

COSMOPROF

ASIA HONG KONG
亞太區美容展

**2022
SINGAPORE
SPECIAL
EDITION**

POST SHOW REPORT (as of 7.1.2023)

.....
**THE LEADING B2B EVENT IN ASIA-PACIFIC
FOR ALL SECTORS OF THE BEAUTY INDUSTRY**

COSMOPROF-ASIA.COM

.....
SINGAPORE SINGAPORE EXPO

.....
16 – 18 NOVEMBER 2022

COSMOPROF ASIA COSMOPACK ASIA



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ORGANISER – COSMOPROF ASIA LTD



informa markets

A NEW WORLD FOR BEAUTY
BOLOGNA, HONG KONG,
LAS VEGAS, MUMBAI, BANGKOK

Quick Facts



Fair Name	Cosmoprof Asia 2022 – Singapore Special Edition	
Date	16-18 November 2022	
Venue	Singapore Expo - Hall 2, 3, 4, 5, 6	
Exhibition Area	50,000 sqm gross	
Country Pavilions	18 National and Group Pavilions Australia, California, Mainland China, France, Germany, Italy, Japan, Korea, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Alliance (5 West African countries: Benin, Burkina Faso, Ghana, Mali and Togo)	
Number of Exhibitors	1,202 from 46 countries and regions CP: 262 exhibitors from 19 countries and regions CA: 940 exhibitors from 45 countries and regions	
Exhibiting Zone	Cosmetics Supply Chain: <ul style="list-style-type: none">▪ Prestige Pack & OEM▪ Ingredients & Lab▪ OEM & ODM▪ Packaging Materials▪ Print & Label▪ Machinery & Equipment	Branded Finished Cosmetics: <ul style="list-style-type: none">▪ Cosmetics & Toiletries▪ Beauty Salon & Spa▪ Hair Salon▪ Nail & Accessories▪ Natural & Organic
Number of Visitors	21,612 from 103 countries and regions Out of which: Local visitor 5,996 / Overseas 15,616	

Visitors Analysis



Visitors Analysis



Top 10 Visiting Countries:

Singapore
Indonesia
Malaysia
South Korea
Philippines
Thailand
Vietnam
Hong Kong
India
Australia

Visitors By Region:

Singapore	35%
Other Asian Countries & Regions	47%
Europe	9%
The Americas	4%
Australia & Oceania	3%
Middle East & Africa	2%

By Job Function:

CEO / CFO / Owner / President / Director / General Manager *	58%
Sales / Business Development	14%
Marketing / Public Relations	11%
Procurement	5%
Beautician	3%
R&D Engineer	2%
Formulation Expert / Chemist	2%
Design / Architecture	1%
Hairdresser	1%
Customer Service	1%
Logistics	1%
Medical Doctor / Dermatologist / Surgeon	0.5%
Information Technology	0.4%
Nail Technician	0.4%

* Close to 60% of 2022 visitors are C-level executives in the company (vs 29% in 2019 event).

Visitors Analysis



By Business Nature:

Agent / Distributor / Wholesaler / Importer	30%
Beauty Salon / Spa & Wellness Centre / Other beauty services	20%
Manufacturer / OEM / Packaging	13%
Online Shop / E-Commerce	9%
Brand owner (MNC Brand)	9%
Brand owner (Indie Brand)	5%
Retailers / Chain stores / Hypermarket	5%
Market Research / Consultancy / Design Agency	2%
Supplier of Ingredients / Machinery	1%
Education Institution	1%
Buying Office	0.4%
Retail Technology Design and Solution	0.4%
Government Bodies	0.4%
Media / Press	0.3%
Testing Laboratory and Product Services	0.3%
Blogger / Influencer	0.3%
Venture Capital & Private Equity	0.2%
Association	0.2%
Other businesses	3%

Visitors Analysis

- Finished Product (66%)
- Supply Chain (34%)

Visitors' Product Interest

Professional Beauty, Spa Products and Equipment	17%
Perfumery, Cosmetics and Toiletries	17%
Natural Organic Beauty Products and Supplement	9%
Hair Products, Equipment and Salon Furnishings	9%
Beauty Tech	5%
Nail Products, Nail Care, Nail Tools and Accessories	5%
Clean & Hygiene Products	3%
Packaging Materials (Primary & Secondary Packaging)	12%
OEM / ODM / Contract Manufacturing / Private Label	11%
Print & Label	5%
Ingredients & Laboratory	3%
Machinery & Equipment	3%

Main Objectives of Visiting:

Looking for new brands and products to import or distribute	28.0%
Looking for new OEM, packaging or other suppliers for your own brands and products	20.9%
Looking for new technologies and solutions	20.2%
Looking for small-order products	9.6%
Collect market & trend information and networking	21.2%

2022 Visitor Survey Results:

- **92%** of visitors are likely to attend Cosmoprof Asia again in future
- **90%** of visitors are likely to recommend Cosmoprof Asia to a friend or colleague
- **79%** of visitors have influential power in purchasing of his/her company

Hear What Visitors Say



“It was a pleasure attending Cosmoprof Asia after three years; The show comes with a big pull of networking with like-minded professionals, learning, sharing best practices, and collaborating on opportunities for business growth. And as it is said – Beauty is recession free – I could feel the adrenaline in every exhibitor and visitor to welcome the new boom in this sector. I can already feel the impact on brands to help them achieve their expansion goals. Well done, Cosmoprof Asia.”

**Hema Aushat, CEO/Founder
Argus CMPO
India**

“I am excited to attend Cosmoprof Asia because it does not just focus on luxury brands, but an array of new products exhibited in one area. It gives me an opportunity to have a feel on trendy brands related to beauty products. I feel that the trend is moving towards natural and organic skin care, therefore I am looking forward to learning more about natural based products. I believe Cosmoprof Asia is a must visit exhibition for anyone who is involved in the beauty business.”

**Wonkuk Kim, CEO
Brandepot
Korea**

Who Visited?

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**



Brands

Company	Job Title
ALFAPARF GROUP SPA (Italy)	Skincare General Manager
AMOREPACIFIC SINGAPORE (Singapore)	General Manager
AMWAY (South Korea)	Associate Brand Manager/ Global Personal Care and Beauty device
ANASTASIA BEVERLY HILLS (USA)	President
ARTDECO COSMETICS GMBH (Germany)	Vice President Marketing ARTDECO
AVON COSMETICS INC (Philippines)	Asia Pacific R&D Section Lead, Package Engineering, New Products Implementation, Project Management
BEIERSDORF AG (Germany)	Packaging Category Manager
CEZANNE COSMETICS CO LTD (Japan)	Deputy Manager
CHURCH & DWIGHT (Singapore)	APAC eCommerce Manager
CLARINS (Singapore)	Product Manager
COLGATE PALMOLIVE (Switzerland)	Packaging eCommerce Manager
DAVINES (Italy)	R&D manager
DERMALOGICA (USA)	Senior Manager, Global Product Innovation
DOLCE & GABBANA BEAUTY SRL (Italy)	Head of Sourcing
ESTEE LAUDER (China)	Vice President
ESTEE LAUDER COMPANIES (USA)	Senior Vice President Global Head of Make Up Innovation, Portfolio & Product Development
GIFFARINE SKYLINE LABORATORY & HEALTH CARE CO LTD (Thailand)	MANAGING DIRECTOR
JOHNSON & JOHNSON PTE LTD (Singapore)	AP Rigid Sourcing Manager
KAO GERMANY GMBH (Germany)	SENIOR PURCHASING MANAGER
KAO SINGAPORE PTE LTD (Singapore)	Vice President
KEVIN MURPHY (Singapore)	GM - Asia Pacific
KIKO (China)	SOURCING MANAGER
KIKO MILANO (Italy)	Packaging engineer mgr
KOSE (Japan)	Brand Manager
L'ORÉAL (Malaysia)	Commercial Director

Who Visited?

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**



Brands

Company	Job Title
LG ELECTRONICS INC (South Korea)	Director
LION CORP (SINGAPORE) PTE LTD (Singapore)	Regional Product Innovation Manager
L'OREAL (China)	SENIOR SOURCING MANAGER
L'OREAL (Singapore)	Head of Sourcing
L'OREAL (South Korea)	General Manager Korea Innovation Center
LOREAL INDIA PVT LTD (India)	DIRECTOR, DEVELOPEMENT SAPMENA
MAKE UP FOR EVER (France)	Product Development Studio Director
MANDOM CORP SINGAPORE PTE LTD (Singapore)	General Manager
MARIONNAUD (France)	Senior Project Manager
MARTHA TILAR GROUP (Indonesia)	Corp Purchasing Manager
MAYBELLINE NEW YORK (USA)	VP Global Design Innovation
MEIYUME SINGAPORE PTE LTD (Singapore)	Executive Director
MOROCCANOIL (Israel)	Vice President
MTM SKINCARE PTE LTD (Singapore)	MANAGING DIRECTOR
NIHON L'OREAL SHU UEMURA DMI (Japan)	Innovation Director
P&G (Singapore)	SENIOR DIRECTOR
PHYTOMER (France)	President
PIXI (USA)	director
PROCTER & GAMBLE (USA)	Vice President, New Business
ROHTO-MENTHOLATUM (MYANMAR) CO LTD (Myanmar)	MANAGING DIRECTOR
SALLY BEAUTY HOLDINGS (USA)	VP Global Sourcing, Procurement & VMO
SHISEIDO ASIA PACIFIC PTE LTD (Singapore)	Asia Pacific Innovation Centre Director
SOTHYS PARIS (France)	Owner
TALIKA (France)	President
UNILEVER (Philippines)	Marketing Lead Beauty & Well-being SEA
UNILEVER (Thailand)	Skin Care TH Lead
UNILEVER (USA)	VP - Sustainable Design, Masstige and Digital
UNILEVER ASIA PTE LTD (Singapore)	Global Brand Director
UNILEVER CARVER KOREA (South Korea)	CEO
Uni-President (Taiwan)	Purchasing Manager

Who Visited?

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**



▪ Distributors

CompanyFf	Job Title
2B1K IMPORTS PTY LTD (Australia)	Managing Director
AL TAYER (United Arab Emirates)	Key Account Manager
ARYA NOBLE (Indonesia)	Brand & Marketing Director
ASIA PACIFIC BEAUTY GROUP (Hong Kong)	DIRECTOR
BACCAROSE (India)	VICE PRESIDENT
BIO-THERAPEUTIC COMPUTERS LTD (Hong Kong)	Business Development Director
CAVINKARE PVT LTD (India)	Director
CORLISON PTE LTD (Singapore)	Director
DERAAH TRADING CO (Saudi Arabia)	Purchasing Manager
DKSH SINGAPORE PTE LTD (Singapore)	BD
ESTHETICS INT'L GROUP BERHAD (Malaysia)	Group Managing Director & CEO
ETERNAL OPTICAL & PERFUMERY (FAR EAST) LTD (Hong Kong)	President
FROSTBLAND (Australia)	Managing Director
GRAFTON INT'L (UK)	Head of Brand and Marketing
HAIRJAMM PTY LTD (Australia)	Director
Joiken (Australia)	CEO
MCBRIDE MALAYSIA (Malaysia)	Regional Director Asia Pacific
MCPHERSON'S CONSUMER PRODUCTS LTD (Australia)	Commercial Director - International
MEIYUME (Hong Kong)	Sourcing Director
NATIONAL SALON SUPPLIES (Australia)	Director
PARLAIN CO LTD (Hong Kong)	General Manager
PT ECO LIVING (Indonesia)	DIRECTOR
S P A WORLD GENERAL TRADING LLC (United Arab Emirates)	DIRECTOR
SHINS CORP SDN BHD (Malaysia)	MANAGING DIRECTOR
WORLDWIDE DISTRIBUTION CENTER FZCO (United Arab Emirates)	Managing Director

Who Visited?

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**



■ Retailers

Company	Job Title
6TH STREET.COM (United Arab Emirates)	GENERAL MANAGER
AEON CO (M) BHD (Malaysia)	Head of AEON Wellness
ALDI (Hong Kong)	Director
ALKOR (Russia)	HEAD OF ASSORTMENT DEPARTMENT
AMAZON (India)	Director
AMAZON AUSTRALIA (Australia)	Head of Business Development
BONJOUR GLOBAL (Hong Kong)	Product Development president
CHEMIST WAREHOUSE (Australia)	Chairman
CHOI FUNG HONG (Hong Kong)	GM
CJ OLIVEYOUNG (South Korea)	MD
DAIRY FARM (Singapore)	Category Manager
DFI RETAIL GROUP (Hong Kong)	Commercial Director
DFI RETAIL GROUP (Singapore)	PRODUCT DEVELOPMENT
GUARDIAN HEALTH & BEAUTY (Singapore)	Merchandise Manager
HEALTH & GLOW PVT LTD (India)	MD & CEO
HEINEMANN ASIA PACIFIC (Singapore)	Head of Category Management
HONG KONG SA SA (M) SDN BHD (Malaysia)	COMMERCIAL DIRECTOR
HYUNDAI DEPARTMENT STORE (South Korea)	Manager
KMART AUSTRALIA (Australia)	Category Buyer - Personal Care Beauty
LAZADA (Singapore)	Business Development
LOTTE E-COMMERCE (South Korea)	Director
LUXASIA (Singapore)	Deputy Head
MEDICARE HEALTH AND BEAUTY (Myanmar)	Head of Buying and Merchandising
NYKAA (India)	Executive Vice President
PT IZONE INDONUSA (Indonesia)	CEO
RELIANCE RETAIL LTD (India)	VICE PRESIDENT
ROBINSONS ONLINE STORES (Singapore)	General Manager
ROYAL DUTY FREE SHOPS INC (Philippines)	Division Manager
SA SA INT'L HOLDINGS LTD (Hong Kong)	Senior Vice President
SEPHORA ASIA PTE LTD (Singapore)	VP, Merchandising, Asia
SUPERDRUG (UK)	Own Brand Director
TAKASHIMAYA SINGAPORE LTD (Singapore)	RETAIL SUPERVISOR
TJX EUROPE (UK)	BUYER
WALGREEN BOOTS ALLIANCE (UK)	Head of Beauty
WATSON'S PERSONAL CARE STORES PTE LTD (Singapore)	Managing Director
WELCIA BHG SINGAPORE PTE LTD (Singapore)	GENERAL MANAGER

Exhibitors Analysis



Exhibitors Analysis



Total number of exhibitors:
1,202

Exhibitors by Continents:

Asia	67.9%
Europe	27.1%
The Americas	2.3%
Australia & Oceania	1.2%
Middle East & Africa	1.6%

Top 10 Countries / Regions:

South Korea	35.3%
China	21.1%
Italy	10%
France	7.7%
Singapore	5.9%
Japan	4.3%
Taiwan	4.3%
Hong Kong	3.2%
Spain	3%
Germany	2.9%

Exhibitors by Product Sectors:

Packaging Materials	10.1%	Cosmetics & Toiletries	39.9%
Prestige Pack & OEM	7.1%	Beauty Salon	19.0%
OEM / ODM	6.1%	Hair Products	9.7%
Machinery & Equipment	0.5%	Nail & Accessories	2.4%
Print & Label	0.6%	Natural & Organic	3.4%
Ingredients & Lab	0.2%	Clean & Hygiene	0.1%
Press & Other Services	0.1%	Industry Services	0.2%
		Press & Other Services	0.7%

International Exhibitors from 46 countries & regions:

Australia, Austria, Belgium, Benin, Brazil, Bulgaria, Burkina Faso, Canada, China, Croatia, Estonia (Rep of), France, Germany, Ghana, Greece, Hong Kong, India, Indonesia, Israel, Italy, Japan, Kazakhstan, Korea, Latvia Luxembourg, Malaysia, Mali, Monaco, Netherlands, Oman, Pakistan, Philippines, Poland, Romania, Singapore, South Africa (Rep of), Spain, Sweden, Switzerland, Taiwan, Thailand, Togo, Türkiye, UK, United Arab Emirates and USA

2022 Exhibitor Survey Results:

- **81%** of exhibitors are satisfied with the experience at Cosmoprof Asia
- **86%** of exhibitors are likely to attend Cosmoprof Asia in future
- **85%** of exhibitors are likely to recommend Cosmoprof Asia to a friend or colleague

Hear What Exhibitors say



“

INDIBA ASIA is a regular exhibitor at Cosmoprof Asia Hong Kong. Our Asia HQ is in Singapore, and we are very happy with the special Singapore edition of Cosmoprof Asia 2022. As one of the biggest regional beauty trade fairs, it is an excellent platform for us to generate brand engagement with our customers, present new products and develop new business relations and clients. We have had a great response from visitors at our booth which converted to business leads, and we look forward to participating at the next edition of the Cosmoprof Asia Hong Kong. ”

Charles Chin, APAC CEO
Indiba Asia Pte Ltd
Singapore

“ It was the first time exhibiting at Cosmoprof Asia for Heritage Brands. Booking the space, working with the stand contractors, and shipping company who picked up and delivered our stock was an extremely smooth process and professionally managed. It was also great to see so many potential customers travelling again and showing interest in our Australis, In Essence, Le Tan and Oil Garden brands. ”

Jackie Pettit, General Manager – International Business Development
Heritage Brands
Australia

Marketing & Promotion

We invested in an **extensive marketing campaign** to ensure everyone involved in all segments of the beauty supply chain are informed about the show, through a combination of targeted emails, advertising (online and print), social media, mailing, promotion and editorials.



Advertising (Print & Online)



Here is a breakdown of major outlets we have promoted the show:

TRADE MEDIA

- Beauty & Fashion World Digital
- BeautyInsider.com
- Beauty Packaging
- Beauty Türkiye
- Beauty Trend
- BW Confidential
- Cosmetics Business
- COSSMA
- CosmeticDesign-Asia.com
- Estetica Asia
- Estetica China
- Estetica Korea
- Estetica UK
- Estetica USA
- Export Magazine Beauty Distributor
- Global Retail Magazine
- Happi China
- Inside Retail Asia
- INSTYLE
- Korea Cosmetics Industry News
- Kokusai Shogyo
- LNE Japan
- NAILHOLIC
- PremiumBeautyNews.com
- Professional Beauty
- Sisters Malaysia
- SPA+CLINIC
- StyleSpeak
- WWD
- World Aerosols
- www.beautynury.com
- www.cosinkorea.com
- www.destinationdeluxe.com
- www.hair8.net
- www.industrysourcing.com
- www.pinguan.com

LOCAL MEDIA

- CNA Digital Network
- Daily Vanity
- LianHe Zao Bao
- Malaysiakini
- Straits Times
- The Edge Singapore
- ST.com
- ZB.com.sg
- UFM 100.3 (radio)
- OneFM 91.3 (radio)

Media Coverage (Online)

BREAKING NEWS
Cosmoprof & Cosmopack Asia to Return in Person
 The face-to-face event will be held at Singapore EXPO, November 16-18, 2022.



- Ranking The Top 100 Skincare Brands
- The Top Skincare So Far
- 4 Key Beauty Trends
- Chief's Juan-Pu Of Cosmoprof Asia
- Paco Rabanne list Ambassador For

09.20.22
 Cosmoprof and Cosmopack Asia will return in person, taking place in Singapore November 16-18, 2022.

The face-to-face event, to be held at Singapore EXPO, will gather the beauty and cosmetics industry's key players from all over the world, to showcase Asia Pacific's newest brands, unveil the most recent innovations, and present the ever-evolving daily habits of consumers.

This year, Cosmoprof and Cosmopack Asia 2022, organized by BolognaFiere and Informa Markets, are supported by the Singapore Tourism Board. Together, the partnerships ensure the three-day show will answer the industry's pent-up demand for networking while offering astute insights into the fast-working Asian region and beyond, and empowering business-boosting opportunities in the region.

Cosmoprof Asia 2022: Facts and Figures

Despite the 2-year postponement, the upcoming participation of exhibitors from 46 countries and regions will showcase their off-the-shelf products in the exhibition area of California, France, Spain, Switzerland, and the United States.

Thanks to the strong support from the Singapore Tourism Board, the fair is set to discover new business opportunities in the region.

Event Success
 With a strong track record of Cosmoprof and Cosmopack Asia, the event is set to be a success.

Singapore has provided the EXPO's Green Mall, which is a part of the Better Singapore initiative.

Special Event
 Sustainability is a key focus of the event.

BRANDED CONTENT
Premier beauty trade show to unveil new trends in beauty equipment, skincare and sustainable packaging

To be held in Singapore for the first time, Cosmoprof Asia 2022 brings together over 1,200 exhibitors from more than 45 countries and regions.



Attendees at Cosmoprof Asia 2022 can look forward to sourcing from up-empowering brands and experiencing new products and technologies. PHOTO: COSMOPROF ASIA

The definition of beauty has evolved over the years as trends come and go. With a wider acceptance of a variety of looks, hair and body types, plus gender-neutral cosmetics and skincare that cater to both men and women, today's definition of beauty has become more inclusive and prioritizes the well-being of the consumer as well as the planet.

As a result, the beauty industry has had to evolve to keep up with the times. These industry-shaping trends will be unveiled at Cosmoprof Asia 2022, a business-to-business (B2B) Asia Pacific beauty trade show.

It will run from Nov. 16 to 18 alongside Cosmopack Asia 2022, an event that focuses on packaging and other services in the beauty supply chain.

【亚太区美容展强势回归】Cosmoprof Asia重新启航，将在新加坡盛大引爆！

Cosmoprof Asia亚太区美容展今年强势回归，国际美业精英将齐聚一堂，呈献出顶尖美容盛事。



在全球美业人的翘首以待之下，加坡博览中心如约而至，引领全球美业前沿趋势。

由BolognaFiere及Informa Markets联合主办，今年获得新加坡旅游局的全方位支持。

COSMOPROF ASIA 2022



Over 20,000 international beauty stakeholders made Cosmoprof Asia 2022 in Singapore a resounding success, empowering the industry ahead of next year's return to Hong Kong.

Cosmoprof Asia 2022 - The Special Edition, which took place in Singapore from 16 to 18 November, has come to a successful end. 21,612 attendees from 103 countries and regions gathered in Singapore to discuss the future of beauty in the Asia-Pacific region. The truly international event was the first to bring the industry together, face-to-face, for three years, and saw most visitors arriving from top 10 countries and regions Singapore, Indonesia, Malaysia, South Korea, Philippines, Thailand, Vietnam, Hong Kong, India and Australia.



"The most influential players of the Asia-Pacific region met at Cosmoprof Asia in Singapore to restore consolidated collaborations and discover new potential partners for their business," said Enrico Zannini, General Manager of BolognaFiere Cosmoprof and Director of Cosmoprof Asia Ltd. "It was great to test the dynamic approach of the cosmetic industry and its interest in the Asia-Pacific region as a strategic market for future growth."

BREAKING NEWS
Cosmoprof Asia 2022 Relocates from Hong Kong to Singapore
 The event will take place November 16-18, 2022 at Singapore Expo as a special edition.



03.02.22
 The Organisers, BolognaFiere Group, and Informa Markets, have announced that Cosmoprof Asia 2022 (which was already previously postponed) will be relocated from Hong Kong to Singapore, from November 16-18, 2022 at Singapore Expo as a special edition.

Due to current entry restrictions for travelers to Hong Kong have meant a paucity of exhibitors and visitors for Cosmoprof Asia in November, as inbound travel is still subject to quarantine restrictions.

BEAUTY NEWS
Cosmoprof Asia 2022 To Be Held In Singapore As A Special Edition

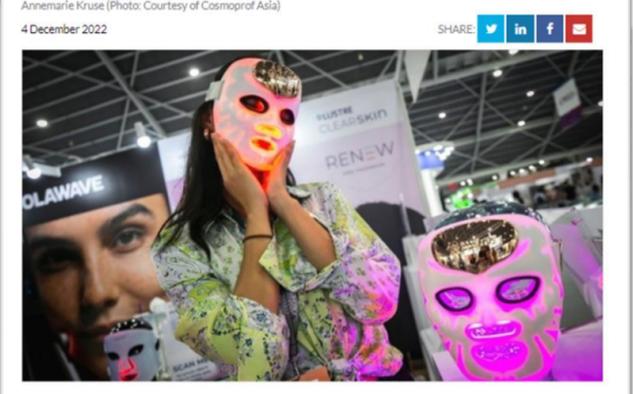
Cosmoprof Asia is coming to Singapore! By: Charles Lim / September 1, 2022



For those that aren't aware, Cosmoprof Asia is one of the largest beauty B2B events in Asia. It allows beauty professionals to connect and create opportunities for themselves. Thus, it is an important networking event for the beauty industry. Cosmoprof Asia 2022 will be held from 16 to 18 November 2022 at Singapore Expo. Who would want to miss out on such an amazing event? We at [Beauty News](#) surely won't!

Want to find out more? Read on to find out exactly what it has to offer and how to register!

Three key skincare trends spotted at Cosmoprof Asia Singapore 2022



Annemarie Kruse (Photo: Courtesy of Cosmoprof Asia)
 4 December 2022

It was a special edition for Cosmoprof Asia. As pandemic restrictions were still in place in Hong Kong, the organisers BolognaFiere and Informa Markets decided to relocate the event to Singapore. While this first in-person Cosmoprof Asia since 2019 was therefore smaller than usual, with some 1,200 exhibitors from 46 countries showcased their latest launches and innovation across the Cosmoprof and Cosmopack halls. As far as visitors are concerned, they were more than 21,000 from 103 countries to visit Singapore Expo from 16th to 18th November 2022. Strolling the aisles of the event, Premium Beauty News spotted three key trends: minimally invasive skin care; Bakuchiol and EGF as the most trendy ingredients; and microbiome skin care.

1 Minimally invasive skin care: slowing down the need for plastic surgery

Minimally invasive beauty was one of the most visible trends at the trade fair - and a key trend highlighted by trend forecaster Beautystreams in its *Cosmoprof Asia 2022 Trends report*. The trend encompasses highly sophisticated cosmeceuticals that promise to keep face and skin looking younger for longer, delaying the need for actual invasive beauty treatments such as plastic surgery.

This new generation of functional face care is based on the latest biotechnological advances featuring innovations like freeze-dried actives (to improve stability), cutting-edge delivery systems to allow ingredients to penetrate more deeply into the skin than ever, skin boosters that have a filler-like effect or self-dissolving micro-needle patches.

Cosmoprof Asia Special Edition亚太区美容展完美落幕！
 为期3天的美容展圆满落幕，让我们期待明年正式回归香港的盛大美业盛会！



备受瞩目的亚太区美容展，在11月16日至18日于Singapore Expo盛大举办一场全方位美业者搭建桥梁，促成贸易买卖机会。阔别3年的美容盛会吸引多个来自103个国家和地区的21,612名参加者齐聚一堂，参观、马来西亚、韩国、菲律宾、泰国、越南、香港、印度和澳洲等国家，共同探讨亚洲美业新机遇。



COSMOPROF ASIA 2022 IN SINGAPORE CAME TO A SUCCESSFUL END

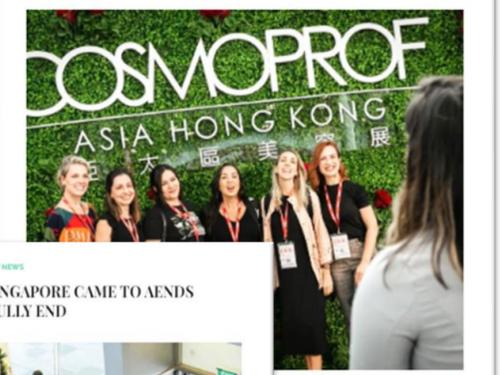


Cosmoprof Asia 2022 - The Special Edition, which took place in Singapore from 16 to 18 November, has come to a successful end. 21,612 attendees from 103 countries and regions gathered in Singapore to discuss the future of beauty in the Asia-Pacific region. The truly international event was the first to bring the industry together, face-to-face, for three years, and saw most visitors arriving from top 10 countries and regions Singapore, Indonesia, Malaysia, South Korea, Philippines, Thailand, Vietnam, Hong Kong, India and Australia. The exhibition presented pioneering products and services, and compelling business proposals from 1,200 exhibitors from 46 countries and regions, covering an exhibition area of up to 50,000 sqm. Mainland China, Korea, and Italy were the most represented countries. Cosmoprof Asia 2022 offered a wide global perspective on the main beauty trends, thanks to the presence of 18 national and group pavilions from Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Alliance.

CIE 化妆品产业新资源一网打尽 [点击下载](#)

2022卡思曼伯亚太区美容展狮城载誉收官，明年中国香港见！

卡思曼伯亚太区美容展将于2023年重临香港



于11月16-18日在新加坡盛大举办，为期3天的美容展圆满落幕，让我们期待明年正式回归香港的盛大美业盛会！

备受瞩目的亚太区美容展，在11月16日至18日于Singapore Expo盛大举办一场全方位美业者搭建桥梁，促成贸易买卖机会。阔别3年的美容盛会吸引多个来自103个国家和地区的21,612名参加者齐聚一堂，参观、马来西亚、韩国、菲律宾、泰国、越南、香港、印度和澳洲等国家，共同探讨亚洲美业新机遇。

Adv Banners (Out-Of-Home)

Singapore EXPO
giant banners



MTR in-train
panels

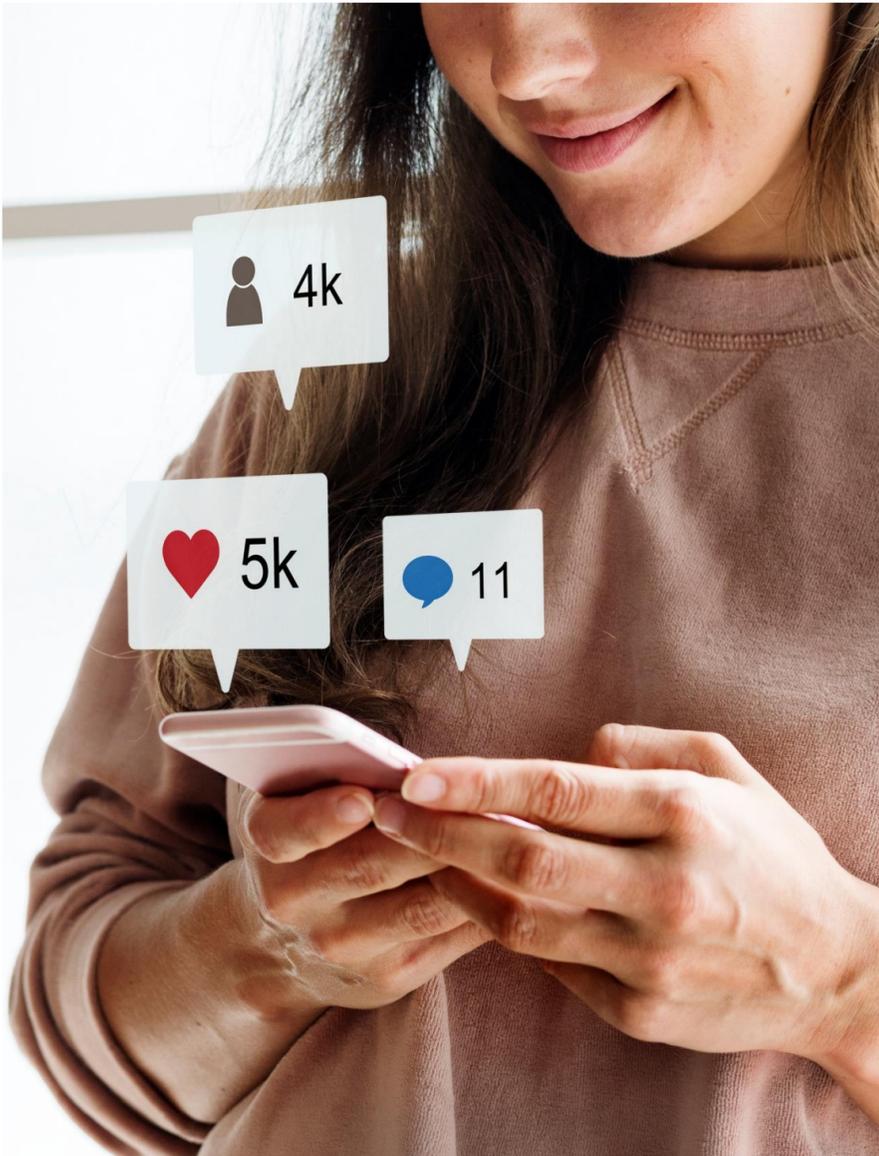


Lamp post
banners



Online & Social Media

We helped our exhibitors to reach more than **2M** professionals through online and social media content:



LinkedIn:

We have 3,650 followers (+40% from 2021) and received 86K impressions

Facebook:

We have 27,727 followers (+36% from 2021) and 1.9M post reach

Youtube:

Our videos generated 3.7K views and subscribers increased to 556



Wechat:

23,469 followers (+26% increase)

Instagram:

8,733 followers (+44% increase) and 97K post reach

Website:

www.cosmoprof-asia.com got 1M total page views and 263K visits.

Buyer Programme



COSMOPROF ASIA BUYER PROGRAMME

A key component of the trade programme designed to give exhibitors and high-profile visitors the opportunity to meet and develop concrete business opportunities.

- 209 buyers from **30 countries & regions** spanning across Asia, Americas, Europe, Oceania, Middle East and Africa.
- **1,309 one-to-one meetings** took place during the fair

Supporting Associations:

- US Commercial Service
- ASEAN Cosmetics Associations



Match&Meet

MATCH & MEET (online matching system)

An online buyer-seller matching system where exhibitors may seek appointment with almost 13,000 pre-registered buyers from 126 countries and regions, and vice-versa.

In 2022:

- **2,535 companies** used the service (1,747 buyers and 788 exhibitors)
- **3,011 one-to-one meetings** took place during the fair between **637 buyers** and **638 exhibitors**
- **78%** of completed meetings are rated as 7-10 out of 10 score
- **37,137** visits (**470.09** visits per day) and **114,095** profile views (**1,444.24** views per day) were generated



Special Events



COSMO TALKS

COSMO ONSTAGE

COSMO TRENDS



CosmoTalks

CosmoTalks is Cosmoprof Asia's education programme. A container where companies and visitors can discuss and explore exclusive contents , discover market trends in advance , plan future activities.

14 TALKS, 31 SPEAKERS | Over 1300 attendees



Topic	Partner
Day 1 (Theme: Sustainability & Circular Beauty)	
Sustainability And Innovation - A Journey To Asia	Re-sources.co
Sustainability Beauty Trends In Packaging & Formulation	CTFAS
Ethical Sourcing & Sustainability Schemes	Ecovia Intelligence
Benefits Of Shea For Asian Cosmetic Industry And Impact On Women Empowerment	Global Shea Alliance (GSA)
Day 2 (Theme: Trends Forecast & Digital Beauty)	
Wellness Built On High Touch Traditions Or A High Tech Digital Currency?	Asia Pacific Spa and Wellness Coalition (APSWC)
Maximise Your Sales By Using Revenue Management Techniques For The Wellness Industry	Republic Polytechnic
Now & Future: From The Cosmotrends Report 2022 to Future View 2027	BEAUTYSTREAMS
Halal Beauty Trends & Evolution In S.E.A	Asia Cosme Lab
Beauty 4.0: Tech, Tools And Trends	Cosmetic-Design Asia
How To Stay Relevant In The Asia Beauty Landscape	Mintel
Day 3 (Theme: Market Watch & Regulation)	
Regulatory Developments In The Asean Market	CTFAS
A Full-scale Data Registration Era - How Industry Should Deal With China's Massive Cosmetic Regulation Changes?	REACH24H
New Regulations Related To Ingredient Safety And Sustainability In Europe	Biorius
A Responsible Vision Of Beauty Through Innovative Cosmetics	Business France

CosmoTrends



Curated by:

BEAUTYSTREAMS

COSMOTRENDS REVEALS 5 KEY BEAUTY TRENDS IN 2022

We invited all exhibitors to submit their innovation and exciting products to the Cosmotrends project to enjoy promising PR and business exposure before, during and after the show.

Curated by beauty trends forecasting agency BEAUTYSTREAMS, this annual online trend report highlights the most striking trends among notable brands and products submissions received from exhibitors of **Cosmoprof Asia – Singapore Special Edition**.

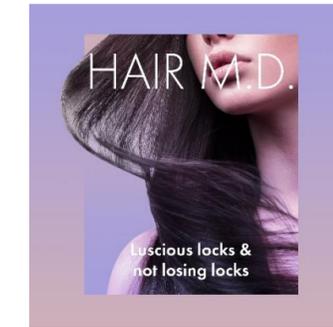
The report showcases **20 selected products from 207 entries**, summarizes what is new and next, and provides a vital perspective on where beauty is headed.

Download Full Report:

<https://www.cosmoprof-asia.com/cosmotrends/>



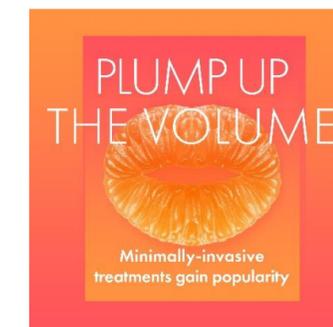
**1st Trend:
BIOME MANIA**



**2nd Trend:
HAIR M.D.**



**3rd Trend:
SKIN RESET**



**4th Trend:
PLUMP UP THE
VOLUME**

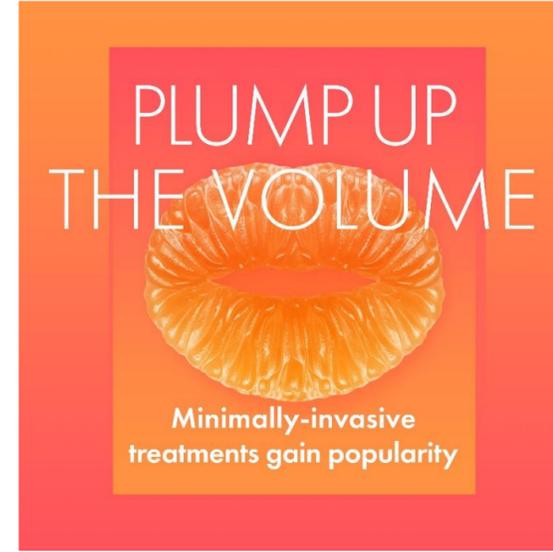


**5th Trend:
ILLUMINATORS**

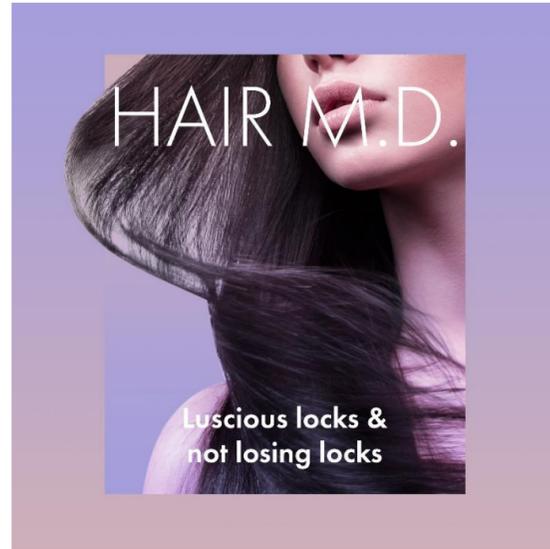
CosmoTrends (Shortlisted Company)



- **Amtixbio Co., Ltd (South Korea)** - Ambling - Plant Probiotics Balance Ampoule
- **Eldan Cosmetics Italia SRL (Italy)** - REBALANCE - Rebalancing Cream with Prebiotics PH.5.5
- **Ofi SpA (Italy)** - Bottega di LungaVita - VITA AGE® Pre+Probiotic
- **J.C. People Co., Ltd (South Korea)** - When - Wheat-y- Polish Enzyme Powder Wash with FerMi™ Meal



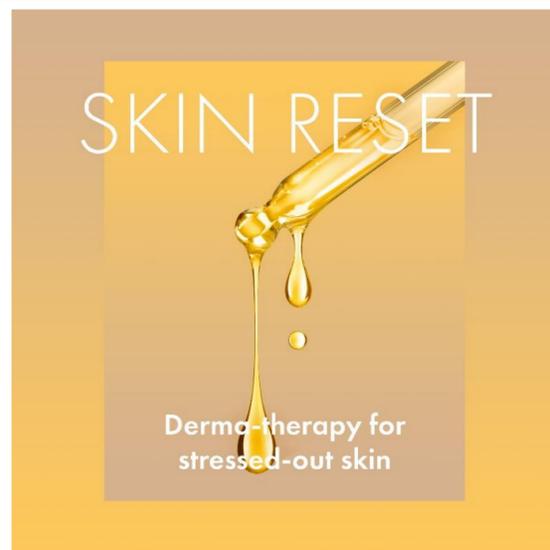
- **Tegor Group (Spain)** - Tegoder Cosmetics - Deluxe Rejuven Booster
- **Egfology Co., Ltd (South Korea)** - EGF Program MTS Ampoule
- **Invity Pte Ltd (Singapore)** - Youth Activating Instant Filler
- **Labo Cosprophar Suisse (Italy)** - OXY-TREAT



- **Nuggela & Sulé (Spain)** - F11 Treatment
- **Collagen Lift Paris (France)** – HAIR
- **Morgan Pharma Srl (Italy)** - IMMUNO XIDIL® for Man
- **Ossome Pte Ltd (Singapore)** - Exosome+ Hair Regrowth Tonic



- **Banobagi Co., Ltd (South Korea)** - Alpha Radiance Serum
- **Cosmewax (Spain)** - Instant Radiance Pearls Primer
- **Lustre Skin (United Kingdom)** - LUSTRE® ClearSkin Renew Pro Facewear
- **N&B Natural is Better (Italy)** - VIT C+ Ultra Mask Intensive Radiance – Overnight Face Care



- **Sky Resources Sdn Bhd (Malaysia)** - SensEase - Hops Essence
- **Wideal International Trade Limited (Hong Kong SAR, China)** - Jennifer Young - Itchy Body Oil
- **HWCOSCOCO (South Korea)** - Medipair Calming Booster
- **Tenbox Corp. (South Korea)** - tntn mom's Jeju Cabbage Mask

Cosmo Onstage

COSMO ONSTAGE

All beauty trends come to live!

10 live performances (by exhibitors, influencers and partners) dedicated to make-up techniques, beauty treatment and innovative product launch as well as the one-day **N.A.I.L.S Beauty Masters Championship Asia 2022** attracted **OVER 1,000 attendees.**



Cosmo Onstage



Programme Topic	Presented by
Day 1	
The Magical World of Beauty – Revolutionary Technology That Brings You the Instant Aesthetic Result	Indiba Asia Pte Ltd
The Next Milestone in Sterilization	Asia Beauty Pte Ltd
AI-Powered Skin Analysis: Evidence-based beauty consultation with precise data	MeituEve International Limited
The Path of Sustainable Beauty – Jolab – The Overall Solution Provider	Jola International Co., Ltd
Day 2	
Professional Treatment – NATINUEL RX50: Antioxidant, biostimulating, revitalizing	Natinuel
Fillerina 12® Densifying Filler	Labo Cosprophar Suisse
Moving into the Future: Makeup Demonstration by Sahur Saleim	Sahur Saleim, Celebrity Makeup Artist
100% Customized Scalp & Hair Cosmetic For Individual by AI Scalp Analyzer	Aram Huvis Co., Ltd.
Ulike Air3 Demo by Brand Ambassdor, Koe Yeet	Hangzhou Ulike Technology Co.,Ltd
Giovedia – The First Cosmetic Lifting Gel	Giovedia
Day 3 - Nail Competition	
N.A.I.L.S Beauty Masters Championship Asia 2022	Nailist Association for International Licenses Singapore (NAILS)

COSMOPROF

ASIA HONG KONG
亞太區美容展

HONG KONG

14 – 16 NOVEMBER 2023

ASIAWORLD-EXPO

COSMOPACK ASIA

15 – 17 NOVEMBER 2023

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA

SEE YOU NEXT YEAR

A NEW WORLD FOR BEAUTY
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