

EXPLORERS
by *EsXence*

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

THE PROJECT

Explorers by Esence is a **captivating area** strategically located in a **prime position** that serves as a gateway into the world of **artistic perfumery**, where artistry, innovation, and olfactory storytelling converge. The project spotlights exceptional brands and visionary perfumers who **redefine scent as a true art form**.

Through immersive content, curated experiences, and exclusive insights, the project invites fragrance enthusiasts and curious minds alike to journey beyond the mainstream and **discover the soul of scent**.

Within this realm, the boundaries of perfume are not only tested - but they are also reimaged. **Creativity** and **craftsmanship** take centre stage, fostering a dialogue between **innovation** and **tradition**. Engage with a discerning audience of **buyers, industry experts**, and **passionate connoisseurs**, all seeking the next chapter in olfactory excellence.



WHY ARTISTIC FRAGRANCE

- **Market Potential:** Valued at USD 2.4 billion in 2024, the artistic perfume market is expected to reach USD 8.1 billion by 2033, with a CAGR of 14.5%.
- **Growth Drivers:** Demand is rising due to personalized fragrance preferences, higher disposable incomes, and a growing luxury lifestyle trend.
- **Demographic Trends:** Millennials and Gen Z favor niche and aspirational products, driving increased spending on high-end fragrances.
- **Consumer Expectations:** Buyers are increasingly informed and values-driven, seeking transparency, ethics, and performance - notably in longevity and sillage.
- **Regional Outlook:** Asia Pacific, especially China and India, shows strong potential thanks to urbanization and income growth. China is seen as a future global leader in the fine fragrance sector.
- **Asia Pacific Trends and Consumers:** Unisex and minimalist scents are popular - subtle, clean, and skin-like. Strong appreciation for local fine brands promoting heritage and culture. Smaller, boutique-style niche brands with elegant aesthetics resonate well with consumers.

Sources:

[Business Research Insights](#), [Dataintel](#), [Formes De Luxe](#), [Luxury Society](#), [Business of Fashion](#)



EXHIBITOR PROFILE

- Artistic Fragrance Manufacturers
- Artistic Fragrance Brands
- Distributors of Artistic Fragrance Products
- Indie/Emerging Artistic Fragrance Brands

VISITOR PROFILE

- Artistic Fragrance and Perfume Retailers
- Luxury Department Store
- Artistic Fragrance Distributors
- Specialty Stores
- Beauty/Cosmetics e-commerce platforms
- Luxury Spa, Salon and Hotel
- Luxury Indie and Concept Store owners
- Importers of Niche Fragrance



SELECTION CRITERIA

In order to create an exhibition that showcases the most distinctive offerings in the sector, while also providing opportunities for new creative entities aspiring to enter Explorers by Esxence, the following criteria have been defined by selected members of a **Technical Committee**.

QUALITATIVE – ARTISTIC CRITERIA

Story and Identity – The brand must be built on a credible and well-documented story, translated into products that embody quality, artistry, and uniqueness in the high-end perfumery sector.

Stylistic Consistency – Creations must feature a recognizable and cohesive aesthetic that aligns with the brand’s overall visual identity.

High Artistic Value – The offerings should stand out for their exceptional artistic composition, packaging, quality, and style.

Exclusivity and Originality – Products should cater to consumers seeking unique creations distinguished by strong character and superior quality.

DISTRIBUTION PROFILE ANALYSIS

The brand must be marketed through an extremely selective and high-quality distribution network to preserve its uniqueness and prevent its commodification.

Consistency in quality and selective distribution must be maintained in every country where the brand is present.

INCLUDED BENEFITS FOR EXHIBITORS

Maximize your presence with:

Dedicated onsite promotional package:

- Booth visibility with the Explorers by Esxence logo
- Advertisement promotion of the area in the Visitor Guide*
- Dedicated signage

Dedicated online promotional package*:

- 1 x collective eDM distributed to qualified Cosmoprof Asia global database
- 1 x unified social media post (Facebook, Instagram and LinkedIn)

Free Marketing Tools to maximize your ROI:

- **Cosmoprof Asia Awards:** submit your brand for a chance to be selected as a winner among exhibitors.
- **CosmoTalks:** apply as a speaker to share your expertise.
- **Business Matching:** AI platform connects you with qualified buyers.
- **Cosmotrends:** submit your products for the industry trend report by BEAUTYSTREAMS.

*The promotion is designed to enhance visibility for the Explorers by Esxence area as a whole and facilitate buyers in identifying all participating companies within the Artistic Fragrance industry.



COSMOPROF ASIA HONG KONG

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→**

COSMOPROF ASIA: A STRATEGIC HUB

- **Ideal exhibition location:** Hong Kong stands out as a crucial, cost-effective, and attractive destination for hosting exhibitions, offering logistical, strategic, and commercial advantages.
- **Regional leadership:** established for 28 years as the leading beauty event in Asia-Pacific
- **High International Presence:** significant participation from international exhibitors and visitors. The only show in the region that provides this level of diversity.
- **Gateway to Asia Pacific:** Hong Kong serves as a pivotal hub for the Asia Pacific region.
- **Role as a Trendsetter:** driving emerging trends in the cosmetics and beauty industry. The significant presence of international companies elevates the event to a global level.

ASIA'S BEAUTY MARKET: A RISING POWER

- **Fastest Growth:** expected 6.7% CAGR (2023–2027), surpassing North America (5.7%) and Western Europe (4.3%). By 2027, Asia will drive 50%+ of new sales.
- **Premiumisation Trend:** Consumers seek luxury, superior ingredients, and innovative formulations.
- **Gen Z Influence:** Making up 25% of Asia's population, they will dominate by 2032, valuing:
 - Sustainability & ethics – Eco-friendly, responsibly made products
 - Personalization & inclusivity – Tailored, diverse, gender-neutral options
 - Digital engagement – Social media-driven discovery, seamless shopping

Source: BDA Partners

COSMOPACK ASIA RAW MATERIALS
COSMOPACK ASIA PACKAGING & MACHINERY
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COSMOPROF ASIA HAIR & BEAUTY SALON
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SEAMLESS TRAVEL BETWEEN 2 VENUES



Effortless travel between Hong Kong Station and AsiaWorld-Expo (AWE).

Airport Express stops: Kowloon, Tsing Yi, Hong Kong International Airport.

Only 28 minutes to AWE from Hong Kong Station.

Just 2 minutes from Hong Kong International Airport to AWE

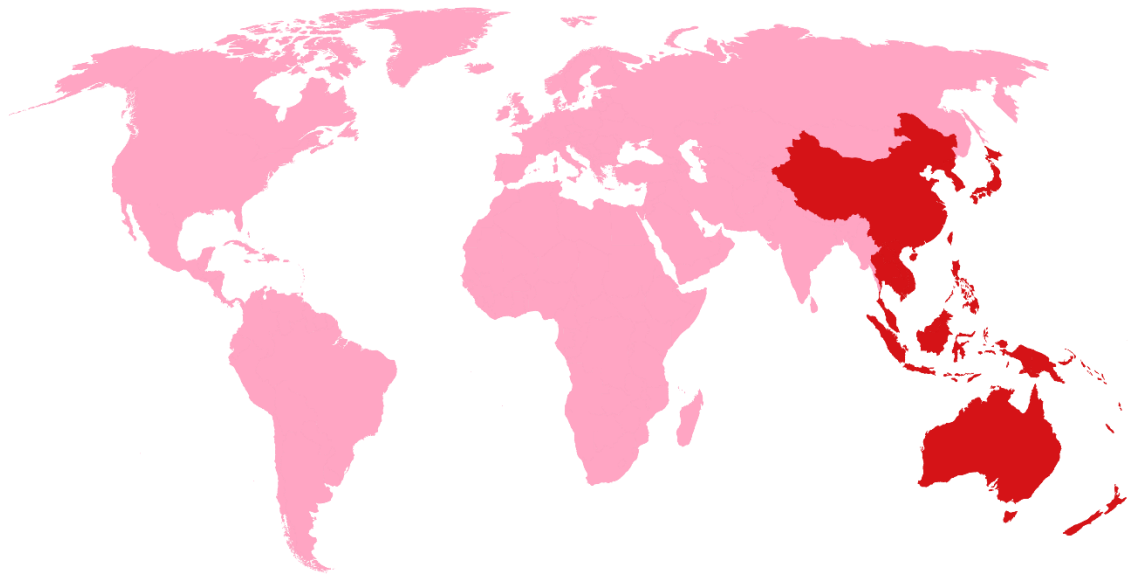


Free shuttle service between Hong Kong Convention & Exhibition Centre and AsiaWorld-Expo.

Seamless connectivity with continuous service.

EXHIBITORS PARTICIPATING IN 2024

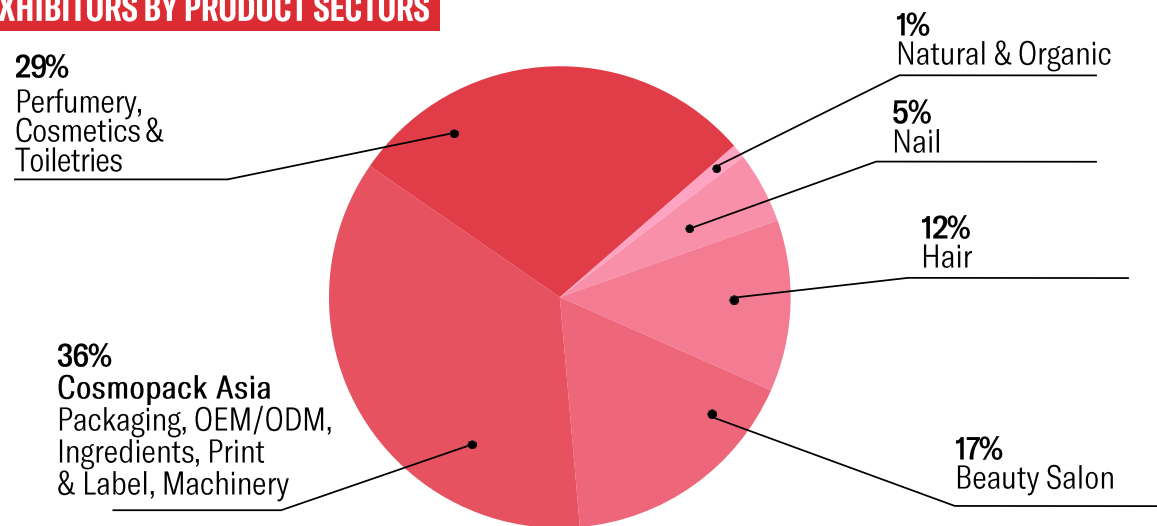
More than **2,550 exhibitors** coming from 47 countries and regions representing all the sectors of the cosmetics industry participated at Cosmoprof Asia Hong Kong 2024, confirming the area as a strategic market for business development of beauty brands.



84% ASIA PACIFIC

16% REST OF THE WORLD

EXHIBITORS BY PRODUCT SECTORS



COUNTRY PAVILIONS

Australia, California, China, South Korea, France, Germany, Japan, Hong Kong, Italy, Malaysia, Taiwan Region, Singapore, Spain, South Africa, Switzerland, Thailand, Turkey and USA.

COSMOPROF ASIA BUYERS AND ATTENDEES IN 2024

The 27th edition in Hong Kong attracted an impressive participation of over 60,750 professionals from across the globe, including **retailers, importers, suppliers, distributors, brand owners, e-commerce platforms, and trade media**, all gathering to explore the latest trends, innovations, and new business opportunities. Attendees come from 119 different countries and regions, underscoring the event's international appeal and significance as a premier beauty show in the Asia Pacific region.

TOP COUNTRIES IN ATTENDANCE

TOP 10 VISITING COUNTRIES

1 CHINA	2 HONG KONG	3 SOUTH KOREA	4 PHILIPPINES	5 TAIWAN REGION
6 INDIA	7 INDONESIA	8 JAPAN	9 USA	10 THAILAND

PRIMARY BUSINESS NATURE

28%

DISTRIBUTORS,
WHOLESALEERS, AGENTS,
IMPORTERS

19%

BRAND OWNERS

17%

MANUFACTURERS/OEM-
ODM/PACKAGING/ SUPPLIERS
OF INGREDIENTS/MACHINERY

17%

BEAUTY SALONS & SPA /
WELLNESS CENTERS

9%

E-COMMERCE PLATFORMS

7%

RETAILERS, CHAIN STORES

3%

PRESS & OTHERS

