

Discovering Trends and Novelties of APAC Beauty at Cosmoprof Asia 2025

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Marketing

Great expectations for Cosmoprof Asia 2025, the B2B reference event representing the best in beauty in the Asia-Pacific region. Celebrating its 28th edition, the exhibition, scheduled from November 11 to 14 in Hong Kong, is recognized as a prime destination for international companies, with 89% of exhibitors and 74% of visitors coming from outside Hong Kong in the last edition. The event also boasts strong global appeal, with exhibitors and visitors from Europe, the Americas, MENA, and beyond



With over 70,000 attendees expected, the event will be the ultimate showcase for the latest innovations in the cosmetics sector, introducing the top launches for the APAC market. It will host around 2,800 exhibitors from around the globe, along with around 20 international country and group pavilions, presenting cutting-edge products and services from leading markets. Cosmoprof Asia spans two exhibition venues and covers all sectors of the beauty industry, from raw materials to finished branded products.

The APAC beauty market isn't just growing—it's leading the global industry, with a 6.7% CAGR from 2023 to 2027 (Euromonitor International), surpassing North America (5.7%) and Europe (4.3%). As the epicenter of innovation, digital transformation, and trendsetting marketing, Asia drives the future of beauty—with China, Korea, and Japan at the forefront, while Singapore, China and Korea serve as vital export hubs. Hong Kong remains its role as APAC's strategic business hub (ranked 7th globally for beauty imports in 2024). For industry players seeking to capture growth, uncover groundbreaking innovations, and build pivotal connections, Cosmoprof Asia stands as the essential platform.

Cosmoprof and Cosmopack Asia reflecting the evolution of the APAC market

Cosmoprof and Cosmopack Asia reflect the dynamic evolution of the beauty market in the Asia-Pacific region. Cosmopack Asia will showcase the best in the supply chain at AsiaWorld-Expo, located near to the airport, from November 11 to 13, with a reorganization of its show floor to enrich the experience of stakeholders visiting the exhibition. Two distinct sub-segments will guide buyers and brand owners: OEM/ODM & Raw Materials will focus on contract and private label manufacturing and essential raw materials, while Packaging & Machinery will highlight advancements in machinery and packaging solutions. Some of top suppliers attending Cosmopack Asia 2025 will be: Axilone, B.Kolormakeup, Baralan, Berlin, Chemicos, FSKOREA, HTC, HeinzGlas, Kolmar Korea Co. Ltd, Beautynova, Marchesini Group, MPLUS, OMNICOS, JM, NaturAlps, SheenCol'or, Schwan Cosmetics, SGD, Woojung.

Cosmoprof Asia, taking place from November 12 to 14 at the Hong Kong Convention & Exhibition Centre, in the heart of the city center, will be characterized by two new specialized segments. Perfumery, Cosmetics & Nail will be dedicated to trends and innovations in the fragrance and cosmetics sector; Hair & Beauty Salon will focus on hair care for both professional and retail channels. Among top exhibitors which already confirmed their attendance, Alta Care Laboratories, Beautisky, Caregen, Carelika, Eunsung, Ga. Ma., Gavrilis Group, HSA, Hengzhuo, Indiba, Incos, Inmode, Parlux, Société Parisienne de Parfums & Cosmetiques, Vagheggi, Wishpro by Synoia.

Special Area and Events Spotlight

A special focus will put a spotlight on fragrances, one of the fastest-growing segments in the region. While fragrances have been part of the show before, this year they will take center stage through a dedicated zone featuring two distinct areas: Fragrance Avenue, targeting mass-market brands, and Explorers by Esxence, an exclusive space organized in collaboration with Esxence, the leading international event for artistic perfumery. This marks the first time ever that niche fragrance companies will be showcased at Cosmoprof Asia.

Zoom on Beauty is a dedicated area for indie and emerging brands with a curated but limited product selection, eager to explore business opportunities in the APAC market. These companies can join the event through a personalized format designed to support their first steps into the region.

Great attention will also be given to sustainability with the second edition of Be Sustainable with Beauty. The initiative, curated by SGS - the global leader in product testing, certification, and safety - will spotlight suppliers committed to sustainable practices. A curated selection of best-case histories, innovative solutions, and eco-friendly products from Cosmopack Asia exhibitors will be shortlisted, with the goal of inspiring industry-wide progress and encouraging more conscious consumer behavior.

This year, the Buyer Programme will host approximately 500 buyers from the event's most strategic regions, including Asia Pacific, ASEAN countries, the Middle East, Europe, Africa and the Americas. The programme will introduce a new initiative, Elite Circle, designed to engage C-level executives from leading industry companies through exclusive, invitation-only seminars. These sessions will focus on current topics and provide valuable insights on navigating evolving market dynamics.

One of the most awaited initiatives at Cosmoprof Asia, the Cosmoprof and Cosmopack Asia Awards, organized in partnership with BEAUTYSTREAMS, will recognize innovation and excellence and quality in product development, packaging design, and formulation presented by 2025 exhibitors.

The exhibition will once again affirm its role as a hub for professional updates and education, thanks to its renowned formats featuring international experts and industry stakeholders. CosmoTalks will host over 30 top-level international speakers for insightful discussions on the most relevant topics for brands and companies investing in the region. Meanwhile, Cosmo Onstage will offer live demos and presentations by key industry influencers. To uncover the latest trends emerging directly from the show floor, the CosmoTrends Asia report, curated by BEAUTYSTREAMS, remains the go-to guide for trend scouts, buyers, media, and content creators.

Another major highlight is CosmoLab, the immersive and interactive lab at Cosmopack Asia where companies showcase the fusion of innovation, technology, and product. The 2025 edition will feature Intercos and Meiyume as key players. United by a strategic alliance, they mark a significant step forward in Asia-Pacific, combining Intercos' product innovation and formulation expertise with Meiyume's packaging, manufacturing and turnkey capabilities to deliver agile, high-performance solutions for beauty brands. Stay connected to discover what stands behind "SEEDED FOR BEAUTY"!

Elevating the innovation dialogue, Cosmoprof Asia will debut BIFA (Beauty Ingredients & Formulation Asia) on 11-12 November, co-located with Cosmopack Asia. This dedicated event unites global ingredient innovators with formulation experts, and high-calibre industry leaders, addressing surging demand for cutting-edge cosmetic science and sustainable solutions in Asia's booming beauty market. More event details at: <https://www.beautyifa.com/>

Cosmoprof Asia is also committed to social responsibility.

As every year, Boutique by Cosmoprof Asia, will return as a dedicated area on the show floor, giving attendees the opportunity to purchase products generously donated by the exhibitors. All proceeds will be donated to a charitable organisation. Stay tuned to discover which cause will benefit from this year's initiative.

The fair is open for pre-registration now. Visitors can [register here](#) to save HKD420 registration onsite. To discover what to expect from Cosmoprof Asia 2025, visit www.cosmoprof-asia.com
