

**cosmobeauté**  
Indonesia **2023**



**SUPPLY CHAIN**



**COSMETIC  
INGREDIENTS**



**Jakarta Convention Center  
(JCC), Indonesia | 10AM - 7PM**

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

**INDONESIA'S**  
**LARGEST BEAUTY TRADE EXHIBITION**  
FOR 16 YEARS

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# INDONESIA'S BEAUTY INDUSTRY GROWTH TO GLOBAL MARKET

Indonesia's beauty industry is one of the most promising mainstay industries and growing rapidly. The growth of the beauty market in Indonesia increased by 7% in 2022. Indonesia has a very large potential to produce attractive and high-quality beauty products that meet the tastes and needs of the world market. Indonesia has promising markets to support the beauty industry. At the same time, revenue and profits are crucial concepts in industrial growth.

Cosmobeauté Indonesia has been continuing its commitment to be the most proven sourcing platform for beauty trade professionals to explore business in the spectrum of Aesthetic, Beauty, Cosmetic, Hair, Nail, Spa and Wellness industry. The 16th edition of Cosmobeauté Indonesia will be held on 12 – 14 October 2023 at Jakarta Convention Center (JCC), Indonesia.

Sources: [www.globalmarket.com](http://www.globalmarket.com) | [www.brightindonesia.net](http://www.brightindonesia.net)



## WHY EXHIBIT IN INDONESIA



With a population of over 270 million, Indonesia is the largest nation in Southeast Asia and the fourth most populated country in the world. The demand of beauty products are increasing among consumer in Indonesia.

Revenue in the Beauty market amounts to US\$7.23BN in 2022. The market is expected to grow annually by 5.81% (CAGR 2022-2027).

In the beauty market, 84,2% of total revenue will be generated through offline sales, therefore convening beauty trade shows become an ideal business meeting district.

Source: [www.statista.com](http://www.statista.com)

## THE FUTURE OF SUPPLY CHAIN

As Southeast Asia's largest economy, Indonesia's economic growth over the last few decades has been remarkable. In line with the growth of technologies and trends in beauty industry, there so many beauty companies engaging in supply chain to support cosmetics product required.

The industry is continuously growing rapidly and manufacturers are becoming more dependent on technologies and market updates. In the cosmetics industry, managing the supply chain efficiently and effectively is very important for cosmetic companies to achieve a contending advantage.

Cosmobeauté Indonesia continues to expand the supply chain area covering the range of spectrums in packaging, OEM/ODM, machinery & equipment, and ingredient & formulation sectors.



## SUPPLY CHAIN





# THE NATURAL OF COSMETIC INGREDIENTS



## COSMETIC INGREDIENTS



Natural cosmetic products are growing rapidly and people are increasingly aware of the importance of non-chemical raw materials in cosmetic ingredients.

Taking advantage of Indonesia's natural wealth, local cosmetic manufacturers are innovating using natural ingredients to produce quality cosmetic products that have high economic value.

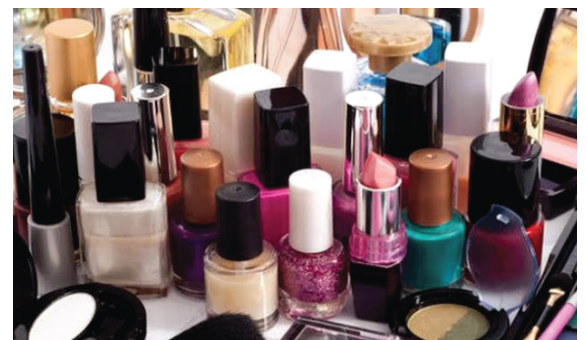
This makes natural cosmetic products from Indonesia successful in entering the Global Market. According to Statista, the revenue in the Natural Cosmetic Ingredients segment amounts to US\$217.50M in 2022, while the market is expected to grow annually by 6.76% (CAGR 2022-2027).

As the inaugural Supply Chain Area was a success in Cosmobeauté Indonesia previous edition, Cosmobeauté Indonesia will continue to keep the area to complete Cosmobeauté Indonesia exhibition of this year.

As one of the largest Muslim populations in the world, Indonesia is driving global demand for halal cosmetics. According to the Indonesia Halal Economic Report, Indonesia halal cosmetics industry at US\$4.19BN is projected to grow by almost 8% per year until 2025. The growth of consumption of halal cosmetics in East Asia continues to grow, supported by cosmetic brands from Indonesia. This figure illustrates that the demand for halal cosmetic products will continue to increase due to the increase in the purchasing power of the population.

The implementation of halal certification for Indonesian cosmetic products has proven to be a game changer for the Indonesian cosmetic industry. Halal cosmetic products have dominated the Indonesian market. Following the potential of halal products in the country, Indonesia is also targeting to become the center of the halal industry by 2024. Thus, this provides a market advantage for halal cosmetic manufacturers in Indonesia.

## THE PROSPECTS OF HALAL COSMETIC



## EVENT HIGHLIGHTS

### Make Up Competition

Our make up competition is focused exclusively on celebrating the work of make up artists.

This competition provides an opportunity for make up artists to demonstrate their skills and to challenge themselves.

Showcase your skills on this stage and get noticed by professional make up artists in the make up industry.



### Barber Festival

The trend of beauty product users in Indonesia is not only exclusively for women but also has expanded for men. One of the businesses in Indonesia that thrive on the back of the large population and urbanization is the barbershop.

The awareness about hairstyles among men has experienced great growth in recent years. Cosmobeauté Indonesia supports this steady growth pattern in the world of men's hair among barbershops, barbers and men's hairdressers by featuring educational workshops.

## TALK BY INDUSTRY EXPERTS



### Beauty Workshop

Take advantage to improve your skills through an informative and interactive beauty workshop.

Hosted by beauty professionals, this program will introduce a new concepts, beauty demonstrations offering tips and tricks on various beauty trends.

Participate in the beauty workshop and become an expert in beauty techniques around the world.

### Beauty Seminar

Be part of the informative and interactive beauty seminars held by key expert leaders from beauty industry players.

Get all the benefits and opportunities through inspiring keynotes to upgrade your knowledge on the industry outlook & forecasts, newest products, innovations and technologies in one place.



### Beauté Meeting

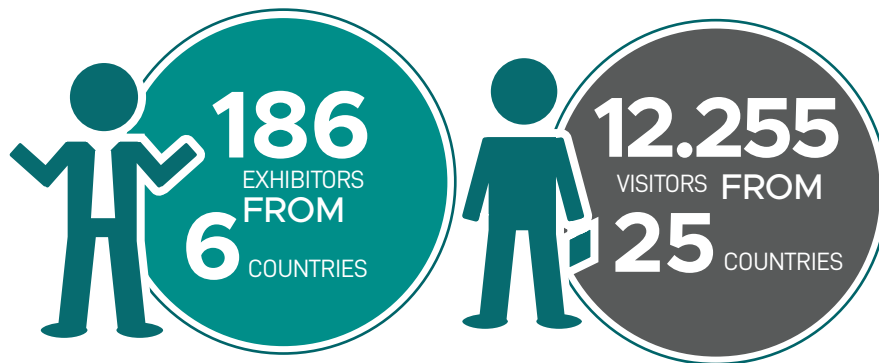
The Beauté Meeting program is an exclusive business matchmaking program that pre-arranged meetings between exhibitors and potential trade buyers, has successfully arranged 571 meetings with 132 buyers.

The program's unprecedented success is attributed to the usage of the business matching platform, as well as through the programs Quick Matching service, which enabled walk-in visitors to get recommendations based on their requirements and have meeting arranged to create more business opportunities.

# COSMOBEAUTÉ INDONESIA 2022

## Key Facts & Figures

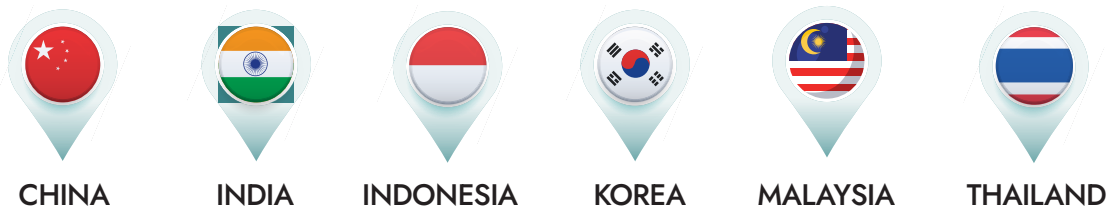
### EXHIBITION HIGHLIGHTS



#### 4 PAVILION COUNTRIES



### EXHIBITOR'S COUNTRY OF ORIGIN

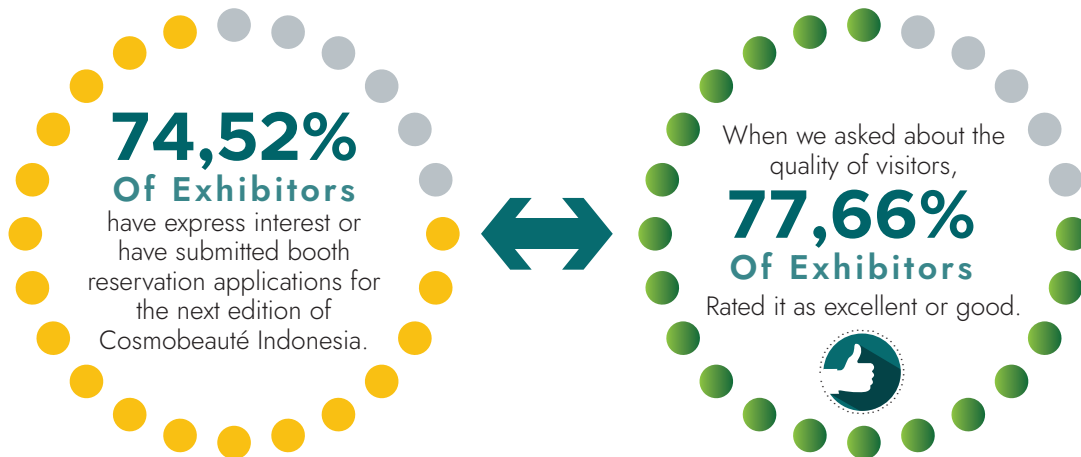
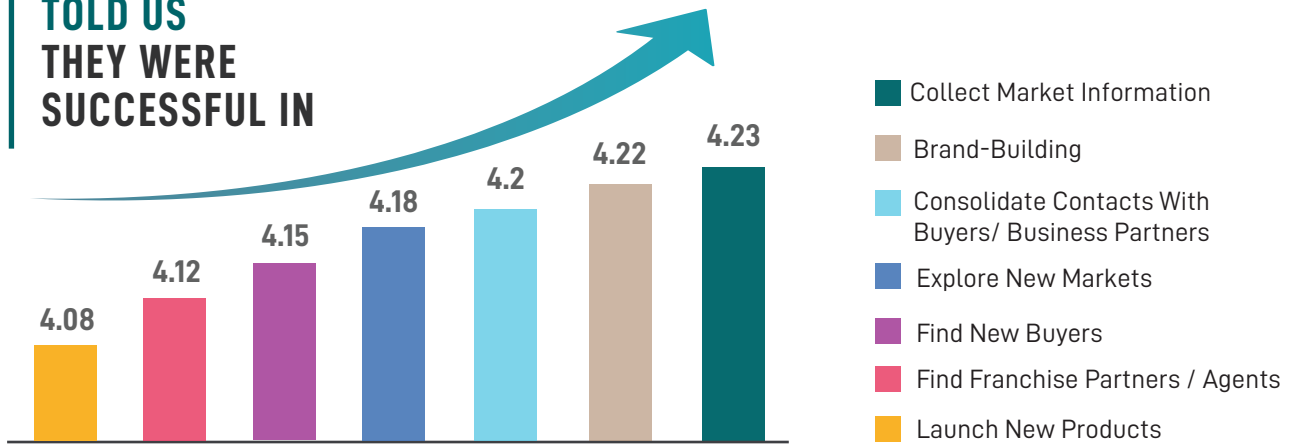


EXHIBITOR'S PRIMARY BUSINESS ACTIVITY



# Exhibitor's Profile Statistics

## EXHIBITORS TOLD US THEY WERE SUCCESSFUL IN



## Exhibitor's Testimony

### Ms. Silvia Tjendrawasih

Director - Imago Megabisnis Globalindo, PT (Cirepil)

We were excited to participate at Cosmobeauté Indonesia this year. As we know, Cosmobeauté Indonesia is one of the biggest beauty trade exhibition in Indonesia. We have participated since the first time the Cosmobeauté Indonesia was held. We, as a company engaged in cosmetics is greatly helped by the existence of Cosmobeauté Indonesia. In addition, a lot of people who come not only from within the country but also from abroad. Congratulations for Cosmobeauté Indonesia 2022.

### Ms. Voraya Torncha

Senior International Business Development Executive – Plus One Co. Ltd

This is my first time here and Cosmobeauté Indonesia is the largest cosmetic exhibition in Indonesia that we cannot miss. I feel Cosmobeauté Indonesia was nice and the best platform for manufacturers and importers to expand their business. I have met a lot of potential partners here and very happy to know Indonesian market.

### Mr. Michael Simon

Owner - Skinsol Kosmetik Industri, PT

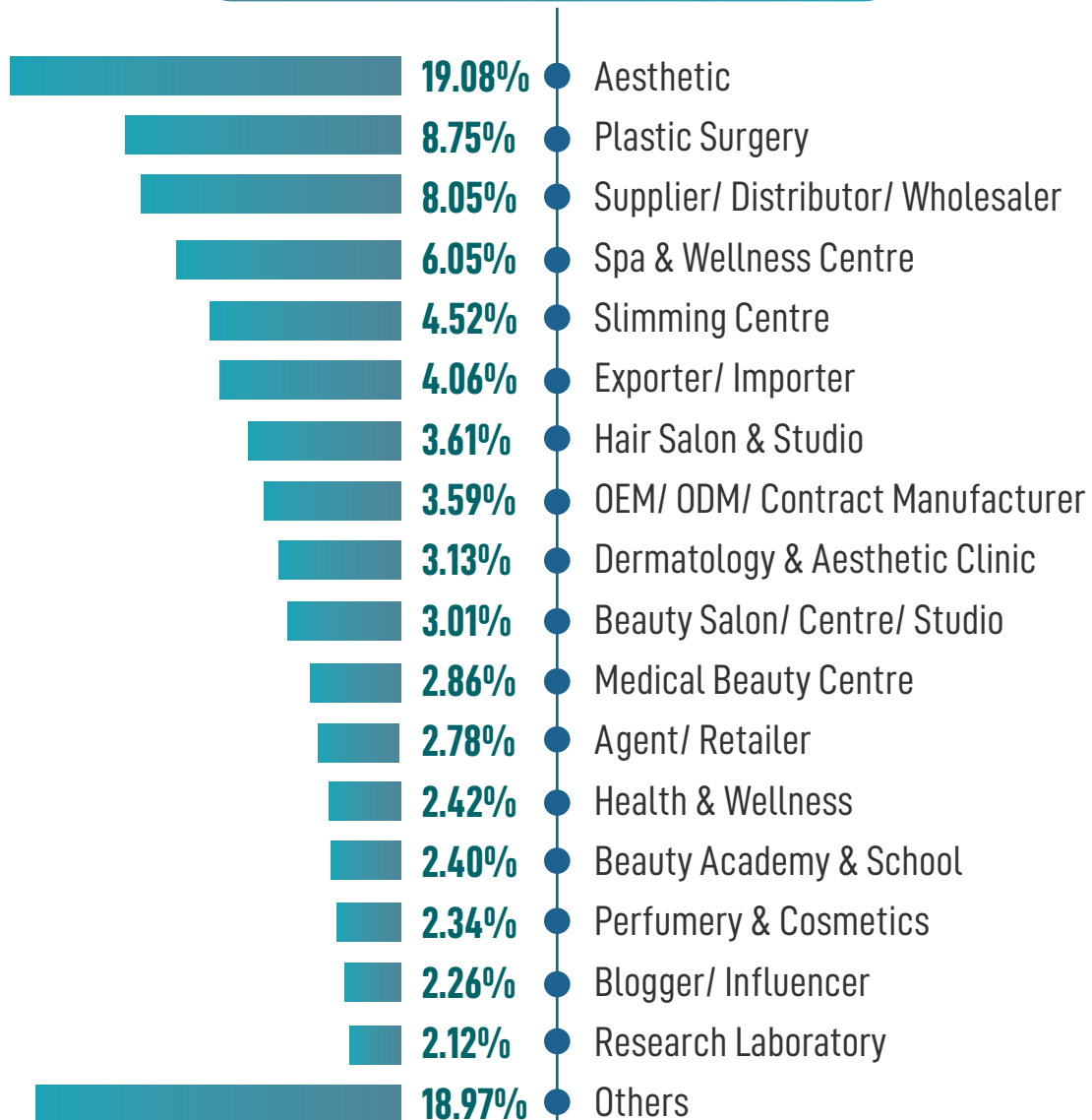
We were very excited to join the exhibition this year. Cosmobeauté Indonesia helps us to return to business after two years of pandemic. Our booth was really crowded and full of visitors from the first day of the exhibition. We will absolutely join at Cosmobeauté Indonesia again next year. This event was fantastic, the organisers were excellent and the digital marketing was good.

# Visitor's Profile Statistics

## VISITOR'S COUNTRY OF ORIGIN

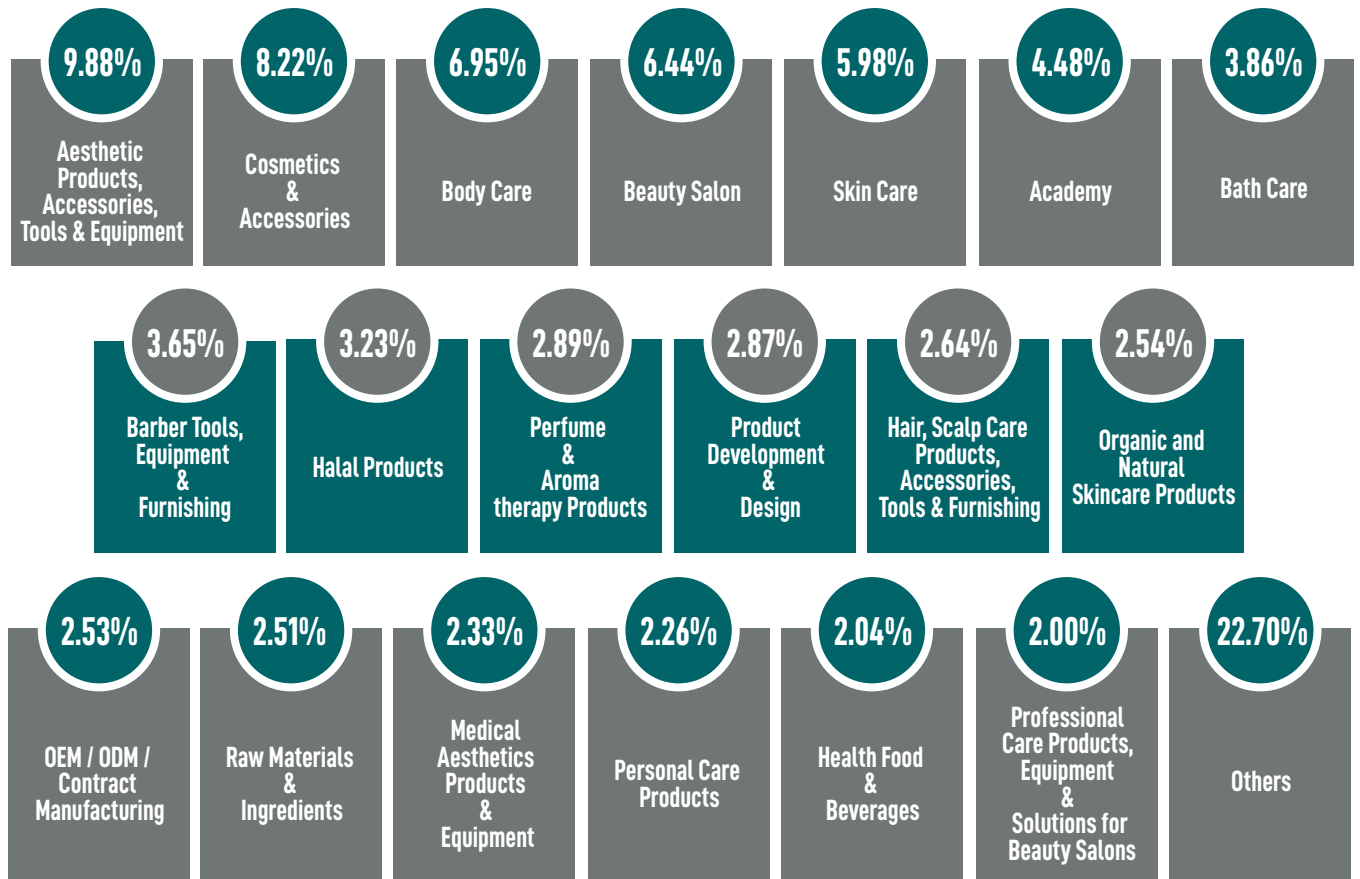


## INDUSTRY SECTOR OF VISITORS



# Visitor's Profile Statistics

## VISITOR'S AREA OF INTEREST



## Visitor's Testimony

### Dr. Vivin

Owner - DRIA Beauty Skin Clinic

I am very happy that Cosmobeauté Indonesia can be held this year. I have been waiting for this exhibition, because I can find and meet with new potential partners who are very competent and contribute to the development of my business. This year a lot of new local brands are participating. Can't wait to see Cosmobeauté Indonesia next year.

### Ms. Jessica Wijaya

Commissioner - Jaya Natura Dinamika, PT (Ridha Beauty)

Cosmobeauté Indonesia is one of business to business exhibition that I have always been waiting for. I really took this opportunity to meet and connect with potential manufacturers. Thank you Cosmobeauté Indonesia for helping us to find new brands that is suitable with my business. The organiser services was very good and took me to meetings with the exhibitors.

### Ms. Tatiana Santhachit

Official Representative - French Cosmetics

I am excited to discover Indonesian market especially in the cosmetic industry. It is very interesting to get in touch with Indonesia's market directly. A lot of OEM and cosmetic companies here, so we can know what is happening and trends in Indonesia. This exhibition is important to our industry and everything was good just keep it up!





**12-14  
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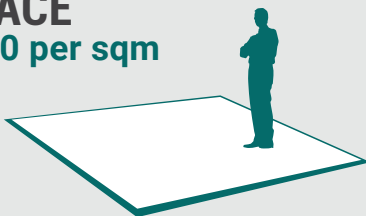


This event is powered by  
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Electricity

## FACT SHEET

### INVESTMENT

**OPTION 1:  
RAW SPACE**  
@ USD 360 per sqm  
(min. 18 sqm)



**OPTION 2:  
SHELL SCHEME**  
@ USD 390 per sqm  
(min. 9 sqm)



Perspective View

- 1x High Showcase
- 2x Folding Chair
- 1x Information Counter
- 1x Waste paper Basket
- 1x 2Amp socket
- 2x Fluorescent Tube

**EXPECTED NO. OF  
COMPANIES EXHIBITING**



**EXPECTED NO. OF  
VISITORS**



For any enquiries, please contact:

#### Indonesia & Asia Sales



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informa markets

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