

# BEAUTYCARE HANOI

THE INTERNATIONAL EXHIBITION  
ON BEAUTY PRODUCTS,  
TECHNOLOGY & SERVICES

16 - 18  
APRIL.2026

ICE, HANOI, VIETNAM  
9AM-5PM

SECURE  
YOUR  
BOOKING  
TODAY!

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

[phuong.pham@informa.com](mailto:phuong.pham@informa.com) 

+84 28 3622 2588 (149) 

BeautycareExpo 

Powered by:  
**cosmobeaute**  
Vietnam 2026

Organised by:  
**informa** markets

# NORTHERN VIETNAM BEAUTY MARKET

## STRONG GROWTH DRIVEN BY PREMIUM DEMAND



### Market Size & Potential

Vietnam's cosmetics market is projected to exceed **USD 4 billion in 2025**, with a CAGR of over **10%**. The **Northern region** accounts for nearly **40%** of national beauty spending, fueled by high per-capita expenditure and the booming beauty trend in major cities such as Hanoi.

### Hanoi Consumers: Sophisticated, Aesthetic & Willing to Spend

**85%** of Hanoi customers prefer skincare products made from natural and gentle ingredients (based on a consumer market research report, June 2025).

**70%** are willing to pay a premium for enhanced service experiences (professional spa, specialized treatments).

**60%** shop online, especially through livestream platforms or apps, to discover and experience new products quickly.



### Key Trends Shaping the Industry

#### CLEAN BEAUTY & SUSTAINABLE PRACTICES

Over **40%** of Hanoi consumers cite eco-friendliness as a key purchase driver. Recyclable packaging and transparent sourcing are gaining strong traction.

#### PERSONALIZED & TECH-DRIVEN SKINCARE

Hanoi spas/clinics are increasingly adopting AI-powered skin analysis — allowing members to track and manage their skin health — with customer growth reaching up to **30% in 2024**.

#### DIGITAL-FIRST BEHAVIOR

Beauty-related content in the Northern market doubled on social media in 2024, and **60%** of consumers research and read reviews before making a purchase.

The Northern Vietnam beauty market is expanding rapidly in both scale and quality — from premium product demand to strong spending power, from service experiences to digital engagement. Current trends such as green beauty, personalization, and digitalization offer tremendous opportunities for brands to stand out, capture market share, and build lasting connections with today's sophisticated consumers.

Sources: Vietnam Cosmetics Market Report – Euromonitor 2024; Google Consumer Insight 2025; Vietnam Spa & Technology Markets Report – McKinsey 2025



# EVENT OVERVIEW

**Beautycare Expo Hanoi 2026** – taking place from **16 - 18 April 2026** at **ICE, Hanoi** – is the premier beauty industry event in Northern Vietnam, bringing together leading brands, distributors, and experts in cosmetics, personal care, spa, and premium clinic services.

With over **5,000+** potential trade visitors from Northern Vietnam – a market renowned for its strong beauty demand, refined aesthetics, and willingness to invest in high-quality products and services.



### CONNECT DIRECTLY

with premium distributors, spas, clinics, and agents.



### SHOWCASE AND TEST

new products or services with the right target audience.



### PROMOTE YOUR BRAND

across the exhibition's media channels and dedicated platforms.



### STRENGTHEN BRAND AWARENESS

and affirm your business position in one of the most dynamic and high-spending markets in the country.

# WHY EXHIBIT



# PROJECTED SCALE OF THE 2026 SHOW

**5000sqm**  
EXHIBITING AREA

**300+**  
EXHIBITORS

**5000**  
TRADE VISITORS

**10+**  
COUNTRIES/REGIONS

## EXHIBIT PROFILES

### FINISHED PRODUCTS FOR RETAILS & PROFESSIONAL USE

- Skin care/Personal care
- Make-Up and tool / accessories
- Professional Care Product for Beauty Salons / Clinics
- Beauty Health Supplements / Food & Beverages
- Natural and Organic Products
- Perfumery, Cosmetics & Personal Hygiene
- Nailcare & Haircare products / Equipment
- Beauty services & Solutions
- ... and many more

### SUPPLY CHAIN

- Development / R&D and Formular
- Manufacturer, Contract Manufacturing & Private Label (OEM/DOM)
- Formulation & Raw Materials, Lab & Testing services
- Packaging, Labeling & Processing Equipment
- Manufacturing Machinery
- ..... and many more

### PROFESSIONAL BEAUTY EQUIPMENT & DEVICES

- Beauty Equipment & Tools for Spa / Clinic
- Medical Aesthetic Product & Equipment for Aesthetic surgery
- Salon Furnishing Spa & Wellness Facilities
- Equipment, Tool & Furnishing Facilities for Nail & Hair Salon



## VISITOR PROFILES

### BUSINESS NATURE

- Exclusive Distributors & Importers - Cosmetic / Skincare / Personal care / Make up
- Distributor - Cosmetic/ Skincare/ Personal care/ make up
- Beauty salon, spa, beauty academies
- Manufacturers - cosmetic/skincare/personal care/make up
- Online shop on social media (facebook/tiktok/instagram)
- Distributor - beauty equipment for spa/clinic
- Wholesalers/cosmetic shops
- OEM/DOM / Private Label Contract/Ingredients
- Distributor - Functional foods/Beauty Supplement/
- Natural & Organic Products
- Others



# POST SHOW REPORT 2025



5,000 sqm  
Exhibition Area



1,000+  
Brands



3,034  
Trade visitors



15+  
Countries/Regions

## EXHIBITOR TESTIMONIALS

**1**



**BEAUTYCARE EXPO** provided us with an opportunity to deepen our connection with the market, expand our customer network, and share our brand values with the professional beauty community.

**Ms. Nguyen Hong Anh**  
CEO  
Bitmoji Vietnam Co., Ltd

**2**



The core of business lies in harmony – a win-win balance between the value a company gains and the value it contributes to society. I highly appreciate the diversity and quality of visitors at this year's exhibition.

**Ms. Trinh Thi Hong Nhat**  
Manager  
Sakura Beauty

**3**



This year's exhibition featured many international brands and attracted a high-quality audience, significantly expanding the company's potential customer base in the Northern market.

**Ms. Vo Thi Tuyet Nhung**  
Sales Representative  
CSentraSmart Technology Co., Ltd

**4**

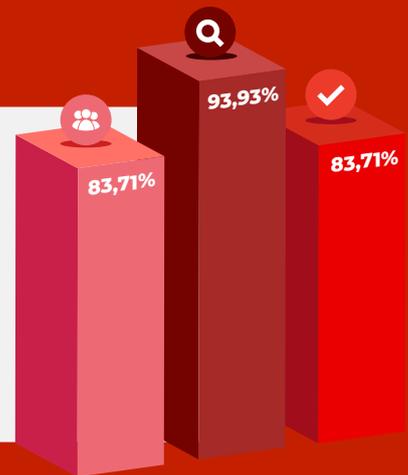


**BEAUTYCARE EXPO** provided us with an opportunity to understand the market, as well as the habits and preferences of Vietnamese customers. We have also met many potential business partners.

**Mr. Jinsong Ren**  
Director  
Himanatur Health and Beauty Co., Ltd

## VISITOR SASTISFACTION

-  Found products/services of interest at the exhibition
-  Will return in 2026
-  Will recommend the exhibition to partners/friends



## VISITOR FEEDBACK

"I attended the exhibition with the hope of networking, learning, and updating myself on the latest industry trends. In the near future, my company plans to expand some services, so I am very interested in the current brands, products, and trends in the market. I will definitely return next year and am ready to recommend this event to my friends and colleagues."

**Ms. Bich Phuong - Spa Manager**

"I am honored to attend this year's Beautycare Expo. I traveled from Ho Chi Minh City to Hanoi to participate in the event and was truly impressed by the grand scale and professionalism of the organization. My goal in attending was to find quality, effective cosmetic products at reasonable prices to bring the best value to Vietnamese customers."

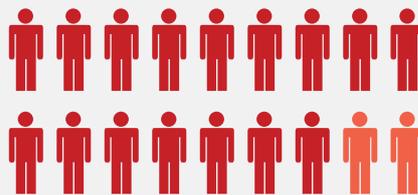
**Ms. Hoang Yen - Chairwoman**

# VISITOR OVERVIEW

## GEOGRAPHIC BREAKDOWN

The exhibition attracted  
VISITORS  
(\*excluding re-visits)

# 3,034

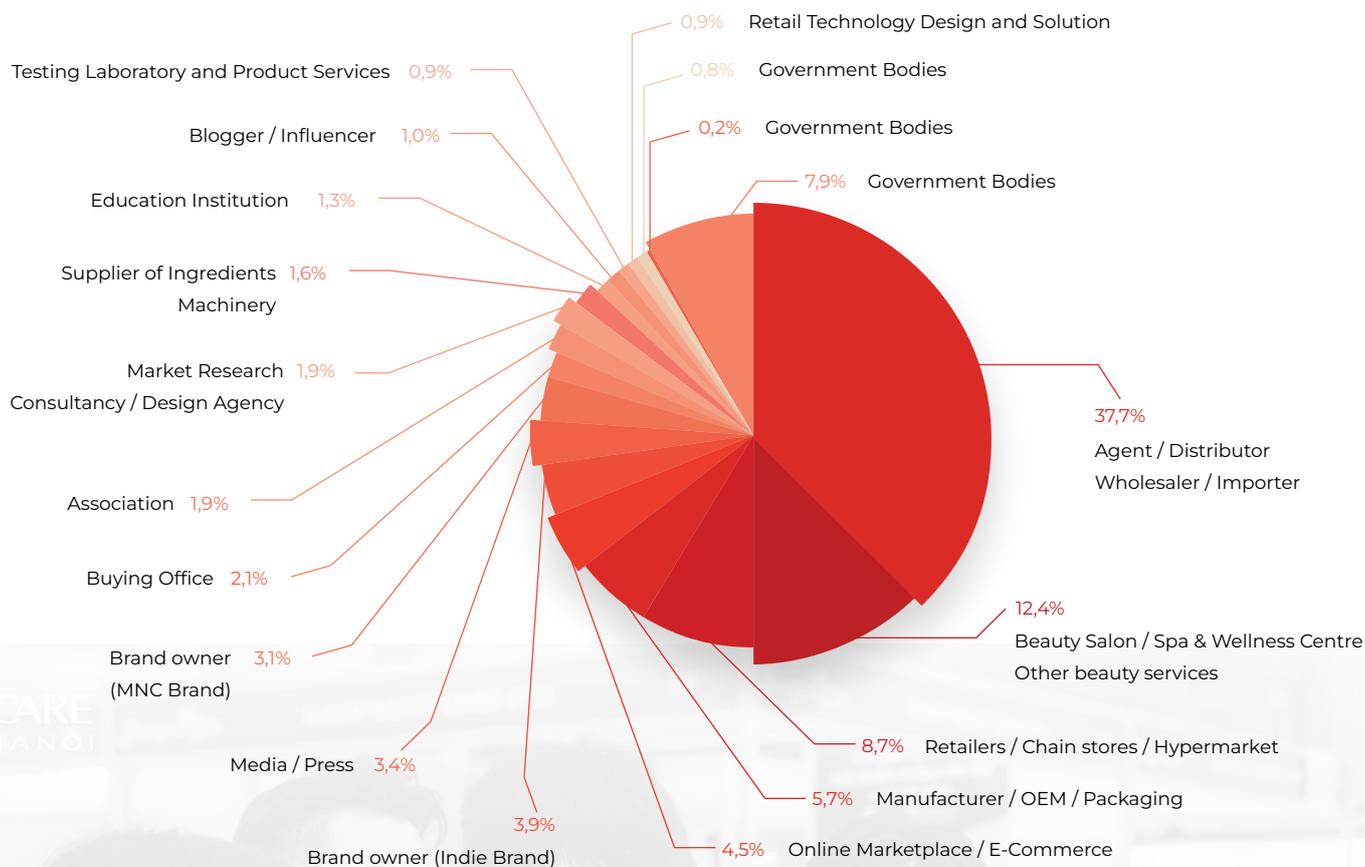


**91,46%**  
Local

**8,54%**  
International (\*)

(\*): China, South Korea, Taiwan, Japan, Hong Kong, Thailand, France, India, Malaysia, Philippines, Poland, United Kingdom, United States, Australia, Chile, Venezuela.

## BY BUSINESS CATEGORY

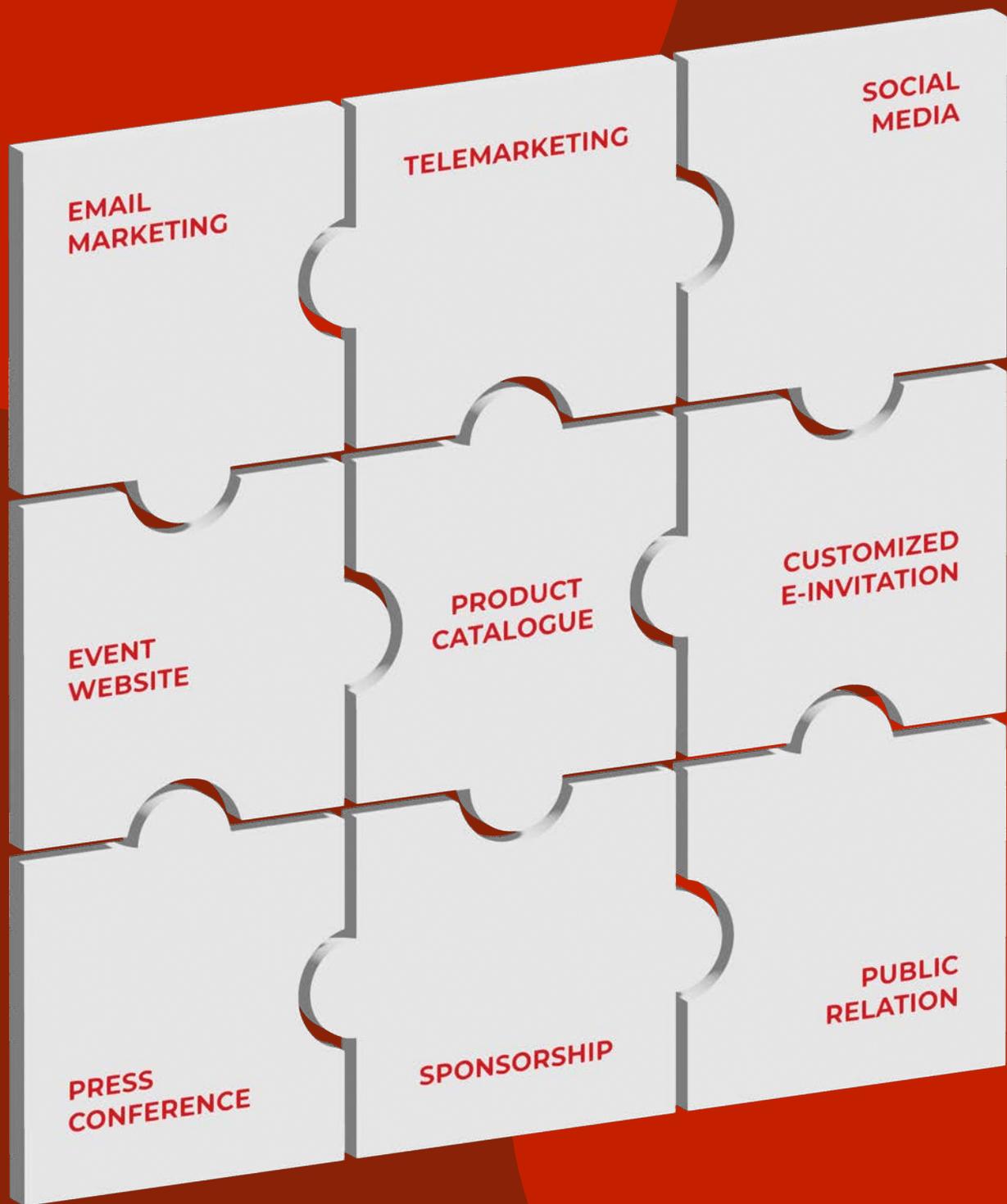


## BY BUSINESS OPERATION – KEY PRODUCT INDUSTRY



# MAXIMIZE OPPORTUNITIES

WITH EXTENSIVE MARKETING CAMPAIGNS



## DIGITAL SHOWROOM

An intuitive platform for showcasing leading products from exclusive exhibitors at  
Beautycare Expo Hanoi 2026

# SECURE YOUR LOCATION TODAY!



## GIAN CAO CẤP | BETTER STAND

11,200,000 VND/m<sup>2</sup>

Tối thiểu 18m<sup>2</sup>

USD 448/sqm

Min. 18sqm

## GIAN TIÊU CHUẨN | STANDARD PACKAGE

10,325,000 VND/m<sup>2</sup>

USD 413/sqm

Tối thiểu 9m<sup>2</sup>

Min. 9sqm

Each standard 9sqm booth includes:

- White polyester laminated panels for board (2.5mH)
- Fascia board with company name and booth number
- Fluorescent lights (40 w) x 2
- Power socket (5A/22V, single phase) x 1
- Information counter x 1
- Folding chairs x 2
- Waste basket x 1
- Needle punch carpet.



## ĐẤT TRỐNG | RAW SPACE

9,075,000 VND/m<sup>2</sup>

Tối thiểu 18m<sup>2</sup>

USD 363/sqm

Min. 18sqm



Phụ thu gian 2 mặt mở = 1 góc 4,125,000VND/gói

Phụ thu gian 3 mặt mở = 2 góc 8,250,000VND/gói

Phụ thu gian 4 mặt mở = 4 góc 16,500,000VND/gói

Additional charge for 2 open sides = 1 corner USD 165/package

Additional charge for 3 open sides = 2 corner USD 330/package

Additional charge for 4 open sides = 4 corner USD 660/package

 LeadGrab by Informa	LeadGrab Cơ bản   Basic Tùy chọn   Optional	LeadGrab Nâng cấp   Premium Tùy chọn   Optional
CHI TIẾT   DETAIL	<ul style="list-style-type: none"><li>- Bao gồm 2 tài khoản/ đơn vị. 02 users per exhibitor</li><li>- Tối đa 100 lượt quét mỗi tài khoản trong 3 ngày triển lãm. Limited 100 of scans in total for the account in 3 days.</li><li>- Thông tin khách hàng bao gồm email. Only "Email" available in visitor contact info to share with exhibitors.</li></ul>	<ul style="list-style-type: none"><li>- Bao gồm 3 tài khoản/ đơn vị. 03 users quota.</li><li>- Không giới hạn lượt quét. Unlimited # of scans.</li><li>- Cung cấp đầy đủ thông tin khách hàng: email, số điện thoại, mô hình kinh doanh. Mobile # and Business Nature available in visitor Info, on top of visitor emails.</li></ul>
GIÁ   PRICE	- 2,500,000 VND   USD 100	- 6,250,000 VND   USD 250 - Tài khoản bổ sung (750,000 VND/người dùng) Additional users exceed the Premium package: USD 30/user

- Để hỗ trợ doanh nghiệp tối ưu hoạt động thu thập và quản lý khách hàng tiềm năng tại triển lãm, chúng tôi cung cấp dịch vụ LeadGrab – một giải pháp số hiện đại và hiệu quả:
- LeadGrab là công cụ tối ưu để ghi nhận thông tin khách hàng dễ dàng và chính xác qua việc quét thẻ tham quan.
- Tất cả dữ liệu được thu thập theo thời gian thực, giúp doanh nghiệp loại bỏ việc nhập liệu thủ công, kèm theo chức năng ghi chú và phân loại đối tượng.

- To help businesses optimize the process of capturing and managing potential customers at the exhibition, we offer the LeadGrab service – a modern and effective digital solution:
- LeadGrab is the optimal tool for easily and accurately capturing customer information through badge scanning.
- All data is collected in real-time, allowing businesses to eliminate manual data entry, along with features for notes and categorizing contacts.

## ABOUT INFORMA MARKETS

Informa Markets provides trading platforms, initiatives, and development opportunities for specialized industries and markets. With a portfolio of over 550 international B2B events and brands across various sectors, including healthcare & pharmaceuticals, infrastructure, construction & real estate, fashion & apparel, hospitality, food & beverage, health & nutrition, and many other industries.

We offer global clients and partners the opportunity to engage, experience, and do business through direct connections, in-depth digital content, and actionable data solutions. As a leading exhibition organizer, we help realize diverse specialized markets and open doors to growth opportunities.

## LIÊN HỆ | CONTACT US

Khu vực Việt Nam & Quốc tế | Vietnam & International

Ms. Emily Pham

T: +84 28 3622 2588 (Ext 149)

E: [phuong.pham@informa.com](mailto:phuong.pham@informa.com)

Zalo/Whatsapp: +84 987 638 961

## KẾT NỐI VỚI CHÚNG TÔI | FOLLOW US



BeautycareExpo



Beautycare Expo Vietnam



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



ZALO  
BeautycareExpo

HẸN GẶP LẠI TẠI BEAUTYCARE HANOI 2026! SEE YOU AT BEAUTYCARE HANOI 2026!