

**24 – 26 JUNE 2026**

## **COSMOPROF CBE ASEAN 2026 OPENS IN BANGKOK, CONNECTING GLOBAL BEAUTY PLAYERS WITH ASEAN'S FAST-GROWING MARKET**

*From 24 to 26 June 2026, the 5th edition of Cosmoprof CBE ASEAN welcomes the international beauty community to the Queen Sirikit National Convention Center in Bangkok, with an expanded exhibition area, the debut of Cosmopack CBE ASEAN, and a rich programme of networking, education and special initiatives dedicated to the future of beauty in the region*

**Bangkok, 24 June 2026** – Cosmoprof CBE ASEAN 2026 opens today at the **Queen Sirikit National Convention Center – QSNCC in Bangkok**, welcoming the international beauty community **from 24 to 26 June**. As the leading beauty trade exhibition in Southeast Asia covering all sectors of the industry, the event reaffirms its role as a strategic meeting point in one of the most dynamic and promising markets worldwide.

Now in its **5th edition**, the event continues to grow as a privileged business platform for international brands, manufacturers, distributors, retailers, and beauty professionals interested in developing new opportunities across Thailand, ASEAN and the wider Asia-Pacific region. The 2026 edition welcomes **more than 730 exhibitors**, marking a **12% increase compared to 2025**. The event spans **6 halls across two floors** and covers an **expanded exhibition area of 33,000 sqm**, 30% larger than the previous edition. The exhibition area reflects a balanced composition of domestic and international companies, **with 47% from Thailand and 53% from overseas markets**. In terms of the exhibition offering, **Cosmoprof CBE ASEAN**, dedicated to **branded finished products** and located on the **G Floor – Halls 1 to 3**, accounts for **48% of the total exhibition area**, while **Cosmopack CBE ASEAN**, focused on the **supply chain** and hosted on the **LG Floor – Halls 5 to 7**, represents **52%**.

**Launched for the first time in 2026**, **Cosmopack CBE ASEAN** brings together companies specialised in ingredients, formulation, contract manufacturing, private label, packaging, machinery, printing and labelling, and full-service solutions. Its debut in Bangkok marks a natural and strategic step, reflecting Southeast Asia's growing role as a hub for manufacturing, product development and beauty innovation, while creating new business opportunities for suppliers, brands and buyers worldwide.

The show is **expected to attract 25,000 visitors, including more than 550 highly qualified buyers** from Thailand, ASEAN countries, India, Asia-Pacific and Europe, representing a **30% increase compared to 2025**.

The growth of Cosmoprof CBE ASEAN also reflects Thailand's increasing role in the international trade exhibition and business events landscape. This positioning is supported by the **Thailand Convention and Exhibition Bureau – TCEB**, the government agency dedicated to promoting Thailand as a leading global MICE destination.

*"Our vision at TCEB is to connect world-class exhibitions like Cosmoprof CBE ASEAN with international participants, elevating Thailand's trade show ecosystem to new heights. MICE business plays a vital role in driving economic growth across multiple industries while creating opportunities for Thai entrepreneurs to thrive. Cosmoprof CBE ASEAN's distinguished reputation and quality make it the perfect platform for showcasing Thailand's capabilities. Being part of this prestigious event is a delight, and more importantly, it allows us to support the growth of Thai entrepreneurs in the global beauty industry—their success is Thailand's success," said Dr. Supawan Teerarat, President Of Thailand Convention & Exhibition Bureau (TCEB)*

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Cosmoprof CBE ASEAN 2026 will also feature **5 International Country and Region Pavilions** – Italy, Taiwan, South Korea, China and Thailand – offering buyers and professionals a curated international showcase and strengthening the show's role as a gateway for brands and manufacturers seeking to expand in Southeast Asia.

**A special spotlight is placed on Italy, named Country of Honour for the 2026 edition.** With 20 participating companies, the Italian Country Pavilion, organized by ITA – Italian Trade Agency in cooperation with Cosmetica Italia, the Italian Personal Care Association, will present a curated showcase of Italian beauty companies across different sectors of the industry.

**Paola Guida, Trade Commissioner to Thailand - ITA**, commented: *"I am proud to celebrate the return of the Italian Pavilion at the 5th edition of Cosmoprof CBE ASEAN 2026. This year is especially meaningful for Italy, as we have been announced as the Country of Honour. I am also particularly grateful for the longstanding partnership between the Italian Trade Agency (ITA) and Cosmoprof CBE ASEAN, a leading beauty B2B trade show in Southeast Asia, to create valuable opportunities for Italian companies to connect with industry professionals across the region. This year, the Italian Pavilion will bring together 20 leading Italian companies from the beauty and cosmetic sector to showcase the best of "Made in Italy," a signature of excellence that has made Italian beauty a global benchmark."*

#### **THAILAND: A STRATEGIC BEAUTY MARKET AND MANUFACTURING HUB**

The development of Cosmoprof CBE ASEAN and the launch of Cosmopack CBE ASEAN reflect Thailand's growing relevance within the global beauty industry. The country has a well-established cosmetics sector, supported by strong OEM and ODM capabilities particularly across skincare, haircare, and colour cosmetics, with manufacturers offering fully integrated services from formulation and product innovation to packaging and labelling.

According to Custom Market Insights, Thailand's cosmetics industry records an average annual growth of **10% to 20%** and ranks **17th worldwide in beauty product manufacturing**. Statista also confirms the positive outlook for the country's Beauty & Personal Care market, which is expected to grow at a **CAGR of 4% between 2025 and 2031**, reaching **USD 9 billion by 2031**, from **USD 7.4 billion in 2026**.

Industry growth is supported by key trends such as multifunctional products, climate-adaptive formulations, natural and organic ingredients, sustainable packaging, AI-driven customization and the rising global recognition of **T-Beauty**. Thanks to its role as both a domestic consumer market and an export hub for ASEAN, Thailand represents a strategic platform for companies aiming to expand across Southeast Asia.

#### **A CURATED EDUCATIONAL PROGRAMME & SPECIAL INITIATIVES FOR MARKET INSIGHTS AND BUSINESS GROWTH**

Cosmoprof CBE ASEAN 2026 will also offer a rich programme of educational content, special areas and immersive initiatives designed to provide professionals with market insights, trend perspectives and new business opportunities. The agenda will feature **15 CosmoTalks, 2 Onstage events, and 9 Beauty Studio sessions** focused on key topics including ASEAN market trends and consumer behaviour, regulation, branding, retail strategies, professional beauty, wellness, and nail care.

The line-up will include contributions from international speakers and partners such as Statista, Kline, BEAUTYSTREAMS, the ASEAN Cosmetic Association, and the Halal Product Organizing Agency, alongside local experts and leading companies.

Dedicated projects will spotlight some of the most relevant directions shaping the industry: **BMIT** will celebrate Thai beauty culture, traditions and innovation; **Medical Beauty** will showcase advanced devices and technologies for wellness, health and professional beauty; **Beauty Supplements** will explore the connection between beauty, nutrition and locally sourced Thai ingredients.

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The special initiative **Friend of Cosmoprof: Where Beauty Voices Connect** will involve beauty professionals, founders and industry insiders as official community ambassadors. Additionally, Cosmopack CBE ASEAN presents **The Sunscreen Factory**, a live installation showcasing the creation of an exclusive sunscreen developed with selected Thai manufacturers and suppliers - **DERMA INNOVATION COMPANY LIMITED, PROPACK ASIA COMPANY LIMITED, THER LINE, NAPAT PACKAGING COMPANY LIMITED, SELCON CO.,LTD.** The project will offer visitors an immersive journey through the full production process, from formulation to packaging, while highlighting the value of the cosmetics supply chain.

**Cosmoprof CBE ASEAN 2026** takes place from **24 to 26 June 2026** at the **Queen Sirikit National Convention Center – QSNCC** in Bangkok, welcoming the global beauty community to discover, connect and shape the future of beauty across ASEAN and beyond.

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