

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

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COSMOPROF ASIA 2025 CELEBRATES INNOVATION AND GROWTH IN THE BEAUTY SECTOR

A successful 28th edition gathered 64,761 professionals confirming the event as the premier gateway to Asia-Pacific markets.

[HONG KONG, 21 November 2025] – The 28th edition of Cosmoprof Asia concluded with remarkable results, reaffirming its role as the ideal B2B platform for global beauty stakeholders in the Asia-Pacific. From 11 to 14 November, Hong Kong welcomed 64,761 visitors from 140 countries and regions, who explored the latest trends and innovations presented by 2,688 exhibitors from 46 countries and regions (40% coming from outside China, Taiwan Region and Hong Kong). This influx of international business travellers provided a significant boost to the local economy. The event recorded a significant increase in international attendance, with a growth rate of approximately +6.5% compared to last year, underscoring the show's global appeal. Attendance from Asia recorded a steady growth, while overall, 75% of visitors came from outside Hong Kong, with notable increases from major strategic markets such as South America (+45%), North America (+21%), Europe (+13%), Middle East (+24%) and Africa (+38%).

The exhibition spans two venues and features four specialized events. **Cosmopack Asia**, held from 11 to 13 November at AsiaWorld-Expo, showcased the excellence of the beauty supply chain, attracting importers, distributors, brand owners, R&D managers, and product developers eager to discover cutting-edge solutions in ingredients, machinery and equipment, packaging, contract manufacturing, and private label. Attendance at Cosmopack Asia grew by **+17% compared to 2024**, confirming its role as the reference point for innovation in production. From 12 to 14 November, the Hong Kong Convention & Exhibition Centre hosted **Cosmoprof Asia**, where distributors, importers, wholesalers, and beauty professionals explored the latest proposals from across the Asia-Pacific region.

The participation of **16 group and country pavilions**, including Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, the Philippines, Poland, Singapore, Spain, Switzerland, Taiwan Region, Thailand, and the USA, enriched the exhibition's offering with the latest international novelties, offering visitors a truly global perspective.

POSITIVE FEEDBACK FROM INTERNATIONAL PARTICIPANTS

Overall, the atmosphere on the exhibition floor was positive, with a sense of optimism about future business opportunities.

“The Italian Trade Agency, of the Italian Government, continues to support Italian companies willing to participate in the most prominent and comprehensive Beauty Event in Asia. In particular, this year we have brought 46 companies to Hong Kong

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across both Cosmopack and Cosmoprof (with dedicated areas for HAIR and SKINCARE/MAKEUP at Cosmoprof Asia). Our companies have confirmed the deep appreciation and interest shown by local and international buyers for the innovative, sustainable and stylish solutions offered by Italian manufacturers, who are, by tradition, flexible and always ready to face new challenges with custom-made solutions. In addition, the “Made in Italy” brand continues to inspire and to permeate not only fashion and design, but also beauty and accessories, making our products leader in the world,” stated **Paola Bellusci, Trade Commissioner of Italy in Hong Kong**.

"This year, we are really proud to bring together 44 French brands under the French Pavilions from different sectors – from ingredient suppliers to finished product houses. You'll see products of marine biotechnology, clean skincare, and vegan haircare. What makes this edition even more special is that Business France hosted two Pavilions: one at Cosmopack Asia and one at Cosmoprof Asia. This allowed each exhibitor to showcase their products in the sector that best represents their expertise – a key factor for us and for their success.

Cosmoprof Asia is a fantastic platform for our exhibitors to meet distributors, retailers, and partners, and to understand Asian consumers and their consumption behaviors.", says **Isak (Weihang) Liang, Project Manager Department Communication & Corporate Services, Business France Hong Kong**.

"This year, the Korea Pavilion at Cosmoprof Asia showcases the innovation and diversity of K-Beauty—from clean and vegan beauty to AI-powered personal devices and traditional Korean medicine-inspired cosmetics. Thanks to the prime location in Hong Kong and the diversity of international buyers, this show hosts the largest number of Korean exhibitors. I feel proud to see such strong interest in K-Beauty. Cosmoprof Asia is a crucial platform, connecting our brands to global markets and over 205 countries", says **Jaesun UH, Director General, KOTRA Hong Kong**.

"Japanese products have a strong advantage in quality, evidence-based development, and being gentle on the body. I'm so glad to have many visitors to our pavilion and feel a strong, vibrant atmosphere for business development. Seeing the presence of many national pavilions from Europe and Asia highlights the high level of attention this exhibition receives. At Cosmoprof Asia, Japan External Trade Organisation hopes this serves as a great opportunity to find local partners who truly understand Japanese products and their strengths, while building strong networks globally", says **Hikaru Mizuno, Deputy Director, Market Development Division, Overseas Business Development Dept., Japan External Trade Organisation (JETRO), Japan**.

"It's my second time at Cosmoprof Asia, and I had a big wish to come back because this is a very special fair. I met several suppliers and discussed exciting projects and pricing. The biohacking trend is particularly sustainable - developing products that fit your skin's biology through microbiome and exosome innovations", says **Dr. Alexander Doll, Head of R&D, Schwan Cosmetics International GmbH (Germany)**.

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"It's been great - customers come from around the world, so it's a perfect place to meet everybody. We bring a lot of innovation and new collections to brainstorm with customers and generate creativity. Instead of waiting for people to tell us what they want, we come up with good ideas and show them", says **Denis Maurin, Global President of Sales and Innovation, HCT by kdc/one (Hong Kong)**.

"Taking part in Cosmoprof Asia is essential not only to stay up to date on new trends and the latest technologies in the beauty sector, but above all to seek out and build professional relationships that can expand your business. This trade show offers a unique, well-organized environment to connect with suppliers and potential clients from various parts of the world. Searching for new opportunities and building new partnerships is essential in such a competitive environment as the beauty industry, and Cosmoprof Asia opens doors to unexplored markets", says **Elena Speranza, Export Manager, Discos (Italy)**.

"Cosmoprof Asia is a key event for defining trends and shaping the future of beauty in the Asian market. Our presence is essential to showcase the latest innovations to a highly qualified international audience, while gaining valuable insights into emerging regional needs," says **Alberto Barbara, CEO & Technical Director, AB COSM S.r.l. a Socio Unico (Italy)**.

"For our company, Cosmopack Asia is the most important trade show in this region, enabling us to increase our awareness, to find new business opportunities and expand our network, to reconnect with existing clients and to discover market trends", says **Andrea Richter, Managing Director, Beautynova Elite (Italy)**.

"The niche perfume industry is definitely growing a lot - it's a very trendy segment. We see more and more young generation consumers going into niche perfumes, with social media playing a big role. People are gravitating toward gourmand, olfactive scents with strong performance and high longevity. Cosmoprof Asia has been incredible for us - we're receiving very positive feedback about our collection and aesthetics as we consider entry into Chinese markets. Goldfield and Banks represents the marriage between French perfumery art and Australian natural heritage", says **Nicolas Larrouy, Regional Sales Manager ME & APAC, Goldfield & Banks (Australia)**.

"Cosmoprof Asia was a wonderful experience to deep dive into market trends and a chance to connect with industry leaders from across Asia and beyond. At Chalhoub Group, one of our priorities in beauty is supporting Asian brands as they enter and scale in the Middle East, and it was fascinating to see the level of innovation that is accelerating the growth of these brands across our region. We recently introduced two exclusive K-beauty brands at our retailer Faces, and the first two weeks' results are very promising. A strong signal of the GCC market's appetite for Asian brands. Cosmoprof was a fantastic blend of brand

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discovery, insightful discussions, and inspiring connections." says **Andrea Fetzer, Vice President of Strategy, Chalhoub Group (UAE)**.

"Being here at Cosmoprof is fascinating. When we're back in our offices, we focus on our brands and companies, but coming here opens your eyes to what's truly happening in the industry. From products to packaging, there's so much innovation. As a member of the elite circle, it's inspiring to meet others facing similar challenges but discovering different solutions. There couldn't be a better meeting of minds than this", says **Jeet Vijan, Senior Global Brand Manager, Vaseline at Unilever (Singapore)**.

"The rise of local competitors is accelerating innovation across Asia, challenging established brands and driving transformation in categories like skincare, makeup, and haircare. The biggest challenge lies in creating a seamless online-to-offline (lifeline) experience, while staying close to consumers and adapting rapidly. Cosmoprof Asia fosters crucial connections, offering insights into innovation, regulations, and opportunities shaping the global beauty industry", says **Mahina Djenno Billard, Head of Luxe Division, China Innovation Center, L'OREAL (China)**.

"This year, I was able to discover several impressive brands and identify a number of promising items for our market in Canada & the United States. It was a very productive visit, and the Buyer Programme definitely helped streamline the whole process", says **Allen Chung, Founder & CEO, Principal Consultant, Alc21 (Canada)**.

SPECIAL HIGHLIGHTS

In addition to cutting-edge products and services, Cosmoprof Asia 2025 provided exceptional networking opportunities and top-tier business tools. The event featured unique initiatives and projects designed to enhance the experience for both attendees and companies.

Business networking reached new heights with the participation of **approximately 300 hosted buyers** from Asia Pacific, ASEAN, China, Hong Kong, Europe, the Americas, the Middle East, and Africa, leveraging Cosmoprof's exclusive matchmaking tools. The **Elite Circle**, Cosmoprof Asia's premier hub for decision-makers, gathered **over 70 CEOs, founders, and senior executives** from leading beauty companies. The **"Shaping the Future of Beauty Together" Breakfast Roundtable** on 11 November offered a curated group of C-suite peers an exclusive opportunity for a strategic dialogue on sustainability, innovation, and market expansion to shape the future of beauty. With the participation of C-suite executives from **Beautiful Sparks, CANOPY, Chalhoub Group, COSMED/ International Cosmetics Trade Association, Ecovia Intelligence, Invisory, IRI-Sys, Jing Daily, L'OREAL, LYC Partners, Meiyume, NielsenIQ, Shiseido and Unilever**.

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This year, Cosmoprof Asia dedicated a prime position to the world of fragrance, celebrating its multifaceted identity through **Fragrance Avenue**, **5C Fragrance Experience**, developed in collaboration with Centdegrés and the debut of **Explorers by Esxence**, curated in collaboration with **Esxence – The Art Perfumery Event**. This initiative brought the spirit of olfactory excellence that defines the Milan-based exhibition to Hong Kong, offering visitors an immersive journey through the artistry of perfumery. Fragrance Avenue showcased creations ranging from accessible compositions to high-end artistic perfumery, while Explorers by Esxence introduced a curated selection of niche brands, combining tradition and innovation to elevate fragrance as a true art form. "This is the first time EXPLORERS by Esxence has come to Asia and it's been a great success. We brought over 20 brands as a spin-off of our main exhibition, and the market has been very curious about niche perfumery. Asia is one of the most important markets for our future - not only for the number of people, but for their taste in perfumery. From China to Korea to Japan, people have something very ancient and magical in their minds, and perfume is the perfect luxury product for them," says **Maurizio Cavezzali**, CEO and Co-Founder of **Esxence – The Art Perfumery Event**.

Alongside these highlights, the event offered a rich program of insights and networking opportunities. Over **2,060 attendees** joined **CosmoTalks**, a series of roundtable discussions on macro-trends, sustainability, retail strategies, consumer behavior, and beauty tech innovation led by experts and industry leaders. The **CosmoTrends Asia Report 2025**, curated by **BEAUTYSTREAMS**, unveiled five emerging trends represented by 23 standout brands from the exhibition. Excellence and creativity were celebrated through the **Cosmopack and Cosmoprof Asia Awards**, which honored 11 exhibitors for their innovation, sustainability and excellence, evaluated by a jury of experts coming from all over the world. Discover the winners: <https://www.cosmoprofawards-asia.com/en>

Mark your calendars for the 2026 edition!

Following such a successful edition, companies and stakeholders will reconvene in Hong Kong next year, from 10 to 13 November 2026.

For more information, please visit www.cosmoprof-asia.com

NOTES TO EDITORS:

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