

ASIA ADULT EXPO



亚洲成人博览会

2026/8/25-27

Hall 5E/5F/5G, Hong Kong Convention and
Exhibition Centre, 1 Expo Drive
Wan Chai, Hong Kong

OVERVIEW



Asia Adult Expo

— A New Era of Sex · Study · Aesthetics Begins

In 2026, the Asia Adult Expo makes a powerful return with its all-new theme, “**Sex · Study · Aesthetics**” — a fusion of **sexual wellness × pleasure aesthetics × sensual fashion**, redefining the modern adult lifestyle.

This is not just an exhibition, but a trend-setting celebration of the senses and the mind.

Whether you are exploring self-identity, seeking creative inspiration, or deepening your understanding of intimate relationships, AAE offers every participant a safe, inclusive, and playful environment where emotion and rationality dance gracefully in the interplay of light and shadow.

Special Features of This Year's Expo

“AAE Intimate Runway” — A Cross-disciplinary Showcase of Sensation and Style

A stage where sensual expression, artistic presentation, and contemporary fashion merge.

“AAE Intimate Wellness” — A Private Experience Focused on Physical Restoration and Emotional Balance

A sanctuary dedicated to body care, healing, and mindful connection.

Gathering leading global brands and innovative products, AAE facilitates precise matchmaking between buyers and exhibitors, unlocking business opportunities in real time.

Here, sensuality is an attitude, and aesthetics is a form of power.

AAE 2026 — Elevating the adult world with more style, depth, and warmth.



AUG 25-27, 2026

Hall 5E/5F/5G, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong



Organizer: Brilliant Vertical Exhibition (Hong Kong) Limited

Co-organizers: Guangzhou Jiamei Exhibition Company

Co-organizers: Shenzhen Jiamei Exhibition Company

Official Supportor: Hong Kong Tourism Board

Expected booth (12 sq.m.): 330

TURN ON 2026

EXHIBITION VALUE & BACKGROUND

1 Social Openness × Sexual Wellness Awakening

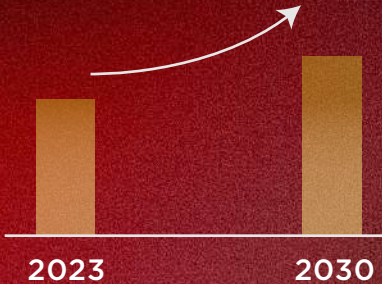
The Global Adult Industry Enters the “Age of Self-Pleasure”

As societal views evolve and awareness of sexual wellness continues to rise, global acceptance of sexuality and self-expression is reaching new heights.

The global adult products market is expanding steadily—expected to grow from USD 19.52 billion in 2023 to USD 28.4 billion by 2030, with an impressive CAGR of 5.5%.

AAE 2026 stands at the forefront of this global shift.

As societies grow more open and individuals become more awakened, the adult industry is no longer merely associated with desire—it has become the new language of health, freedom, and self-exploration.



5.5%
Compound Annual
Growth Rate

Global adult product market



2 The Rise of Fashion Lingerie

From Private Seduction to a Daily Statement of Confidence

When sensuality becomes an attitude, lingerie evolves beyond the private sphere.

The global erotic lingerie market continues to surge—projected to reach USD 30.39 billion by 2029, sustaining a 6.73% CAGR from 2024 to 2029.

At the same time, shapewear is demonstrating strong momentum as well.

The global shapewear market is expected to grow from USD 29.35 billion in 2024 to USD 39.83 billion in 2030, with a CAGR of 5.22%. North America and Europe remain core markets, accounting for approximately 61% of global demand.

AAE 2026 captures this worldwide movement—when sensuality coexists with comfort, fashion is no longer about pleasing others, but about pleasing yourself.

6.73%

Compound Annual
Growth Rate

Global erotic lingerie market

5.22%

Compound Annual
Growth Rate

Global plastic underwear market



3 Riding the Global Wave

Creating a Full-Spectrum Sexual Wellness Platform of “Sex · Study · Aesthetics”

Within the global market, the Asia Adult Expo has already become a crucial hub connecting the adult industries of East and West.

At the August 2025 edition, the international visitor profile showed remarkable diversity—38% of buyers came from Europe and the U.S., while emerging markets from the Middle East, Southeast Asia, Japan, Korea, and Taiwan accounted for a strong 47%.

In 2026, AAE evolves once again.

Centering on the new theme “Sex · Study · Aesthetics”, the expo presents a fully upgraded exhibition layout, with deeper focus on lingerie manufacturers and the sexual & wellness product sectors, building a professional yet open platform for global industry exchange.

This is more than an exhibition—it is a declaration of global perspective, cultural openness, and a new era of understanding sexuality.

38%

Proportion of European and American buyers

47%

Proportion of buyers from emerging markets



The trend of diversification in the structure of overseas visitors at the exhibition in August 2025

EXHIBITION HIGHLIGHTS

● Global Connections · Trends in Sync

With years of deep industry cultivation, the Asia Adult Expo brings together top buyers from **60+ countries and regions**—from retail and distribution to brands and wholesalers—forming one of the strongest global buyer networks in the industry.

Through the exclusive “**Buyer Connect · We Connect**” program, exhibitors gain direct access to their target markets, while buyers easily identify priority products and sourcing opportunities.

One expo connects the world.

Let the world discover your brand.

Let trends begin right here.

● Exclusive Zones · Redefining the Experience

The 2026 Asia Adult Expo features a fully upgraded floor plan with three key thematic zones:

Lingerie Zone | Wellness Zone | Intimate Street

A brand-new flow design breaks traditional exhibition layouts, offering an immersive, seamless sourcing journey that helps buyers explore products with ease—enabling **fast matchmaking, real-time ordering, and precise transactions**.

From sensual fashion to wellness lifestyle, every step is a fusion of sensory experience and business opportunity.

This is not just an exhibition—it is an entirely new sensory voyage.

● Global Vision · Trends in Resonance

The 2026 Asia Adult Expo is more than a showcase platform—it is a global forum for ideas, innovation, and industry evolution.

The organizers invite leaders from multiple countries—**editors-in-chief of international magazines | representatives from sexual wellness associations | founders of wellness brands | shapewear experts**—to host talks and forums offering diverse perspectives on emerging global opportunities, and examining the evolving role of adult products in modern intimate relationships.

Knowledge × Trends × Attitude

Inspiring a more open, progressive, and empowered adult future.

ACTIVITIES

AAE Intimate 01

Runway Show — Eroticism × Wellness × Trend Culture

As the lights focus and emotions meet aesthetics on stage, the Asia Adult Expo presents a cross-disciplinary runway inspired by **Eroticism × Wellness × Trend Culture**.

Through a fusion of lighting, music, and immersive technology, the show transforms viewing into interaction—delivering a fashion statement for the new era.

Concept Plan:

- Integrated with the “Lingerie Street” zone, booth nameplates and carpet colors will be used to distinguish different areas.
- First-row booths will clearly indicate the Lingerie Zone and Runway Show location.
- A compact runway stage will be set up, with designated VIP seating and standing zones for general visitors.
- VIP seating is exclusively for ticket holders and attendees who have purchased VIP passes.
- Models will showcase new products on stage, allowing audiences to take photos and scan QR codes during their runway pause.

Sponsorship Benefits for Naming Rights Exhibitors:

- Brand logo displayed on the runway stage backdrop
- Distribution of promotional flyers to the audience
- VIP guests may take photos with the models



AAE Intimate Wellness 02

AAE Intimate Wellness – Inner Awakening Space brings together international wellness brands and intimate care experts, focusing on body restoration and internal balance.

This immersive experience guides attendees to move from external sensuality to inner harmony, offering a journey that nurtures both body and mind.

It is an awakening journey that begins with pleasure—helping the body return to its natural rhythm and intimacy to resonate authentically.

Concept Plan:

- Coordinated with “Wellness Street,” booth nameplates and carpet colors will distinguish different zones.
- First-row booths will clearly indicate the Wellness & Intimate Care zones.



AAE Intimate Dialogue 03

Roundtable Discussion — Gender × Sexuality × Dialogue

Ideas spark, trends resonate—“Taboo Talks · AAE Intimate Dialogue” brings together global industry leaders for in-depth, zero-distance conversations centered on market opportunities × sexual compatibility.

Crossing cultural boundaries, this platform fosters new thinking in the adult industry.

Concept Plan:

- Send surveys via email to all buyers prior to the event.
- Set up a Telegram channel to invite buyers, enabling real-time updates and official announcements.
- Survey topics include: buyer’s company type, countries or markets of interest, product categories of interest, sexual content preferences, and projected transaction amounts.

- Exhibitors can purchase a roundtable session at a discounted rate to increase brand exposure.
- Each sponsored session features only one company and product for maximum visibility.
- Approximately 4-5 discussion sessions per day, with nameplates on the roundtable indicating the session topic and sponsoring exhibitor.



AAE Turn On Style 04

Annual Trend Color Awards — Prestige × Quality × Trust

The AAE Annual Trend Color Awards · Turn On Style celebrate the year’s most influential and innovative brands, based on professionalism and creativity.

Receiving this honor symbolizes quality and trust, shining a spotlight on the brands that truly stand out.

Concept Plan:

- Awards are designated for different product categories within the industry.
- Winning companies are showcased on a large screen display.
- Award recipients are granted one minute of stage time for a speech.
- Exhibitors can purchase the Trend Color Awards at a special rate to enhance brand visibility and appeal.



BDSM Experience Zone — Sensory Boundaries × Erotic Aesthetics

At the Asia Adult Expo, the BDSM Experience Zone interprets the delicate balance of Power × Trust through an artistic lens.

This immersive space intertwines sensation and emotion, guiding attendees on a journey of self-exploration and intimate connection.

BDSM is not just about stimulation—it is an artful language of erotic expression.

Concept Plan:

- The BDSM Experience Zone provides participating BDSM exhibitors a space to display and showcase their products.
- On-site entry requires a ticket, priced at HKD \$20 per session.

Sponsorship Benefits for Naming Rights Exhibitors:

- Exclusive display of brand logo, company information, product images, and QR codes
- Distribution of promotional flyers to visitors
- 20 VIP tickets granting priority access to the BDSM Experience Zone



EXHIBITION DETAILS

Core Exhibitor Categories :

Adult Toys, Sensory & Erotic Products, Health & Wellness Care Products, Lingerie & Apparel, Condoms & Other Contraceptives, Intimate Care Products, Reproductive Health Technology & Medical Centers, Sexual Therapy, Sexually Transmitted Infection (STI) Testing & HIV Services, Interactive Entertainment Technology & Equipment

Exhibition Formats, Booth Pricing and Benefits:

Standard booth : USD 4,700 / HKD 36,660 / RMB 34,310 (per 12sq.m.)

Raw Space (min. 48 sq.m.) : USD 4,200 / HKD 32,760 / RMB 30,660 (per 12sq.m.)

Exhibitor Rights

- Package included: wall partition, simple furniture (1 information counter, 2 folding chairs and 2 Longarm spotlight), carpet, 1 electricity (500W) and foamboard fascia
- Online Promotion across official channels, including: Website, Official WeChat account, E-newsletters, International social media platforms (Facebook, Instagram, LinkedIn)
- Effectively reaching 16,000+ verified buyers
- On-site Product Launch Opportunity: 1 slot available
- Advertising Opportunities in on-site exhibition posters and visitor guides

Title Sponsorship

- Stage backdrop, AAE Intimate, AAE Game, VIP Lounge, AAE Bottle Water etc.

Media:

- Oversea : XIBZ(US), ETO(UK), Suggextions(Spain), EAN(Germany), PULSE (Canada), Synergy(Australia), SIGN(Germany), sexshoppers(Russia), SexQ(China)
- Local Community : 我的情趣小屋, Jerlame, Macy, 异色市集, 异色眼文化社, 情感关注组

KOL Collaboration:

- 1G 老湿 (<https://www.instagram.com/1g0104.x2/>) (Taiwan, Relationships, Sexual Wellness)
- Jerlame (<https://www.instagram.com/jerlame/>) (Hong Kong, Relationships, Sex toys, AV, BDSM)
- ajpapadatos (<https://www.instagram.com/ajpapadatos/>) (Australia, Relationships)