

FRAGRANCE AVENUE



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COSMOPROF

ASIA HONG KONG
亞太區美容展

•
HONG KONG

•
11 – 13 NOVEMBER 2025

ASIAWORLD-EXPO

COSMOPACK ASIA OEM/ODM &
RAW MATERIALS

COSMOPACK ASIA PACKAGING &
MACHINERY

•
12 – 14 NOVEMBER 2025

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA PERFUMERY &
COSMETICS & NAIL

COSMOPROF ASIA HAIR & BEAUTY
SALON

•
COSMOPROF-ASIA.COM

Organiser – Cosmoprof Asia Ltd



| informa **markets**

A new world for beauty

Bologna, Hong Kong, Las Vegas,
Mumbai, Bangkok, Miami

WHY COSMOPROF ASIA?

Cosmoprof Asia Hong Kong is the leading B2B event in Asia Pacific, encompassing all sectors of the beauty industry, from ingredient to branded finished product.

The exhibition is the Asia Pacific destination of the Cosmoprof network, a 360° worldwide platform which involves over 500,000 professionals and 10,000 exhibitors from all over the world, with shows in Bologna, Las Vegas, Mumbai, Bangkok, and Miami.



2025
EDITION

28TH

SQM

120,000

EXPECTED
VISITORS

70,000+

EXPECTED
EXHIBITORS

2,800+

**CLICK HERE
TO WATCH
COSMOPROF ASIA
2024
POST SHOW
VIDEO→**

THE PROJECT

Fragrance Avenue is an immersive destination strategically located near *Esplorers by Esxence*, the gateway to the world of artistic perfumery. Designed to showcase a curated selection of mass-market brands, indie labels, diffusers, home fragrances, and aromatherapy products, Fragrance Avenue offers brands an exceptional platform for visibility and growth. Whether you are an established industry leader or an emerging name, this is your gateway to global expansion, meaningful connections with key players in the beauty industry, and accelerated business success.

More than just a showcase, it is an experience where visionary perfumers and groundbreaking brands converge to shape the future of fragrance. Connect with an audience of **buyers, industry professionals**, and **fragrance enthusiasts** eager to discover the latest trends and exceptional olfactory innovations.

Location: Fragrance Avenue will be located in **Hall 1E – Concourse**, a prime area within the Hong Kong Convention and Exhibition Centre (HKCEC), with consistently high foot traffic.



WHY FRAGRANCE

- **Market Potential:** The Asia Pacific fragrance market is set to reach USD 6.1 billion by 2029, growing at a 5.4% CAGR
- **New Consumer Spending Power:** A rapidly expanding lower-middle-class demographic is increasingly investing in fragrances, unlocking fresh market potential.
- **Demand for Personalization:** The industry is shifting towards custom-made scents and aromatherapy, catering to individual preferences like never before.
- **Tech-Driven Retail Innovation:** Augmented reality (AR) and digital personalization based on AI-driven personality tests are redefining the fragrance experience - stay ahead of the curve.
- **Men's Fragrances on the Rise:** The fastest-growing segment, projected to surge by 6.8% from 2023-2027

Sources

[Euromonitor International](#), [Precision Business Insights](#), [Expert Market Research](#), [Research and Markets](#), [Dataintelo](#)



EXHIBITOR PROFILE

- Aromatherapy Products for Retail
- Indie Brands for Fragrance Products
- Franchising - Perfumery, Cosmetics and Toiletries
- Fragrance Mists and Sprays
- Home Fragrances & Decoration
- Perfumed Candles
- Perfumery & Fragrance
- Personalised Fragrances
- Essential Oils
- Solid Perfume
- Finished Fragrance
- Scented Accessories
- Incense Sticks

VISITOR PROFILE

- Fragrance and Perfume Retailers
- Department Store Fragrance Buyers
- Fragrance Distributors and Wholesalers
- Perfumeries and Specialty Fragrance Stores
- Beauty/Cosmetics e-commerce platforms
- Spa, Salon and Hotel Fragrance Buyers
- Indie and Concept Store owners
- Importers and agents



BENEFIT FOR COMPANIES

Prime location, Great visibility, Special signage

- Located at the heart of **Level 1** ensuring **optimal foot traffic**
- **Unique booth design** reflecting the Fragrance Avenue identity
- Clear signage to effectively **direct visitors to your stand**

Exclusive promotion*

- 1 collective SM post on Cosmoprof Asia's official channels (FB, IG, LN, WeChat)
- 1 unified eDM sent to the global Cosmoprof Asia database
- 1 page in the Visitor Guide to showcase all brands in the sector
- Company logo exposure on the Fragrance webpage of the official fair site

Marketing Tools (free) to maximize your ROI:

- Awards: submit your products for a chance to gain brand exposure
- CosmoTrends Report: submit your products for a chance to get featured in the annual Trends report
- AI Matching Apps: easily connect with the right partners
- Cosmotalks: attend free panels and masterclasses

*The promotion is designed to enhance visibility for the Fragrance Avenue as a whole and facilitate buyers in identifying all participating companies within this industry.

