

news +++ Notes Shanghai Autumn Edition
West Bund International Convention and Exhibition Center, 14 – 17 October 2026



Notes Shanghai 2026AW to chart 'Another Way' forward with over 200 niche fragrance brands

Shanghai, China. 27 August 2026. From 14 to 17 October 2026, Notes Shanghai, Asia's leading niche fragrance fair, will return to the West Bund International Convention and Exhibition Center for its highly anticipated autumn edition ('2026AW'). Themed 'Another Way', the fair will spotlight how niche fragrance is redefining identity and sensory experience, celebrating the innovation in perfumery. With exhibition space now fully reserved, this edition will welcome over 200 brands from more than 30 countries and regions, presenting both iconic signatures and recent olfactory creations. This strong participation reflects robust market confidence and reinforces Notes Shanghai's role as a catalyst for discovery, creativity, and new partnerships.



Notes Shanghai 2026SS fostered global connections, linking around 200 exhibiting brands with 17,661 visitors. (Photo: Notes Shanghai organisers)

Asia-Pacific accounted for approximately one fifth of the global perfume market in 2025, its value now estimated at USD 11.4 billion.¹ With the global market expected to grow at a CAGR of 5.7% from USD 55.8 billion in 2026 to USD 87.2 billion by 2034,² Notes Shanghai serves as the regional meeting point for brands, creators, distributors, and retailers worldwide to seize new opportunities and define the future of niche fragrance.

Commenting on the upcoming edition, Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd, said: “The theme ‘Another Way’ underscores our dedication to unlocking new possibilities for niche fragrance. Through our Beautyworld network and Notes Shanghai, we connect more international brands with China’s dynamic market, facilitate cross-cultural exchange, and deepen knowledge sharing with every edition. We look forward to the new connections and progress the 2026AW fair will bring.”

Mr Alex Wu, Founder of Notes Shanghai Exhibition Co Ltd, added: “As Chinese consumers seek scents that reflect personal identity and emotion, demand for diverse olfactory experiences is rising. This autumn, we are again uniting brands and perfumers to push creative boundaries and invite a wider community to discover the allure of fragrance. With our robust network and curation expertise, we’re excited to expand fragrance’s horizons.”

Scent discovery awaits: a global stage weaving innovation and artistry

With a mix of returning exhibitors and new participants from across the globe, the 2026AW brand roster reflects the fair’s international reach and its ability to facilitate cross-border business opportunities. Established fragrance houses, key distributors, perfume boutiques, and emerging brands will converge in Shanghai to present scent philosophies that span cultures and creative visions. Visitors can expect a diverse product landscape including perfumes, home fragrances, car perfumes, scented candles, traditional Chinese incense, and other scented lifestyle products.

Highlights among overseas brands include Anfasic (UAE), BORNTOSTANDOUT (Korea), Escentric Molecules (UK), Etat Libre d’Orange (France), GOLDFIELD & BANKS (Australia), Hind Al Oud (UAE), Khaltat (UAE), Maür (Spain), NICOLAÏ Parfumeur-Créateur (France), Parfums MDCI (France), SugarBomb (Malaysia), and Tiziana Terenzi (Italy).

Alongside these international names, the fair will feature notable domestic brands such as FIFTYSIX, Mobius, to Define, and ZHUFU, mirroring the growing global influence of Chinese niche fragrance labels, recognised for their distinctive cultural narratives and creative depth.

Additionally, **Notes Materials** will introduce a dedicated zone for fragrance ingredients. Tailored for perfumers, fragrance house professionals, and trade buyers, this space invites visitors to explore the origins, cultural heritage, and unique qualities of diverse fragrance ingredients. By

¹ ‘Perfume Market Size, Share & Industry Analysis, By Type (Perfume, Eau de Perfume, Eau de Toilette, Eau de Cologne, and Eau Fraiche), By Product (Mass and Premium), By End-user (Men and Women), By Distribution Channel (Online and Offline), and Regional Forecast, 2026-2034’, <https://www.fortunebusinessinsights.com/perfume-market-102273>, retrieved July 2026.

² ‘Perfume Market Size, Share & Industry Analysis, By Type (Perfume, Eau de Perfume, Eau de Toilette, Eau de Cologne, and Eau Fraiche), By Product (Mass and Premium), By End-user (Men and Women), By Distribution Channel (Online and Offline), and Regional Forecast, 2026-2034’, <https://www.fortunebusinessinsights.com/perfume-market-102273>, retrieved July 2026.

spotlighting the foundations of perfumery, the curated zone will connect perfumers with an array of raw materials that define their craft and encourage conversations around creative applications.

Another highlight of the 2026AW edition is the return of the **Masters** series for its second edition. As one of the fair's key thematic showcases, it will continue its tribute to legendary perfumers, this time honouring Mr Alberto Morillas, a Master Perfumer at the Swiss fragrance and flavour firm dsm-firmenich. With a career spanning more than five decades, he has drawn inspiration from gardens, the Mediterranean Sea, citrus notes, and more. The showcase will take visitors through his creative portfolio and enduring artistry, offering an intimate glimpse into the mind of one of perfumery's most prolific icons.

From discovery to dialogue: fringe events that inspire and inform

More than a marketplace, Notes Shanghai offers an extensive fringe programme designed to deepen engagement, spark dialogue, and celebrate the multifaceted world of scent.

Returning as a highlight of the autumn edition, the **Golden Osmanthus Awards (GOA)** – China's highest official fragrance accolade – will host exclusive onsite evaluation sessions covering both perfumery and scented product categories. The sessions will feature blind testing by expert judges and public jurors, with all entries assessed on fragrance quality and packaging design. By enhancing brand visibility and fostering meaningful public engagement, the awards are driving sustainable growth and quality-led innovation within the industry.

Highly favoured returning features also include **Scents Box**, with interactive stations for ingredient discovery and blind testing across the show floor, as well as the fourth edition of **NEZ in China**. Produced in collaboration with NEZ, an esteemed French olfactory organisation, this biannual publication offers expert perspectives on industry trends and perfumery knowledge. Adding to the insight-driven offerings, over 50 topical forums will further expand networking and learning opportunities for professionals and enthusiasts from various backgrounds.

For more information about Notes Shanghai, please visit: www.notesshanghai.com



Your contact:

Gigi Tam

Tel. +852 2238 9982

gigi.tam@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai

Hong Kong
www.messefrankfurt.com.hk

Emily Sun
Phone: +86 18601761180
emily@notesshanghai.com

Notes Shanghai Exhibition Co Ltd
Room C02, 4th Floor, No. 175 Longyao Road,
Xuhui District, Shanghai
www.notesshanghai.com

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 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 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. Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering. Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach. For more information, please visit our website at: 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). For more information, please visit our website at: www.messefrankfurt.com

Background information on Notes Shanghai Exhibition Co Ltd

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.

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information