique access to both international and domestic players.

HIGH POTENTIAL

Premium Gifting, Fine Food & Fashion Accessories

Driven by gifting culture and elevated consumer expectations, premium food brands and fashion accessories increasingly rely on sophisticated packaging to express brand identity and create memorable experiences. Decorative finishes, rigid boxes, sustainable materials and innovative design are at the heart of this fast-evolving market.





LOYAL NICHE

Jewelry, Watches & Lifestyle

Luxury jewelry, watches and lifestyle brands continue to invest in elevated packaging experiences that reinforce brand value and customer engagement.

6 Reasons to be on the Floor.



01

Meet Premium Brands from China and Across Asia

Connect with decision-makers from beauty, fragrance, wines & spirits, fine food, jewelry and luxury brands looking for innovative packaging solutions.

02

Be Part of Asia's Leading Creative Packaging Community

Join a unique ecosystem where brands, suppliers, designers and innovators come together to exchange ideas, discover new solutions and build partnerships.

03

Connect with Key Decision Makers

Meet professionals from packaging, innovation, procurement, sustainability, design and marketing teams actively seeking new suppliers and technologies.

04

Showcase Your Innovation

Position your company alongside the industry's leading players and present your latest materials, technologies and packaging solutions to a qualified audience.

05

Boutique Format Maximum Visibility

Stand out in a focused, high-value exhibition environment. Higher brand-per-booth density than large-format trade shows. Every conversation is qualified.

06

Gain Visibility Beyond the Exhibition Floor

Benefit from conference sessions, industry insights and networking opportunities that place your company at the heart of conversations shaping the future of packaging.

They Were There. **Here's What They Said.**

EXHIBITORS

LUXE PACK is the most professional and targeted show in the industry, where we can find our clients. This year, we have doubled our booth space to fully showcase our latest products and our leading position in the paper industry.

Linda LEE
Sales Manager the Great China - FAVINI

LUXE PACK Shanghai 2026 stands out for its outstanding overall quality and meticulous organization. The show presents a carefully curated selection of global exhibitors, featuring cutting-edge sustainable materials, refined craftsmanship, and artistic packaging innovations. The Shanghai Exhibition Centre provides an ideal setting, with its elegant atmosphere and well-planned spatial layout.

Ms. YE
Marketing Planning Manager - NINGBO JINYU TECHNOLOGY INDUSTRY CO., LTD.

VISITORS

We're always looking for the latest and the newest interesting designs as well as high-quality materials to showcase our over five generations of cognac craftsmanship.
The vendors here are really pushing the boundaries of new product designs, as well as new ways of approaching problems that are bigger scale.

Jeff LIN
CEO - CAMUS

Packaging is the first impression our brand makes on consumers.
This exhibition brings together the entire high-end packaging value chain, offering fresh inspiration and insights for both developers and designers.

Peng CHEN
Founder - CHENPENG

COMPLIMENTARY OPPORTUNITIES

Beyond **the Booth.**

LUXE PACK *in green*

AWARDS



Showcase your most sustainable packaging innovation and CSR Initiative and gain recognition from the luxury packaging industry.

Open to all LUXE PACK Shanghai exhibitors, the LUXE PACK in Green Awards celebrate the most impactful innovations driving the transition towards more responsible packaging and industry.

Entries are evaluated by an independent jury of leading luxury brands and experts: **Chanel, Chando, Rémy Cointreau China, Camus, COTY and Rong Design Library.**

Take this opportunity to highlight your commitment, gain international visibility and position your company among the industry's sustainability leaders.

Submitted products will also be showcased on the dedicated LUXE PACK in green booth.

Beyond the booth floor, LUXE PACK Shanghai 2026 curated a series of **immersive pop-up experiences**

that transformed the show into a living laboratory of ideas. From sensory collaborations to sustainable material research, from fragrance workshops rooted in dynastic heritage to exhibitions redefining the very meaning of material, each installation invited visitors to slow down, engage deeply and connect packaging innovation to culture, craft and responsibility.



3B: An Immersive Multisensory Odyssey — centdegrés × Camus × MANE

Rooted in the ancient Chinese philosophy of 三才, this Sino-French collaboration united design, heritage spirits and olfactory artistry into a single immersive concept.



Arts on Packs — Second Edition, by Somexing Artistic

Three commissioned artists worked alongside LUXE PACK suppliers: Seismo and DY Packaging to translate contemporary artworks into limited-edition premium packaging concepts.



Scents Lab — by Xiang Shang Culture

Four hands-on workshops guided visitors through custom perfume blending and Song Dynasty-inspired incense creation.



Source in Synergy: The Natural Extension — by ReGeneration

Three material journeys: bio-based origins, traditional craftsmanship and circular plastic transformation, challenged the perceived tension between sustainability and premium aesthetics.



Memories of Shanghai — Intangible Cultural Heritage Experience

This installation explored the city's intangible cultural heritage through scent, texture and narrative.



Material is… — by Róng Design Library

Drawing on traditional Chinese materials and contemporary design practice, this exhibition asked what material truly means today.

2027: A Milestone Edition

For two decades, **LUXE PACK Shanghai** has connected the region's luxury packaging community, and in 2027, we're celebrating that milestone with a show built around discovery, recognition, and connection.



20th Anniversary Cocktail

Join us to mark 20 years of LUXE PACK Shanghai - a celebration of the community, the innovation, and the partnerships that built the show.

LUXE PACK Innovation Reward

A new recognition program giving exhibitors the chance to earn «Selected» or «Nominated at LPSH27» status, judged by a jury composed of brand executives. One standout exhibitor will receive the Jury's Coup de Cœur, announced live at the Anniversary Cocktail.

Pick the Right Size.

A hassle-free, turnkey exhibiting experience designed to let you focus on business:

What is included?

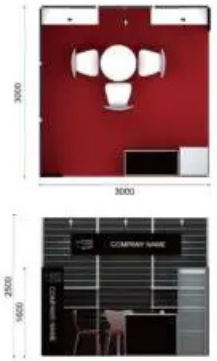
- Fully constructed booth
- Complimentary lunch & coffee

FULL BOOTH PACKAGES - ALL-INCLUSIVE UNIT

9m²	12m²	18m²	27m²	Option: Open Corner
RMB 61,800 (Taxes Included)	RMB 82,400 (Taxes Included)	RMB 123,600 (Taxes Included)	RMB 185,400 (Taxes Included)	RMB 3,200 (Taxes Included)
				2 sides open, subject to availability.







All packages include no hidden fees · Custom sizes available

Contact: Luxepacksales@infopro-digital.com

What's Next for Premium Packaging?

WHEN:
April 14 - 15, 2027

WHERE:
SHANGHAI EXHIBITION CENTER
N°1000, Middle Yan An Road,
Shanghai China

ORGANIZATION
LUXE PACK EXHIBITION SHANGHAI CO LTD
Event co-organized
by CCCLA Beijing – China

LUXE PACK SHANGHAI

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TO BOOK YOUR
BOOTH NOW

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