

24 – 26 JUNE 2026

COSMOPROF CBE ASEAN 2026 CLOSURES IN BANGKOK, STRENGTHENING ITS ROLE AS A STRATEGIC PLATFORM FOR BEAUTY BUSINESS IN SOUTHEAST ASIA

The 5th edition welcomed 24,859 visitors from 95 countries and regions, recording a 7% increase in overall participation compared to 2025, together with more than 730 exhibitors across 33,000 sqm and over 550 qualified buyers. The successful debut of Cosmopack CBE ASEAN marked a new milestone for the show, spotlighting Southeast Asia's growing relevance as a manufacturing, supply chain and innovation hub for the beauty industry.

Bangkok, 3 July 2026 – Cosmoprof CBE ASEAN 2026 has successfully come to a close at the Queen Sirikit National Convention Center – QSNCC in Bangkok, confirming its position as a strategic meeting point for the beauty industry in Southeast Asia and as a key gateway for companies aiming to expand across Thailand, ASEAN and the wider Asia-Pacific region.

Organized by **BolognaFiere Cosmoprof, Informa Markets and Shanghai Baiwen Exhibition Co. Ltd.**, the successful 5th edition of the event brought together international brands, manufacturers, distributors, retailers, buyers and beauty professionals for three days of business networking, market insights, product discovery and trend scouting in one of the most dynamic regions worldwide.

Cosmoprof CBE ASEAN 2026 welcomed **24,859 visitors from 95 countries and regions**, recording a **7% increase in overall participation compared to 2025**. Strong participation was recorded from **Thailand, China, India, the Philippines, Malaysia and South Korea**. The results confirm the successful development of the 5th edition, with both domestic and international attendance showing positive growth: **local visitors increased by 6% from 2025**, while **international visitors grew by 11%**. The show hosted **more than 730 exhibitors**, marking a **12% increase compared to 2025**, and covered an expanded exhibition area of **33,000 sqm**, 30% larger than the previous edition. The event spanned **6 halls across two floors**, reflecting a balanced presence of domestic and international companies, with **47% from Thailand and 53% from overseas markets**.

Further enhancing the business profile of the exhibition, **over 550 highly qualified hosted buyers** attended the show from key regional and international markets, confirming the growing relevance of Cosmoprof CBE ASEAN as a privileged platform for sourcing, business development and regional market expansion.

"Cosmoprof CBE ASEAN 2026 confirms the strength of the Cosmoprof network as an international business platform able to accompany the beauty industry in its most dynamic markets. The successful debut of Cosmopack CBE ASEAN marks a milestone in the development of the event: it brings to Southeast Asia the integrated format that distinguishes Cosmoprof worldwide, connecting finished products with the entire supply chain and creating new opportunities for companies aiming to build long-term partnerships in the region. We are proud to support this evolution and to strengthen the global role of the Cosmoprof brand," said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

"Cosmoprof CBE ASEAN 2026 has delivered exceptional results, with a 7% increase in visitor attendance and the successful launch of Cosmopack CBE ASEAN. Informa Markets Thailand is proud to co-organize this premier platform that strengthens Thailand's position as the gateway to Southeast Asia's dynamic beauty market. We remain committed to connecting global brands, manufacturers, and buyers, creating meaningful business opportunities across the region." Said **Sanchai Noombunnam Country General Manager Informa Markets Thailand**

"As co-organizer of Cosmoprof CBE ASEAN, we are proud to contribute to a platform that connects the Chinese beauty industry with the dynamic opportunities offered by the ASEAN region. By bringing a strong delegation of Chinese companies and buyers to Bangkok, we aim to foster a two-way exchange: supporting international brands in exploring the Chinese market, while helping Chinese enterprises expand their presence across Southeast Asia. The launch of Cosmopack CBE ASEAN further strengthens the full supply chain, creating new opportunities for collaboration, innovation and business development in the region." From **Ying Sang, Executive Chairman of China Beauty Expo**

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COSMOPROF CBE ASEAN: A GATEWAY TO THE REGION'S BEAUTY MARKET

The strong performance of Cosmoprof CBE ASEAN 2026 reflects the increasing relevance of Southeast Asia in the global beauty landscape. Thailand continues to stand out as both a high-potential domestic market and a regional hub for beauty manufacturing, supported by solid OEM and ODM capabilities, expertise in skincare, haircare and colour cosmetics, and a fast-evolving ecosystem of suppliers, brands and entrepreneurs.

"For our company, the ASEAN region is a strategic market with strong growth potential. Participating in Cosmoprof CBE ASEAN is important not only to meet new business partners, but also to better understand the trends and dynamics shaping the Southeast Asian beauty industry. What makes this exhibition particularly valuable is the quality of its visitors. Unlike many other trade shows, Cosmoprof consistently attracts qualified professionals looking for innovative, premium solutions, making it an ideal platform for both business development and market insight," said **Francesco Ioppolo, Board Member and International Business Manager, G.V.F. / Itely Hairfashion, Italy**

"As a German company, this was our first time exhibiting at Cosmoprof Bangkok. For us, it was a complete success. We identified numerous business opportunities in the ASEAN region, and found a distribution partner in Thailand. The Cosmo on Stage presentations provided many insights into the market. In addition, the organization of the tradeshow was absolutely top-notch. Cosmoprof in Bangkok is the Gateway not only to the Thai market, but also to the ASEAN markets. We will definitely go back."

Stephanie Rausch, Regional Sales Manager, Eduard Gerlach GmbH / Gehwol, Germany.

THE SUCCESSFUL DEBUT OF COSMOPACK CBE ASEAN

One of the key highlights of the 2026 edition was the launch of **Cosmopack CBE ASEAN**, the new area dedicated to the beauty supply chain. Hosted on the LG Floor – Halls 5 to 7, Cosmopack CBE ASEAN accounted for 52% of the total exhibition area and brought together companies specialized in ingredients, formulation, contract manufacturing, private label, packaging, machinery, printing and labelling, and full-service solutions.

The debut of Cosmopack CBE ASEAN responded to the growing demand for high-quality supply chain solutions in the region and confirmed Southeast Asia's increasing role as a manufacturing and innovation hub for international beauty players. The strong interest recorded among brands, buyers and suppliers highlighted the strategic value of bringing the Cosmopack format to Bangkok, creating new opportunities for business development across the full beauty value chain.

"The introduction of Cosmopack adds clear value for companies interested in contract manufacturing, packaging solutions, OEM/ODM services and product development. It strengthens the overall exhibition by offering a more comprehensive platform, particularly for businesses looking to develop private label projects or establish manufacturing collaborations," said **Nataliia Syniuk, Soma Beauty, Spain.**

"Following our participation in the latest edition of Cosmopack CBE ASEAN, we can confirm that this exhibition will undoubtedly become a very important point of reference for our company. The event offers us the opportunity to meet both our clients in the region and new potential partners in the ASEAN market, a fast-growing area where we intend to continue expanding our presence," said **Brunella Sanchez, Sales & Marketing, Italcosmetici, Italy.**

"Cosmoprof CBE ASEAN was an outstanding strategic success. By positioning ourselves as one of the few contract manufacturers within an Italian Pavilion of strong visual impact and vibrant energy, we captured significant interest from brands across Southeast Asia, including India, Vietnam and Malaysia. They were drawn both by the value of 'Made in Italy' and by the scientific innovation behind our skincare and make-up formulations," said **Alberto Barbara, CEO & Technical Director, AB COSM, Italy.**

The supply chain focus was further reinforced by **The Sunscreen Factory**, a live installation developed within Cosmopack CBE ASEAN to showcase the creation of an exclusive sunscreen product in collaboration with selected Thai manufacturers and suppliers: **DERMA INNOVATION COMPANY LIMITED, PROPACK ASIA COMPANY LIMITED, THER LINE, NAPAT PACKAGING COMPANY LIMITED, SELCON CO.,LTD.** The initiative offered visitors an immersive journey through the production process, from formulation to packaging, while highlighting the value of collaboration across the cosmetics supply chain.

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BUSINESS, NETWORKING AND MARKET INSIGHTS

Cosmoprof CBE ASEAN 2026 also confirmed its role as a platform for networking and market knowledge. The educational programme featured **15 CosmoTalks, 2 Onstage events and 9 Beauty Studio sessions**, with 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.

"Cosmoprof CBE ASEAN was a valuable opportunity to gain deeper insight into ASEAN-specific market trends, from halal beauty to aesthetic medicine, and to better understand how local climate and consumer preferences influence cosmetic innovation. I was particularly impressed by the high-quality, sophisticated and distinctive presentations from Italy, as well as by the opportunity to meet Korean and Italian OEMs and packaging companies through Cosmopack CBE ASEAN," said **Yumiko Hasama, Product Planning and Marketing, Shiseido, Japan.**

"Participating in Cosmoprof CBE ASEAN Bangkok was an enriching experience. The event demonstrated how ASEAN is rapidly emerging as one of the world's most dynamic beauty and personal care markets, bringing together global brands, innovators, manufacturers and distributors on a single platform. For Indian beauty companies, this exhibition is much more than a trade show: it is a gateway to international expansion, offering valuable opportunities to discover product innovations, build strategic partnerships and explore new business opportunities across Southeast Asia and beyond," said **R. Gopalakrishnan, Director, CavinKare Group, India.**

WHAT'S NEXT

Following the positive results of the 2026 edition, the organizers are already working on the next edition of **Cosmoprof CBE ASEAN**, which will return to Bangkok from **23 to 25 June 2027** at the Queen Sirikit National Convention Center – QSNCC.

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