

**24 – 26 JUNE 2026**

## **COSMOPROF CBE ASEAN 2026 CONNECTS GLOBAL BEAUTY PLAYERS WITH ASEAN'S FAST-GROWING MARKET**

*The 5th edition of Cosmoprof CBE ASEAN will take place from 24 to 26 June 2026 at the Queen Sirikit National Convention Center in Bangkok, with an expanded exhibition area, the launch of Cosmopack CBE ASEAN and a rich programme of networking, education and special initiatives dedicated to the future of beauty in the region*

**Bangkok, 27 May 2026** – Cosmoprof CBE ASEAN, the leading beauty trade exhibition in Southeast Asia covering all the sectors of the beauty industry, is ready to return to Bangkok from **24 to 26 June 2026** at the **Queen Sirikit National Convention Center – QSNCC**, reaffirming its role as a strategic meeting point for the beauty industry 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 will welcome **around 700 exhibitors**, marking an **8% increase compared to 2025**. The event will span **6 halls** and cover an **expanded exhibition area of 33,000 sqm**, 30% larger than the previous edition. The exhibition area will reflect a balanced composition between domestic and international participation, **with 48% of sqm occupied by Thai companies and 52% by international companies**. In terms of exhibition offering, **Cosmoprof will account for 47% of the total exhibition area**, while **Cosmopack will represent 53%**, highlighting the strategic role of the supply chain within the 2026 edition. The show is **expected to attract 25,000 visitors** and **more than 550 qualified hosted buyers** from Thailand, ASEAN countries, Asia-Pacific and Europe, representing a **+20% increase vs 2025**.

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, which holds the title of 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 highlight the excellence, creativity and know-how of one of the world's most renowned beauty markets, across all the sector of the industry.

### **A STRONGER HUB FOR SCOUTING AND SOURCING**

For the 2026 edition, the **G Floor – Halls 1 to 3** will be fully dedicated to **Branded Finished Products**, becoming a must-visit sourcing destination for distributors, importers, retailers, e-commerce platforms looking for new products, commercial partnerships and business opportunities in ASEAN's fast-growing beauty market.

Among the leading exhibitors joining the finished product area are international and regional companies such as **NOVA LABORATORIES** from Malaysia, **AMAZEPLUS** and **COSMETEX ROLAND** from Japan, **GEHWOL** and **AMORY LONDON** from Germany, **GIBEST / NINE TAILS** and **MIXSOON** from South Korea, **KHAT AL RASASI PERFUMES** from the UAE, **LUXANE** from France, **G.V.F.**, **ITALIAN GROUP**, **KLERAL SYSTEM SRL**, **MORGAN PHARMA**, **PARLUX** and **PETTENON COSMETICS**

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from Italy, **FITERMAN** from Romania, **NUNA BEAUTY LAB INC** from USA, as well as major Thai players including **KARMART**, **INGU**, **MISTINE**, **MIZUMI** and **SRICHAND**.

### THE LAUNCH OF COSMOPACK CBE ASEAN

One of the major novelties of the 2026 edition will be the launch of **Cosmopack CBE ASEAN**, a “show within the show” entirely dedicated to the cosmetics supply chain. Hosted for the first time on the **LG Floor – Hall 5 to 7**, Cosmopack CBE ASEAN will represent the beating heart of the beauty industry, bringing together companies specialised in ingredients, formulation, contract manufacturing, private label, packaging, machinery, print & label 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 debut edition will feature leading companies from Thailand and international markets, including **BEAUTYNOVA**, **MARCHESINI GROUP**, **ITALCOSMETICI** and **AB COSM** from Italy, **JWU CHING ENTERPRISE**, **SING PEN TAIWAN** and **FUNT INTERNATIONAL** from Taiwan, **NOX BELLOW COSMETICS**, **SUZHOU ANTE COSMETICS** and other players from China, as well as Thai companies such as **AEC RESOURCES DEVELOPMENT**, **COSMINA**, **GIFFARINE**, **DO DAY DREAM**, **IBIO**, **INTERNATIONAL LABORATORIES CORPORATION**, **REVOMED**, **SPC COSMETICS**, **MILOTT LABORATOIRES**, **PATHAWIN**, **ROY CONSUMER PRODUCTS** and **S&J INTERNATIONAL ENTERPRISES**.

### 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.

Thailand’s cosmetics industry records an average annual growth of **10% to 20%** and ranks **17th worldwide in beauty product manufacturing**. According to Custom Market Insights, the Beauty & Personal Care market in Thailand is expected to grow at a **CAGR of 5.45% between 2025 and 2034**, reaching **USD 7.87 billion by 2034**, from **USD 4.75 billion in 2025**.

Growth is supported by key trends such as multifunctional products, climate-adaptive formulations, natural and organic ingredients, sustainable packaging, AI-driven customization, ingredient-led innovation 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 program 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 **17 CosmoTalks**, **2 Onstage events**, and **7 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.

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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.

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, and highlighting the value of the cosmetics supply chain.

From finished products to the supply chain, from market insights to manufacturing excellence, from Thai beauty culture to international innovation, the 2026 edition will offer a complete view of the industry's evolution and new opportunities for growth.

**Cosmoprof CBE ASEAN 2026** will take 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.