

HONG KONG

COSMOPROF

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

COSMOPROF ASIA 2025 REAFFIRMS ITS ROLE AS ASIA'S STRATEGIC BEAUTY HUB

Cosmoprof Asia 2025 brings beauty back to Hong Kong with a new rebrand, expanded exhibition area, and a record number of international exhibitors

[HONG KONG, 12 November 2025] – The global beauty industry turns its eyes once again to Hong Kong as Cosmoprof Asia 2025 officially opens today. Organized by BolognaFiere and Informa Markets, the event confirms its position as Asia-Pacific's leading B2B platform for the beauty and cosmetics sector, bringing together international professionals to explore the latest innovations, trends, and business opportunities.

Now in its **28th edition**, Cosmoprof Asia 2025 continues to grow, both in scale and significance. **2,688 exhibitors from 46 countries and regions**—an increase of 5% compared to 2024—are showcasing their products and technologies across over 120,000 square meters of exhibition space. **With 89% of exhibitors coming from outside Hong Kong**, the show reinforces its global appeal and stands as a true crossroads for the international beauty community, also featuring **16 country pavilions** (Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, Philippines, Poland, Singapore, Spain, Switzerland, Taiwan Region, Thailand and USA).

The exhibition spans **two venues** and features **four specialized events** to better reflect the beauty industry's evolving landscape. **At AsiaWorld-Expo, from 11 to 13 November, Cosmopack Asia** brings together the entire beauty supply chain. Within this hub, two key sections—**OEM/ODM & Raw Materials** and **Packaging & Machinery**—focus respectively on contract manufacturing, private label solutions, ingredients and raw materials, and cutting-edge packaging technologies. These events attract brand owners, and sustainability managers seeking the latest innovations and reliable partners.

From 12 to 14 November, at the Hong Kong Convention & Exhibition Centre, Cosmoprof Asia showcases the world of finished beauty products. This year introduces a refreshed identity and structure, designed to make the visitor experience even more targeted and engaging through two new areas: **Perfumery, Cosmetics & Nail**, which celebrates the latest in fragrance, makeup, and nail care; and **Hair & Beauty Salon**, dedicated to haircare, salon equipment, and spa and wellness solutions.

With over 70,000 visitors expected to attend the event across both venues, Cosmoprof Asia 2025 welcomes stakeholders from every corner of the world, representing Europe, the Americas, the MENA region, and the Asia-Pacific area.

"Cosmoprof Asia continues to be the strategic gateway for beauty professionals seeking to explore the dynamic Asia-Pacific market. In 2025, the show reaffirms its commitment to innovation, sustainability, and global collaboration. The event offers unparalleled opportunities for both local and international stakeholders to discover cutting-edge trends, forge meaningful partnerships, and shape the future of the beauty industry. Cosmoprof Asia is not just a trade show—it is a catalyst for growth and transformation," says **Antonio Bruzzone, CEO of BolognaFiere Group**.

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“Given the discerning and early-adopter nature of Asian consumers, the Asian market is undeniably the most dynamic in the world. Cosmoprof Asia and Cosmopack Asia are premier events that gather leaders in the beauty and cosmetics industry, showcasing their most innovative products, services, and technologies while highlighting the latest trends in the Asia-Pacific region. Hong Kong, located at the heart of this vibrant area, continues to be the industry's essential meeting place.” says **Margaret Ma Connolly, President & CEO – Asia, Informa Markets.**

The Asia-Pacific beauty market continues to outpace all others, with a compound annual growth rate of 6.7% from 2023 to 2027 (Euromonitor International), surpassing both North America and Europe. With China, Korea, and Japan driving innovation, and Singapore and Hong Kong serving as vital export hubs, the region has become the world's epicenter for product development, digital transformation, and trend creation. Ranked among the world's top ten importers of beauty products, **Hong Kong continues to play a pivotal role as the link between Asia-Pacific and all the other markets.** Its open economy, advanced infrastructure, and strategic geographic position make it the **ideal setting for Cosmoprof Asia's continued expansion and global success.**

Exclusive Opportunities for Business and Networking

Cosmoprof Asia 2025 also confirms its position as a powerful business catalyst through its **Buyer Programme**, which **connects qualified buyers with exhibiting companies** that wish to expand their business worldwide. Supported by an AI-powered matchmaking system, the initiative ensures targeted and efficient meetings between brands and decision-makers, facilitating long-term partnerships and commercial success. In 2025, Cosmoprof Asia and Cosmopack Asia will host approximately **300 qualified buyers** from Asia Pacific, ASEAN, China, Hong Kong, Europe, Americas, Middle East and Africa.

Furthermore, Cosmoprof Asia facilitates the attendance of **around 70 C-level executives with its prestigious Elite Circle**, the premier hub for the most influential decision-makers in the global beauty industry. This invitation-only community unites CEOs, founders, and top-tier executives from leading beauty companies to foster connections, share transformative insights, and pioneer innovative solutions that will shape the future of beauty.

Highlights and Special Projects

Cosmoprof Asia 2025 offers a vibrant program of initiatives designed to inspire and inform professionals across the beauty spectrum:

COSMOTALKS: The Cosmoprof Network's renowned educational program returns with over 20 sessions across both venues, offering fresh insights into trends, innovations, and market dynamics. In collaboration with top global agencies and analysts, CosmoTalks continues to be a leading forum for industry knowledge and inspiration. Strategic partners include Future Snoops, NielsenIQ, Esxence, Statista, BeautyMatter, APSWC, AsiaCosme Lab, Kline, CISEMA, QTCCC, Worldpanel by Numerator, Jing Daily, The Cosmetic, Toiletry, and Fragrance Association of Singapore and Asia Perfume Foundation.

Organiser – Cosmoprof Asia Ltd



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COSMO ONSTAGE: A vibrant platform where beauty experts, hair stylists, and nail artists showcase creativity and innovation through live demonstrations, masterclasses, and product presentations.

COSMOPROF ASIA & COSMOPACK ASIA AWARDS: Organized with BEAUTYSTREAMS, the Awards honor the most innovative products and technologies among 2025 exhibitors. From 424 entries, 44 finalists have been selected, with 11 winners to be revealed during the show.

COSMOTRENDS: Curated by BEAUTYSTREAMS, the annual CosmoTrends Asia report identifies five key trends from exhibitors that will shape future consumer behaviors across the region.

BE SUSTAINABLE WITH BEAUTY: Be Sustainable with Beauty returns for the second year to Cosmopack Asia in 2025, spotlighting companies, products and solutions in the beauty supply chain committed to sustainable practices. This initiative celebrates their environmental efforts while inspiring progress across the industry. The 17 shortlisted companies and 19 products were selected by SGS, the world's leading testing, inspection, and certification company.

BEAUTY INGREDIENTS & FORMULATION ASIA (BIFA): Co-located with Cosmopack Asia 2025, from 11 to 12 November, Beauty Ingredients & Formulation Asia (BIFA) serves as a strategic platform for professionals seeking innovation in the beauty ingredients sector. The event stands out for its smart 3-in-1 format, combining Expo, Symposium, and Matching.

BOUTIQUE: A charity sampling shop where visitors can donate a minimum of HK\$100 to select five beauty samples from 18 sponsor brands in exchange for a donation to The Women's Foundation, supporting initiatives that empower women.

COSMOLAB: A collaboration between Meiyume and Intercos presenting *Seeded for Beauty*—a creative showcase featuring three data-driven innovations and an interactive seeding experience.

ZOOM ON BEAUTY: A curated showcase for startups and small brands participating for the first time, highlighting emerging innovations and niche products.

EXPLORERS BY ESXENCE: Explorers by Esxence is a dedicated area at Cosmoprof Asia, introducing for the first time the world of niche products. Curated with the support of Esxence, the renowned international event for artistic perfumery, it offers visitors an immersive journey through 17 companies and 23 brands into the realm of artistic fragrances.

FRAGRANCE AVENUE: A dynamic showcase for mass-market and indie fragrance brands, offering visibility and new business opportunities within the growing fragrance segment.

5C FRAGRANCE EXPERIENCE: Developed with Centdegrés, this sensory journey combines Colour, Cologne, and Crystal, blending creativity and emotion to celebrate the art of fragrance.

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

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Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

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