

THE BEAUTY INDUSTRY GATHERED ENTHUSIASTICALLY AT COSMOPROF ASIA 2024 TO DISCOVER NEW TRENDS AND AVANT-GARDE LAUNCHES

[Hong Kong, 22 November 2024] – **60,975 attendees from 119 countries and regions** gathered in Hong Kong from 12 to 15 November for the **27th edition of Cosmoprof Asia 2024**, meeting **over 2,500 exhibitors from 47 countries and territories**, and discovering the latest trends and the most-avant-garde product proposals impacting the Asia-Pacific market. Overall, the exhibition recorded **strong interest from international stakeholders, representing 18% of total visitors**. Compared to last year's edition, notable increases in attendance have been recorded from major regions including Africa (+16%), Australasia (+5%), Europe (+7%), the Middle East (+40%), North America (+8%), and South America (+3%). Asian attendance remained robust, further solidifying Cosmoprof Asia as a premier destination for global buyers and a vital hub for the beauty industry.

The participation of **18 group and country pavilions** including Australia, California, China, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, South Africa, Spain, Switzerland, Taiwan Region, Thailand, Türkiye, and the USA, increased the exhibition offer with the latest international novelties. **Over 600 senior executives and top buyers, mainly from Asia-Pacific, Europe, the USA, and the Middle East** attended Cosmoprof and Cosmopack Asia, taking advantage of exclusive b2b match-making tools, thus underscoring the show's role as the premier platform for industry leaders.

A highly qualified attendance characterized **Cosmopack Asia (November 12 to 14 at AsiaWorld-Expo - AWE)**, where importers, distributors, brand owners, R&D managers and product developers came across the most innovative offer in ingredients, machinery & equipment, packaging, contract manufacturing, and private label. **Cosmoprof Asia (November 13 to 15 at the Hong Kong Convention & Exhibition Centre - HKCEC)** gathered distributors, importers, wholesalers, and beauty professionals with an exclusive overview of the latest proposals from K-Beauty and C-Beauty, as well as from all over the Asia-Pacific region.

The exhibition offer was paired with exclusive insights and special initiatives. Over 1300 attendees followed the round-panel discussions of **CosmoTalks**, focusing on macro-trends, market and product developments, sustainability, retail solutions, consumer behaviour, and innovation in beauty technologies. 70% of the partners leading these sessions were from international countries, underscoring Cosmoprof Asia's commitment to addressing global trends and hot topics.

Cosmo Onstage entertained more than 230 beauty professionals, with peak moments provided by The AHMA Hair Council celebrating **CUP of GBA (Hong Kong) HAIR & IMAGE DESIGN COMPETITION 2024**, and the **NAILPRO® Competitions ASIA-HONG KONG 2024**.

Cosmoprof Asia 2024 released the exclusive **CosmoTrends Asia Report**, curated by BEAUTYSTREAMS, offering insights into the latest trends across the Asia-Pacific region. The report highlighted 5 emerging trends, represented by 20 shortlisted companies from the exhibiting brands. Download the 2024 CosmoTrends report here: <https://www.cosmoprof-asia.com/cosmotrends/>

Cosmoprof Asia celebrated the excellence of beauty in the region with the **Cosmoprof and Cosmopack Asia Awards**: 11 exhibitors were rewarded thanks to their innovation, creativity and brand strategy, under the valuable analyses and judgement of a global jury with renown experts, KOLs, and industry leaders.

Enthusiastic comments from stakeholders

The rich exhibition offer, the high-quality contents, and the performing business tools of Cosmoprof and Cosmopack Asia have been highly appreciated and recognized by stakeholders while on the show floor.

"This was our first time exhibiting at Cosmopack Asia, having also shown at Cosmopack Italy this year we were excited to see buyers from different regions. Amelia Knight is a UK head quartered company with fully owned factories in the UK and China, and this positions us very well for the buyers attending Cosmopack in Hong Kong. We have been very happy with the organisation, location and the number of buyers that attended, with a big difference for us being the acceptance of Asian manufacturing and focus on quality and value. We have met many old customers and new contacts from mature markets as well as new potential customer from regions we have not attracted before, including India, Russia, Indonesia and China. We will certainly be back next year." said **Paul J Salmon, Global Sales Director – Private Label, Amelia Knight Ltd (UK)**.

"Our participation in this year's exhibition has been remarkably successful. We were particularly pleased with our booth location and visibility, which attracted a steady stream of engaged visitors and meaningful inquiries. The quality of meetings and connections made at Cosmoprof Asia Hong Kong has generated significant potential leads that we are very optimistic about. We view Cosmoprof Asia as an essential platform for strengthening our presence in the global market, and we are already planning to expand our booth space for next year's exhibition." said **Harold Kim, COO, Berlin Packaging / NEST-FILLER PKG (Korea)**.

"Compared to last year, there were more visitors from Southeast Asia and Europe this year, so the demographics of the visitors were better than last year. Also, since we want to actively expand our business overseas beyond Hong Kong, we would like to see more efforts being made on beauty shows in Southeast Asia." said **Mr.Onur, Global Marketing Team, Cosmetex Roland Co., Ltd. (Japan)**.

"Cosmopack Asia has been a good showcase to increase our visibility and highlight the quality of our products in a market we consider very important for the future development of our business. Furthermore, as Hong Kong serves as a meeting point for clients from various markets, we were able to schedule a good number of appointments with both active and potential clients", said **Serena Quirino, Marketing manager at Inca Cosmetici (Italy)**.

"The Italian Trade Agency is proud to have brought to Cosmoprof Asia 2024 a group of 39 Italian Companies, representing the industry in 3 strategic segments: Skincare, Make-up and Haircare; and to have registered the presence of 48 more, in both sections Cosmoprof and Cosmopack. As a Government Agency we support Italian enterprises willing to establish or consolidate their presence on world markets and CA24 is the perfect platform to reach prospect counterparts not only in the Asia-Pacific countries, but from all over the world, thanks to the international profile of the trade show. If the most prominent drivers of the cosmetic market are sustainability, the use of natural/organic ingredients, and integrated systems for beauty and wellbeing, Italian companies are well ahead and ready to meet the challenges", said **Paola Bellusci, Trade Commissioner of Italy in Hong Kong**.

"Cosmoprof Asia 2024 proved to be a transformative milestone for SwissKern. This event not only amplified our brand's reach but also highlighted the growing demand for scientifically advanced, high-bioavailability formulations that address anti-aging, longevity, prevention, and wellbeing at its core. We are deeply grateful to Cosmoprof Asia for the opportunity to shine on such a prestigious platform and look forward to partnering even more closely next year to elevate SwissKern's presence further and create an even greater impact in the industry", said **Faisal Baig, Co-Founder & CEO at Swisskern (Switzerland)**.

“Cosmoprof Asia is a platform that truly embodies the global stature of a B2B beauty exhibition, thanks to its efficient layout and the participation of professional suppliers from various countries. The event allows attendees to meet multiple suppliers and uncover business opportunities within a short period, making it highly time-efficient. In particular, its high-quality services and effective business matching programs make it an outstanding exhibition for establishing meaningful partnerships.” Said **Hayden Haesung Lee, CEO, BEAUTYLABS (Korea)**

“Having been in the cosmetics industry for 42 years since 1983, I've witnessed countless transitions, transformations, and innovations in marketing and market dynamics. One thing remains constant: the need to adapt, adjust, and embrace change to meet the ever-evolving demands of the market. Cosmoprof Asia 2024 once again fulfills its role as a vital global platform, bringing together industry leaders, brands, and stakeholders to exchange insights, showcase innovations, and shape the future of the cosmetics industry of the world.” said **Dioceldo Sy, Founder and CEO, Ever Bilena Cosmetics, Inc. (Philippines)**.

“I have been sourcing for capable Korea skincare suppliers through multiple channels including all kinds of global trade shows and many E-commerce channels but Cosmoprof Asia is the best, the largest, and the most productive one, I would like to say thanks to Cosmoprof Asia as it perfectly connected me with the greatest suppliers, and also provided a relaxed meeting space for me to further meet and discuss business with the suppliers. I did find some great suppliers and great business opportunity there!” said **Sonia Chen, Divisional Manager - Merchandising, Li & Fung (China)**

Special projects pushing for a sustainable industry

Sustainability was a key focus for the 2024 edition, with dedicated projects highlighting companies' strong commitment towards environmental sustainable practices. "**Be Sustainable with Beauty**", the e-book showcasing shortlisted companies at Cosmopack Asia, served as a guide for buyers and all other stakeholders seeking sustainable solutions within the beauty supply chain. Download the Sustainable e-book here: <https://www.cosmoprof-asia.com/be-sustainable-with-beauty/>

Cosmoprof Asia hosted the charity project **Boutique**, the sampling shop featuring 15 selected sponsor companies' flagship products. All proceeds have been donated to Save the Children Hong Kong.

Save the date for the 2025 edition!

After such a successful edition, companies and stakeholders will meet again in Hong Kong next year, **from 11 to 14 November 2025**.

For any further information please visit www.cosmoprof-asia.com

NOTES TO EDITORS:

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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)

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.

ABOUT INFORMA MARKETS (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.