

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 HONG KONG

亞太區美容展

COSMOPROF ASIA 2025: FRAGRANCES TAKE CENTER STAGE IN HONG KONG

[HONG KONG, 12 November 2025] — Fragrances will take the spotlight at **Cosmoprof Asia 2025**, the landmark B2B event for the beauty industry in the Asia-Pacific region. Celebrating its 28th edition from November 11 to 14 in Hong Kong, the exhibition will unveil a **rich program dedicated to the art and innovation of scent**, confirming its role as a key platform for global beauty trends.

One of the fastest-growing segments in the APAC market, the fragrance industry is evolving rapidly, fuelled by consumer demand for individuality, authenticity, and sensory storytelling. According to Statista market forecasts, **in 2025 the revenue in the fragrances market in Asia is projected to reach a staggering amount of US\$12.75bn**, with a steady annual growth rate of 3.30% (CAGR 2025-2030). These results are supported by rising disposable incomes, growing interest in niche perfumery, and the increasing sophistication of local consumers. In parallel, the artistic perfumery segment is expanding worldwide, expected to triple in value over the next decade.

This year, Cosmoprof Asia 2025 will dedicate an exclusive area to fragrance in a prime position, celebrating its diverse expressions—from accessible creations to high artistry—through **Fragrance Avenue** and **Explorers by Esxence**, alongside the **5C Fragrance Experience**, developed in collaboration with Centdegrés.

Fragrance Avenue

Fragrance Avenue, located in **Hall 1E of the Hong Kong Convention and Exhibition Centre**, offers a vibrant showcase for **mass-market and indie brands, home fragrances, and aromatherapy lines**. This dynamic area provides a stage for visionary perfumers and emerging talents to connect with global buyers and distributors, offering a sensory journey through the latest trends and innovations shaping the contemporary fragrance scene.

Explorers by Esxence

Next to it, **Explorers by Esxence** marks the **debut of artistic perfumery at Cosmoprof Asia**. Curated in collaboration with **Esxence – The Art Perfumery Event**, the project brings to Hong Kong the spirit of olfactory excellence that defines the Milan-based exhibition. Here, creativity, storytelling, and craftsmanship converge, inviting professionals and enthusiasts to explore the cultural and emotional depth of scent. Through immersive displays and curated content, Explorers by Esxence bridges tradition and innovation, celebrating fragrance as a true art form. The companies featured include Attar Al Has (Turkey), Bel Rebel (UK), Bohoboco Perfume (Poland), Bois 1920 (Italy), Genyum (Spain), Giardini di Toscana (Italy), Giardino Benessere (Italy), Goldfield & Banks (Australia), Hic Beauty (Italy), Kajal Perfumes Paris (France), Morph (Italy), Nobile 1942 (Italy), Oman Luxury (Oman), Puzzle Parfum (Turkey), Release Distribution (Italy), Sora Dora (France), Zamara Perfumes (Oman).

Meanwhile, within the Esxence area, the evocative **Scented Landscapes installation** will immerse visitors in a voyage through the raw materials of perfumery, revealing the natural origins of scent and the intimate connections between memory and aroma.

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 HONG KONG

亞太區美容展

Educational sessions

A rich calendar of initiatives will further enhance the focus on fragrances at Cosmoprof Asia 2025, thanks to the collaboration with key strategic partners such as the **Asia Perfume Foundation**, **Centdegrés**, **Esxence**, and **Eternal Group**. Their expertise and creative vision will enrich the show's program with a series of talks, masterclasses, and interactive experiences designed to celebrate the art, science, and emotional power of scent. From the CosmoTalks round tables and CosmoOnstage masterclasses to the workshops at the BEAUTY STUDIO, visitors will explore how storytelling, innovation, and design converge to shape today's fragrance landscape. Highlights include panels on fragrance innovation and sensory storytelling, immersive workshops on cologne creation and oud artistry, and engaging masterclasses that reveal the connection between scent, emotion, and space. Together, these initiatives underscore Cosmoprof Asia's commitment to fostering dialogue, education, and inspiration within the evolving world of artistic perfumery.

As part of the **CosmoTalks** educational program, a panel titled *"The Art and Science of Fragrance: Innovations, Storytelling, and Global Trends"* will take place on **November 12**, moderated by **Cici Cai of Jing Daily**. Distinguished speakers include **Maurizio Cavezzali**, CEO and Co-Founder of **Esxence**; **Erica Moore**, Head of Evaluation at **Fragrances of the World**; **Sissie Yiu of Eternal Group**; and **Antonella Panepinto of Cereria Terenzi**. Together, they will explore how innovation and creativity intertwine to define the future of perfumery.

In the **Cosmo Onstage** program, the **Italian Perfumery Institute** will lead an interactive masterclass on November 13 – *"Perfume Discovery: Play, Smell, and Unlock the Secrets of Fragrance"*—inviting visitors to embark on a sensory journey of learning, play, and emotion.

5C Fragrance Experience

Further enriching the fragrance experience, Cosmoprof Asia presents the **5C Fragrance Experience**, a creative project developed by **Centdegrés**. Visitors can immerse themselves in a multi-sensory journey at the dedicated booth, where five unique colognes are paired with five vivid colors and a mood-and-personality test to help each guest discover their perfect scent. The experience culminates in a personalized gifting moment, with around 1,000–1,200 bespoke fragrances handed out to visitors, making 5C not just a fragrance exploration, but a celebration of creativity, beauty, and uplifting energy. This innovative initiative brings together olfactory artistry, visual storytelling, and interactive engagement, reinforcing Cosmoprof Asia's role as a global hub for beauty innovation.

Guided Tours

To foster connections and networking within the Explorers by Esxence area, from November 12 to 14, daily from 11:00 a.m. to 12:30 p.m., at the Hong Kong Convention & Exhibition Centre, visitors will have the opportunity to join **dedicated guided tours across the stands of the 22 exhibiting artistic perfumery brands**. The tours will be led by representatives from **Asia Perfume Foundation**, **Esxence**, **Eternal Group**, **Fragrances of the World** and **The Fragrance Specialist** who will guide participants through the world of artistic perfumery, sharing their expertise and insights into each brand's unique identity.

From mass-market icons to niche artisans, from technological innovation to artistic storytelling, **Cosmoprof Asia 2025 celebrates the universal language of scent**. By bringing together the key players shaping the future of perfumery, the event underscores Asia's growing influence in the global fragrance landscape and confirms Hong Kong's pivotal role as the region's beauty capital.

Organiser – Cosmoprof Asia Ltd



informa markets

•
HONG KONG

COSMOPROF

ASIA HONG KONG
亞 太 區 美 容 展

•
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

NOTES TO EDITORS:

Download the high-resolution images at this link: <https://bit.ly/3LrKfSZ>

FOLLOW US:

[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#) | [WeChat](#) | [Weibo](#)

MEDIA ENQUIRIES:

ASIA: Informa Markets, Hong Kong

Janice Poon Tel: +852 3752 8350 Email: janice.poon@informa.com

Bowie Chan Tel: +852 3752 8350 Email: bowie.chan@informa.com

WORLDWIDE: BolognaFiere Cosmoprof Spa

Arianna Rizzi Tel: +39 02 45 47 08 253 Email: arianna.rizzi@cosmoprof.it

Giulia Zucchetti Tel: +39 02 45 47 08 272 Email: giulia.zucchetti@cosmoprof.it

ABOUT THE ORGANISERS:

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

Organiser – Cosmoprof Asia Ltd



| **informa**markets