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BANGKOK
QUEEN SIRIKIT
NATIONAL
CONVENTION
CENTER

•
25 – 27 JUNE 2025



**COSMOPROF CBE
ASEAN BANGKOK
2025 SETS
IMPRESSIVE
RECORDS AND
BOOSTS ASEAN
BEAUTY INDUSTRY
GROWTH**

Bangkok, Thailand, July 2, 2025 – **Cosmoprof CBE ASEAN Bangkok 2025** has finally come to a close at **Queen Sirikit National Convention Center (QSNCC)**, the modern and elegant exhibition venue located in the heart of Bangkok. The exhibition proved to be a dynamic and performing platform for networking, professional updates and discovery of the next trends and products shaping the future of beauty in ASEAN region.

BolognaFiere Cosmoprof, Informa Markets, and Shanghai Baiwen Exhibition Co. Ltd., the organizers of the event, expressed their strong satisfaction highlighting the strategic role of Cosmoprof CBE ASEAN in supporting the growth of the beauty industry across Southeast Asia. According to **Statista**, the Beauty & Personal Care market in the ASEAN region is projected to reach a value of **USD 36 billion by 2025**, with a **compound annual growth rate (CAGR) of 3.8%** expected from 2025 to 2030. Thailand remains a key regional hub, with the market forecast to grow by **11% in 2025**. Other major markets in the region, including **Malaysia, Indonesia, the Philippines, and Vietnam**, are also experiencing remarkable performance, positioning ASEAN as one of the most dynamic areas globally for beauty industry development.

Over 23,000 visitors from 66 countries and regions attended Cosmoprof CBE ASEAN Bangkok 2025, marking a **+20% increase** compared to the 2024 edition. The majority of attendees came from ASEAN countries and the Asia-Pacific region, with particularly strong growth recorded in **Thailand (+20%)** and from **international markets (+16%)**.

The **top visiting countries** included **Thailand, China, India, the Philippines, South Korea, Myanmar, Singapore, and Malaysia**.

Visitors gathered under one roof to discover the latest products and services presented by **more than 2,000 beauty brands, showcased by 650 exhibiting companies from 21 countries and regions, across over 25,000 square meters** of exhibition space. Compared to 2024, the **exhibition area increased by 16%**, with a **significant rise in international participation (+22%)**.

The presence of five Country and Group Pavilions, China, Italy, South Korea, the Taiwan Region, and Thailand, further emphasized the show's international scope. The dynamic exchange among global industry leaders, local entrepreneurs, innovative suppliers, finished product brands with impactful launches, and pioneering start-ups and indie labels showcasing the latest trends created a vibrant and forward-looking environment.

Further enhancing the event's strong business profile, **over 540 high-profile hosted buyers, a +46% increase compared to 2024**, attended the show, **representing Thailand, ASEAN, Asia-Pacific, Europe, and the Americas**. Their presence reinforced Cosmoprof CBE ASEAN Bangkok's role as a premier platform for business networking, trend scouting, and regional

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market expansion. Among Asian markets, **India stood out as one of the most represented**, reflecting its growing influence and active engagement in the ASEAN beauty landscape.

"We see Cosmoprof CBE ASEAN as more than just a trade show; it's where our industry converges, and it's vital for our success. It's a prime opportunity to present our full range of capabilities, our scale, our innovative solutions, and our latest offerings to both current partners and new prospects. Milott understands that with the market changing so quickly, and with consumers and brands demanding more adaptable and complete solutions, exhibiting at Cosmoprof CBE ASEAN isn't just about showing what we do, it's about fueling our growth and ensuring we remain at the forefront of the industry".

Ms. Varinthorn Vamasiri, Executive Director-Business Development, Milott Laboratories Co., Ltd., Thailand – Exhibitor

"Italy is globally recognized for its excellence in design, creativity, and craftsmanship, which values deeply embedded in our cosmetics sector. Cosmoprof CBE Asean is turning out to be the proper tool to meet top-tier Italian exhibitors in beauty and cosmetic industry, to discover a curated selection of products from premium cosmetics, luxurious skincare, professional hair care, to cutting-edge devices and inclusive beauty lines in the Asean Region. As the Italian Trade Commission, we are confident Cosmoprof CBE Asean is becoming one of the most relevant gateways to discover and reach the world of beauty from Italy and develop increasing business partnership between Italian companies and Thai and Asean entrepreneurs."

Ms. Paola Guida, Italian Trade Commissioner, Italian Trade Agency – Bangkok – Exhibitor

"Being at Cosmoprof CBE ASEAN is incredibly significant for us. While our company is based in France, we proudly distribute our products to 17 countries worldwide, with success in Asia, especially China. Our primary goal at this event (Cosmoprof CBE ASEAN) is to establish new distribution channels and partnerships within the ASEAN market, as we've just begun our expansion into Thailand and the broader region. We're here to grow our brand, expand our market knowledge, and, of course, enjoy the beauty of Thailand."

Mr. Jean Noel, CEO, Ocean International Trade (Color & Soin), France

"The Thai cosmetics market has experienced rapid growth in recent years, and we believe that the popularity of Korean cosmetics is also on the rise. In line with this trend, we at Medicube recognized the importance of Cosmoprof CBE ASEAN and decided to participate with our own independent booth. Located at the heart of Southeast Asia, the exhibition allowed us to connect not only with Thai distributors but also with buyers from various countries such as Singapore, Malaysia, and India".

Ms. Yeonhee Bong, Manager, APR Corporation (Medicube), Korea-Exhibitor

"Cosmoprof CBE ASEAN 2025 was an eye-opening experience, truly a gateway into the thriving world of Thai manufacturing. This year's show was even better than the last, with a strong focus on innovation, quality, and partnerships. A big thank you to the incredible Cosmoprof CB EASEAN team, for their warm hospitality and for introducing me to some of the best manufacturers in the region. From high-performing formulations to new packaging innovations, Thailand's manufacturing landscape is truly world-class. We're walking away with fresh ideas, new collaborations, and a strong sense of possibility. Looking forward to returning next year with even more purpose and partnership."

Mr. Aankith Aroraa, Founder & CEO, Streamline Beauty India Pvt Ltd, India - Buyer

"Participating in Cosmoprof CBE ASEAN is a valuable opportunity for us to strengthen our presence in the region. We are confident in the high quality of Made in Italy products, and we believe that strong, lasting business relationships can grow from events like this. Being here allows us to meet new potential partners capable of managing the distribution of our brand in a

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professional and structured way across the ASEAN market. Above all, we are proud to invite local visitors to discover the Professional By FAMA brand and to build meaningful, long-term business collaborations”

Ms. Silvia Teli, Export Manager, Professional By FAMA, Italy - Exhibitor

“Cosmoprof CBE ASEAN has been invaluable in helping us find the suppliers and products we need. It’s a comprehensive event that showcases skincare and health products, highlights industry trends and innovations, and creates opportunities to build new connections. Participating has expanded our network, increased our B2B customer base, and helped take our business to the next level. We highly recommend it to anyone in the beauty industry.”

Mr. Chathipoo Wiriathanyajit, Business Development Manager, Opulence Global, Thailand - Buyer

“Cosmoprof CBE ASEAN was a truly eye-opening experience, reshaping our view of beauty innovation for years to come. The event brought together diverse market trends and incredible brands from across Southeast Asia, highlighting the region’s innovation. Thailand’s role as a sourcing and manufacturing hub is clearly growing, with many manufacturers and R&D partners driving active collaborations. This year, we discovered new opportunities and trends that promise a stronger future for the beauty industry.”

Ms. Vaishali Gupta, Co-Founder, PEP TECHNO (MCAFFEINE), India - Buyer

HIGH QUALITY EDUCATIONAL SESSIONS AND INITIATIVES

Cosmoprof CBE ASEAN was an occasion for in-depth education and updates for stakeholders. **CosmoTalks**, the educational program of the Cosmoprof network, brought together global thought leaders and experts to explore a range of timely topics, from beauty trends and branding strategies to tech-driven sustainability and ASEAN market entry insights. The contribution of the main partners of the program, such as **Future Snoops, BEAUTYSTREAMS, MINTEL, ASEAN Cosmetics Association (ACA), SGS**, provided exclusive insights into consumers’ trends and business opportunities in the ASEAN market, as well as sustainability and low impact ingredients, new packaging solutions, and regulations.

Great participation was recorded during the **Spa and Wellbeing Congress**, organized in partnership with the Thai Spa Association and focusing on the evolution of the segment in Thailand.

WHAT’S NEXT AT COSMOPROF CBE ASEAN 2026

Stakeholders and beauty industry players are expected to reunite from **June 24 to 26, 2026**, for the **next edition of Cosmoprof CBE ASEAN**, which **promises significant new developments**. Most notably, **Cosmopack CBE ASEAN Bangkok 2026** will make its debut. This “show within the show” will spotlight cutting-edge innovations across the **entire** beauty supply chain, from ingredients and raw materials to packaging, machinery, private label and contract manufacturing, print & label, and full-service solutions.

Bringing **Cosmopack to Bangkok** is both a natural evolution and a strategic decision, as Southeast Asia is fast becoming a global hub for high-quality manufacturing and technological innovation. The region’s growing influence in the international beauty industry is increasingly evident. In particular, Thailand is widely recognized as a key sourcing destination for natural ingredients and a preferred production site for international beauty brands.

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