Rituals invests RMB 200M (€27M) in Greater China to support retail expansion, digital growth and portfolio development



Amsterdam, 9 November 2026 – On the opening day of the 9th China International Import Expo (CIIE), Rituals announced a RMB 200 million (€27 million) investment in Rituals Greater China to strengthen local operations and support further brand expansion.

This marks Rituals' second participation in CIIE following its debut in 2024. Through continued investment, store expansion and the introduction of new products, Rituals aims to further strengthen its presence in China and enhance the overall brand experience for Chinese consumers.

Continued investment to strengthen local capabilities

In January 2026, Rituals Cosmetics (Shanghai) Co., Ltd., registered in Shanghai's Putuo District, was recognised as the brand's Greater China headquarters, taking on key functions including investment decision-making and supply chain management for the region. The new investment

will further strengthen Rituals' local team and operational capabilities, while supporting international collaboration, supply chain development and the introduction of new products to better respond to the needs of the Chinese market.

Grégory Bruyer, Chief Commercial Officer of Rituals, said: *"Our RMB 200 million investment reflects our confidence in the market and will help us strengthen our local organisation, expand our retail and digital presence, and bring more of the Rituals experience to consumers across China."*



Expanding Rituals' retail network and digital presence

In 2027, Rituals plans to further expand its retail network across Greater China, enabling more consumers to experience the brand through immersive product discovery and personalised in-store service.

Digitally, Rituals will continue to strengthen its presence and expand online touchpoints, including its official WeChat Mini Program store. The brand currently operates official channels across WeChat, RED, Douyin, Tmall and JD.com, offering consumers a more convenient and connected brand and shopping experience.

Broadening the product portfolio for more everyday moments

Alongside its retail and digital expansion, Rituals will continue to expand its product offering in the Chinese market. At CIIE, the brand presented several upcoming introductions for 2027, including the renewed The Ritual of Ayurveda collection and its new dog care collection.

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About Rituals

About Rituals Cosmetics

Founded in Amsterdam in 2000, Rituals was created to transform everyday routines into meaningful moments. Today, Rituals is a global lifestyle brand in the luxury beauty industry offering a wide range of high-quality products for body, home, gifting and perfume. By combining accessible luxury, quality and continuous innovation, Rituals helps people bring more attention to everyday moments.

What began as a single store has grown into a global brand in more than 33 countries, with over 1,500 boutiques in vibrant cities such as Milan, Paris, London and Hong Kong. The brand has also introduced its innovative Mind Oasis concept in more than 11 locations, offering immersive experiences helping people slow down and recharge. Rituals believes that luxury and profitability go hand in hand with responsibility. Alongside its Certified B Corporation™ status, the company's 10% Profit for Impact commitment supports initiatives focused on protecting nature and improving the wellbeing of people and communities.

For more information about Rituals, visit our Facts & Figures page or explore our Sustainability Report to learn more about our sustainability efforts.

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