



The world's leading event for perfume, cosmetics and premium drinks packaging and aerosol technology

Post event report 2020

10,000+
attendees from
84 countries

650+
exhibitors

Exhibitors expect to generate
€396,940 of new
business on average[^]

86% of
exhibitors have
booked to exhibit
in 2021



Kickstarting innovation for 2020



2020 was a hugely significant edition for ADF&PCD and PLD Paris. With more than 650 exhibitors and over 10,000 attendees from 84 countries, this was our busiest edition to date. Among many new features, the launch of PLD – Packaging of Premium & Luxury Drinks was the biggest, bringing a new group of premium packaging specifiers and hugely innovative suppliers to the event.

Most important of all, though, was that ADF&PCD and PLD Paris brought their communities together better than ever before. Numbers of VIP visitors – those with the biggest budgets and representing the biggest brands in cosmetics, perfume, drinks and personal care – rose by 18.1%, meaning more decision-makers attended from across marketing, design, R&D and purchasing. The revamped Talks theatres drove the agenda by tackling the biggest challenges, including sustainability, design for digital natives, changing regulations, the natural beauty movement and more. Visitors were inspired and connected by countless beautiful and innovative new packaging possibilities, meaning visitors found what they were looking for and business was done.

I would like to thank everyone who contributed to making ADF&PCD and PLD Paris 2020 such a great place to kickstart the year in packaging innovations for the perfume, cosmetics, drinks, aerosol and dispensing markets – exhibitors, visitors, speakers and all our partners and supporters. And, from all of the team at Easyfairs, we can't wait to see you for our next edition in Paris on 20-21 January 2021.

Josh Brooks

Event Director, ADF&PCD and PLD Paris



PACKAGING OF PREMIUM & LUXURY DRINKS

ADF&PCD expands with PLD launch

2020 brought the highly successful launch of a new co-located event alongside ADF&PCD. PLD – Packaging of Premium & Luxury Drinks hosted many of the top suppliers in the sector, alongside a busy PLD Talks conference covering design, sustainability and shared challenges for the drinks and cosmetics markets, plus a Cocktail Bar

for networking. With teams from Moët Hennessy, Rémy Cointreau, Martell Mumm Perrier Jouët, Edrington, The Absolut Company, AB Inbev and many more in attendance, both visitors and exhibitors reported strong satisfaction. We look forward to growing and strengthening PLD in the future.

98% of PLD stands were rebooked at the event for 2021!

Where brands do business

ADF&PCD and PLD attracted the highest level of brands, across key market sectors to ensure exhibitors met the top buyers in person. Here is a sample list of some of the big names who attended this year's edition to source new products.

Cosmetics, perfume and personal care brands:



Drinks brands:



The most powerful buyers in the industry

Over the years ADF&PCD has developed close personal relationships with a broad range of key brands. This ensures that the event responds to the market's real day-to-day challenges. It is also the foundation of a comprehensive VIP and Ambassador programme designed to ensure that the biggest brands in the market send full teams of packaging influencers and decision-makers. The **top 20 cosmetics** brands sent at least **20 people each!**

1,600+
brands

1,000+
VIPs

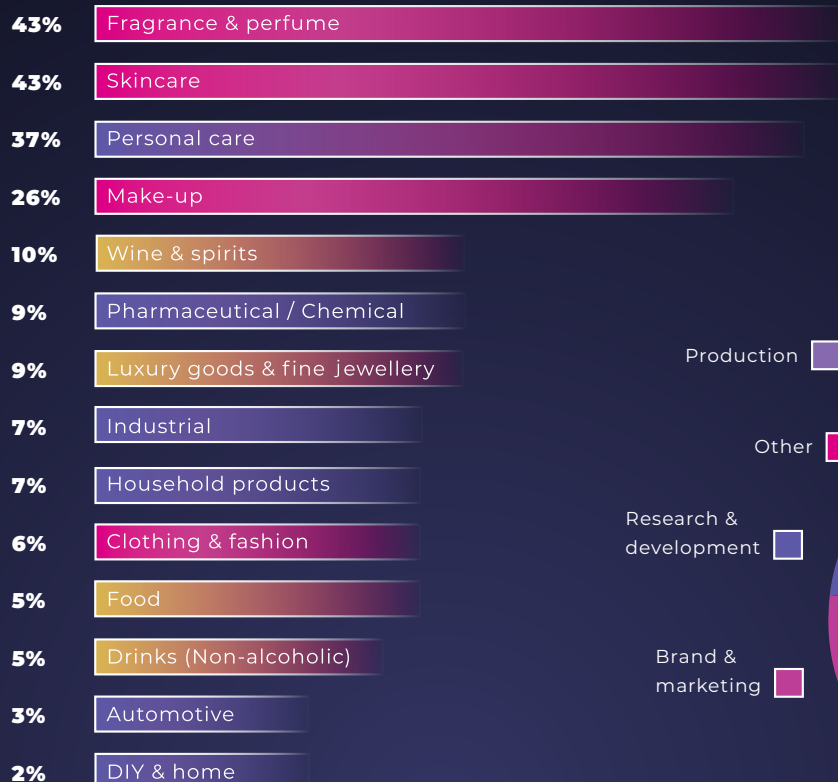
120+
Ambassadors

Over **10,000** attendees visited from **84** countries



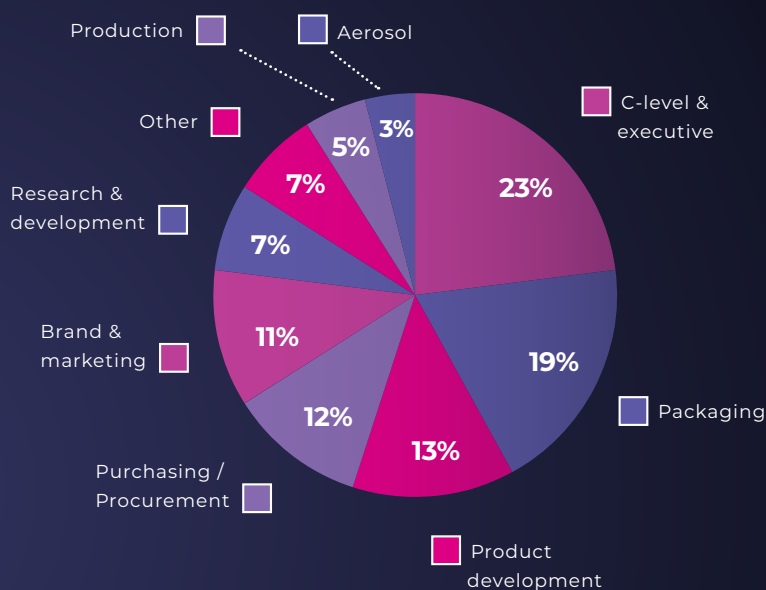
Visitor profile: ADF&PCD and PLD

Top industries represented*



65% of visitors attended to find new suppliers

Top job functions



Top 20 products searched*



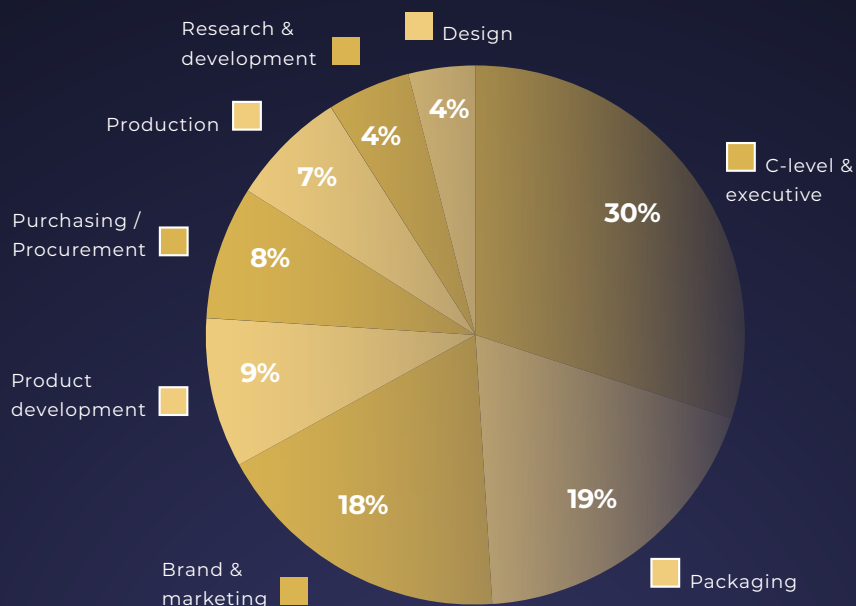
Visitors spent **€149,000** on average at the event ^A

“ An essential show that allows us to meet our suppliers, source new ones and understand the market trends. ”

Johann Trotet, Purchasing and Packaging Development Manager, **Guinot Mary Cohr**

Visitor profile: PLD

Top job functions



Top industries represented*



“ It is good to get a feel of everything that’s going on and stay ahead of the game rather than chase. It keeps us a step ahead. ”

Steve Honour, Design Manager Europe & Africa, **Diageo**

Top 20 products searched*

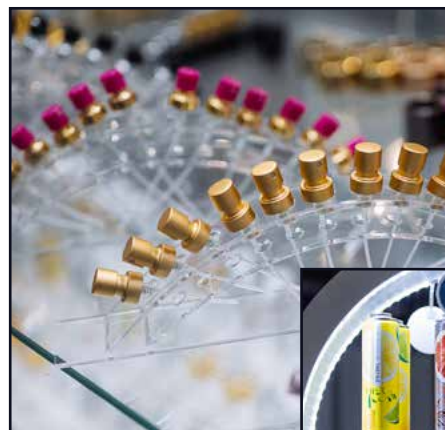


What our exhibitors thought

Exhibitors expect to generate **€396,940** of new business on average^

95% say the event is important to their business

86% of exhibitors have booked to exhibit in 2021



ADF&PCD and PLD allowed us, in only two days, to make a lot of new contacts with beauty and cosmetics brands who were attracted by our range of recycled papers and boards. A great success!

Bernard Davroux, Sales Manager Premium Packaging & Display, Inapa France

Maybe the most important moment of the year for the company. Creating connections, creating opportunities in the packaging business.

Matteo Vitale, Sales Director, Bruni Glass

The show is great because it brings us to the right market. A lot of the luxury goods and packaging is in Paris, so it is perfect for us.

Richard Dancy, Digital Marketing Specialist, James Cropper

I think it is really a very good platform for networking, to meet everybody, everybody is here.

Carletta Heinz, CEO, Heinz Glas

It is buzzing, it is quick, it is sharp and we love that.

Roderik Wijkstra, EMEA Business Communication Manager, Dow Europe

This event gives great visibility to companies and, thanks to the strategic location, there is a high percentage of decision-makers visiting.

Antonio Scotti, VP Sales & Service, Tapematic



What our visitors thought

The perfect place for brands to source, be inspired, network and gain expertise.

94% say the event is important to their business

96% of visitors were satisfied with the event

84% of visitors would recommend the event to a friend or colleague

82% of visitors said that they will return next year

I came to PCD 2020 to understand the latest technical innovations in packaging and related sectors. I wanted to collect information on sustainable development and eco-design. PCD is the right place.

Fabien Lemonnier, Continuous and Sustainable Improvement of Packaging, **Parfums Christian Dior**

PLD was packed with quality suppliers, had a pleasant environment, and offered interesting conferences with high-quality speakers. A great first edition for the show.

Marie-Laure Trichard, Marketing and Communication Director, **Champagne Jacquart**

The place to be for aerosols and dispensing - there is no other event beside ADF!

Sebastian Kraus, Associate Director Packaging Development, **Kao Germany**

It was very inspiring to see the progressive move from linear to circular mindset in the luxury packaging business.

Carine Christophe, Group Environment Manager, **Pernod Ricard**

ADF&PCD is so important. This event provides us with the opportunity to meet all the players of the sector, whether they be our various suppliers, in terms of brand, or even to meet old friends we know from other companies or through networking.

Claire Nordstrom-Schuler, Product Manager, **Sodip**

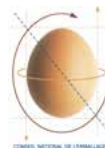
Developed with the industry for the industry

ADF&PCD and PLD Paris featured a wide range of new and improved talks, workshops, galleries and experiences - designed with our Advisory Boards - to help our visitors solve their biggest challenges.

- **NEW PLD - Packaging of Premium & Luxury Drinks**, for the premium and luxury wine, spirits and soft drinks market
- **NEW Revamped Talks** programmes bringing new perspectives on the key challenges for packaging specifiers
- **141 NEW exhibitors**
- **Pentawards Winners' Exhibit** displaying a selection of the beauty, cosmetics and drinks orientated winning designs from the 2019 competition
- **Champagne Bar and Networking Party** enabling attendees to meet the most influential people, share cross-sector innovation and network
- **ADF&PCD Awards** celebrating the most innovative beauty packaging, aerosols and dispensing systems launched worldwide over the past year
- **NEW Artists' Trail** providing inspiration for future packaging designs and concepts and showcasing creative artwork from across the Paris region
- **NEW PLD Cocktail Bar** offering **mixology demonstrations** and a relaxed environment to network whilst enjoying hand crafted cocktails by professional mixologists
- **NEW Visitor experience** with an expanded welcome area, queue-free self-service registration, DJs providing ambient music and the new scent of ADF&PCD
- **NEW Perfume & Spirits Olfactory Workshop** enabling visitors to experience and compare the scents that create perfumes and spirits
- **NEW Korean Pavilion**, bringing top packaging suppliers from this globally-renowned beauty market
- **NEW Improved catering** with two new restaurants on the show floor
- **Innovation & Technology Theatre** featuring exhibitors discussing their latest innovations and product launches.
- **Eco Tours** helping visitors find sustainable solutions
- **Made in France Tours** to identify and meet French companies promoting French know-how



Event partners and supporters:



Book your stand now - www.adfpcdparis.com | www.pldparis.com






Marketing campaign & coverage

Our campaign reached out to the entire Europe and international packaging market for cosmetics, perfumes, drinks and aerosols through:

- **90+** media and trade association partners
- **150+** press articles including coverage in Vogue
- **3** wave postal campaign for ADF&PCD and 4 dedicated to PLD
- **50,000** packaging buyers emailed through a highly targeted and personalised email campaign
- **850,000** adverts distributed throughout the targeted paid search & social campaign
- **622,000+** page views and **100,000+** visitors on the event website
- Press conference & international media delegation
- **150+** journalists attended the event

Social channels

-  **1,700+** followers
-  **950+** followers
-  **2,500+** followers

ADF&PCD press coverage included:

- Beauty Packaging
- BW Confidential
- Cosmetics Business
- Cosmetics Technology
- Cosmétiques Magazine
- Cossma
- Creativ Verpacken
- Design & Packaging News
- Emballages Magazine
- Etiq&Pack
- Euwid
- Expression Cosmétique
- Farmaventas
- Formes De Luxe
- Fragrance Foundation
- Global Cosmetics News
- Industrie Pharma
- Industries Cosmétiques
- Infopack
- Interempresas Farmacia Y Cosmética
- Italia Imballaggio
- L'Observatoire des Cosmétiques
- News Packaging
- Packaging Europe
- Packaging News
- Packaging Today
- Pap'argus
- Premium Beauty News
- Premium&Luxe
- Tecnopack
- Vogue
- Webpackaging
- World Aerosols

PLD press coverage included:

- Beverage Daily
- Drinks International
- Emballage Digest
- Food&Drink International
- Harpers
- Liquides & Conditionnement
- Packaging Scotland
- Rayon Boissons
- Revista IDE
- Speciality Food Magazine
- The Drinks business
- The Drinks report
- The Spirits Business
- V&S News
- Vitisphere





AEROSOL & DISPENSING FORUM



PACKAGING OF PERFUME COSMETICS & DESIGN



PACKAGING OF PREMIUM & LUXURY DRINKS

20 & 21 January 2021 | Paris Expo Porte de Versailles

Secure your stand for 2021

ADF&PCD and PLD is the event where business gets done. **86% of exhibitors have already rebooked for 2021** due to the event's ability to create business opportunities within the cosmetics, beauty, drinks and aerosol markets.

Book your stand for our next edition on 20 & 21 January 2021 to get unique face-to-face access to this valuable market!

Contact your Account Manager or a member of the team:



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^ Independent research conducted by Explori, February 2020

* Results based on multiple choice

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