

## **Hong Kong Ready to Become the Beauty Capital of Asia Pacific** **Don't miss Asia Pacific's leading show and its inventive products, insightful predictions and invaluable connections**

**[Hong Kong, 13 November 2024] – Celebrating its 27<sup>th</sup> edition, Cosmoprof Asia 2024** brings beauty back to international hub Hong Kong today. Asia Pacific's leading B2B event dedicated to the cosmetics industry, organized by BolognaFiere and Informa Markets, welcomes the industry's global leaders and presents the region's most comprehensive range of inventive products and services, and future forward technologies.

**Over 2,500 exhibitors from 47 countries and regions**, with 89% from outside Hong Kong, showcase their products and services to **over 80,000 expected attendees. 18 group and country pavilions** include Australia, California, China, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, South Africa, Spain, Switzerland, Taiwan Region, Thailand, Turkey, and the USA.

**Cosmopack Asia, November 12 to 14 at AsiaWorld-Expo (AWE)**, brings together pioneers across the entire supply chain, offering an overview of the latest innovations in ingredients, machinery & equipment, packaging, contract manufacturing, and private label. **Cosmoprof Asia, November 13 to 15 at the Hong Kong Convention & Exhibition Centre (HKCEC)**, highlights the latest innovations and product launches, welcoming stakeholders from retail and professional distribution channels.

"Renowned for showcasing the innovative launches and avant-garde solutions that shape the evolution of beauty in Asia-Pacific, Cosmoprof Asia offers stakeholders the best tools for discovering new business opportunities and matchmaking partners," says **Gianpiero Calzolari, President of BolognaFiere Group**. "Cosmoprof Asia is an absolute priority for cosmetics industry stakeholders in the Asia-Pacific region and undoubtedly remains the single most compelling B2B trade show in the area."

"We are excited to welcome the world's beauty and cosmetics industry professionals back to vibrant Hong Kong for the 27th edition of Cosmoprof Asia," stated **David Bondi, Business Development Director - Informa Markets and Director of Cosmoprof Asia Ltd**. "Thanks to the sophisticated and trendsetting nature of the Asian market, this region is recognized as the world's most dynamic. As the premier industry event in Asia-Pacific, Cosmoprof Asia is a must-visit date for discovering the most innovative brand and packaging solutions, getting invaluable insights into the market and meeting new business partners."

### **APAC and Hong Kong - in numbers**

By the end of this year, the global Beauty & Personal Care market is projected to generate \$648.6 billion in revenue. While China remains the second largest market globally after the USA, the Asia-Pacific region also plays a pivotal role with a forecasted value of over \$191 billion, according to Euromonitor International. China remains the top market in the region, and the second largest globally after the USA, generating over \$80 billion in revenue by year end. Furthermore, with a projected CAGR of 3.2%, by 2028 the region's statistics rise to nearly \$214 billion. Skincare is the leading segment, with an expected 2028 value of \$80.9 billion, while fragrances and colour cosmetics are anticipated to see the fastest growth, with annual increases of 6.5% and 5.4% respectively.

Though small in size, Hong Kong plays a strategic role in the region's beauty industry. For example, according to the UN Comtrade database, in 2022 Hong Kong was the world's third-largest importer of perfumes, cosmetics, and toiletries, behind only Mainland China and the United States, with total 2023 imports worth approximately \$7.1 billion according to Statista. The city is also a major exporter, with Mainland China receiving nearly two-thirds of Hong Kong's perfume, cosmetic, and toiletry exports in 2023. Market analysts recognize Hong Kong as one of the most important business hubs in the Asia-Pacific, especially when factoring in strong government support for the financial services sector.

Organiser - Cosmoprof Asia Ltd

### **Opportunities for Business with the Buyer Programme**

Cosmoprof Asia offers unrivalled business opportunities through its dedicated **Buyer Programme**, which puts exhibitors in direct contact with potential new partners. Expect to meet senior executives with key procurement and decision-making roles at brands such as Amorepacific, Dabur, L’Oreal, LG Household & Healthcare, Sulhwaso and Walgreens Boots Alliance within China, Asia-Pacific countries, Europe, and the USA. The programme’s **approximately 600 selected buyers** include esteemed C-level executives, from Asia, Europe, the USA, and the Middle East, underscoring the show’s role as the premier platform for industry leaders.

### **Special Highlights**

Don’t miss our rich calendar of events, featuring renowned global experts, trendsetters, and visionaries.

**CosmoTalks**, the exclusive roundtable format of the Cosmoprof network, presents global leaders discussing macro-trends, market and product developments, sustainability, retail solutions, consumer behavior, and innovation in beauty technologies. To include AsiaCosmeLab, Asia Pacific Spa Wellness Coalition (APSWC), Beauty Insights by Deanna Utroske, Beauty Matter, BEAUTYSTREAMS, centdegrés, ECOVIA Intelligence, Eternal Group, Euromonitor International, Fashion Snoops, Hong Kong Society of Cosmetic Chemists (HKSCC), Mintel, Opal, QTCCC, Reach24H, Re-Sources.co, Retail Beauty Magazine, Statista, The Chinese Pulse, The Asian General Chamber of New Retail (ANR), The Cosmetic, and Toiletry and Fragrance Association of Singapore (CTFAS).

**The Cosmoprof Asia & Cosmopack Asia Awards**, organized in partnership with BEAUTYSTREAMS, celebrate the most outstanding companies in research and development across 11 categories, including formulation, packaging, sustainability, storytelling, and value proposition. A panel of international experts joined to select winners from 395 companies and over 420 product submissions, with finalists showcased at dedicated installations in Cosmopack Asia and Cosmoprof Asia. Winners will be announced on November 13 at 5 p.m. at HKCEC.

**CosmoTrends**, curated by BEAUTYSTREAMS, showcases five key trends in the Asia-Pacific, highlighting exhibitors’ products and launches. This report serves as a guide for operators, buyers, trend scouts, and influencers. Visitors can explore these trends at special installations in AWE and HKCEC, and attend a CosmoTalks session on November 14 at HKCEC revealing the trends report results.

Finally, the dynamic **Cosmo Onstage** platform features live shows and demo sessions by industry influencers, spotlighting cutting-edge products and equipment, nail art, makeup, and spa & wellness treatments. Highlights include a performance organized by The AHMA Hair Council to celebrate the **CUP of GBA (Hong Kong) HAIR & IMAGE DESIGN COMPETITION 2024**, as well as the **NAILPRO® Competitions ASIA-HONG KONG 2024**. In addition, international and Douyin KOLs will hand pick the hottest products as part of #beautyhunt 2024.

**COSMOLAB**, the vibrant laboratory space where innovative companies unveil their groundbreaking technological advancements, unveils a new interactive installation that dives into the trend of **'Skinification'** in hair care, developed in collaboration with **OPAL** at **AWE**. Don’t miss the **AI-powered HairCoSys “Bloomtastic”** platform, delivering unprecedented personalized hair and scalp care solutions.

**Scent Horizons**, a fresh project developed in partnership with **Eternal Group**, provides a deep dive into the fragrance market with engaging masterclasses and workshops showcasing market data and insights running from November 12 to 14. Don’t miss the compelling Cosmotalks session on the 14<sup>th</sup> unveiling a comprehensive white paper detailing the latest fragrance trends in China, downloadable from our Digital Wall.

### **Sustainability as a Priority**

Sustainability is a key focus for the evolution of the cosmetics industry, starting with the supply chain. At Cosmopack Asia, the "**Be Sustainable with Beauty**" will release a dedicated e-book highlighting meticulously evaluated exhibitors adopting innovative technologies to reduce their environmental impact, providing insights and sharing best practices.

Cosmoprof Asia also presents **Boutique** (Hall 1E, HKCEC), the sampling charity shop featuring 15 selected sponsor companies' flagship products in travel-sized versions. Attendees can choose 5 product samples for a minimum donation of HKD 100 with proceeds donated to Save the Children Hong Kong.

### **New Launch in 2025!**

Cosmoprof Asia never stops inventing new projects where business opportunities thrive. **Beauty Ingredient & Formulation Asia** will be launched at **Cosmopack Asia 2025**, heralding a new event specially designed for R&D and lab technicians, chemists and formulators. The new event, co-organized by China Society of Cosmetic Chemists (China SCC) and Hong Kong Society of Cosmetic Chemists (HKSCC), with the support of International Federation of Societies of Cosmetic Chemists (IFSCC) together with Cosmoprof Asia Ltd will create the Asia Pacific Hub of Science within beauty, underscoring the show's significance for the supply chain. More details will be announced soon.

For any further information please visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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### **NOTES TO EDITORS:**

Download the high-resolution images at this link:  
<https://www.cosmoprof-asia.com/2024-press-kit/>

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### **ABOUT THE ORGANISERS:**

*Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.*

### **ABOUT BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

**BolognaFiere Group** is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, with most notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. This key exhibition gathers almost 250,000 stakeholders from more than 150 countries and over 3,000 exhibitors from over 70 countries each year. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas, Miami, Mumbai, and Bangkok (with **Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America Las Vegas and Miami, Cosmoprof India, and Cosmoprof CBE ASEAN**). Thanks to the brand's international appeal, the network gathers a global community of more than 500,000 stakeholders and over 10,000 companies and brands from within the dynamic beauty industry.

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## **ABOUT INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))**

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami 2024 which serves the Americas, North, South America and Caribbean Islands Region. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).