

# POST SHOW REPORT COSME TOKYO 2017 5th INT'L COSMETICS TRADE FAIR

January 23-25, 2017 at Tokyo Big Sight Organised by: Reed Exhibitions Japan Ltd.

## Concluded in a Huge Success!

### More International Participants & Active Business Talks Everywhere

Japan's LARGEST exhibition specialising in cosmetics, "[COSME TOKYO 2017 – 5th Int'l Cosmetics Trade Fair](#)" was held on January 23 – 25, 2017 at Tokyo Big sight, Japan. The show concluded in a huge success, gathering 647 exhibitors from 36 countries/regions and 24,812 visitors. COSME TOKYO 2017 renewed the record again both in the number of exhibitors and visitors. As it become larger, much busier and more international, COSME TOKYO 2017 further improved its value as the Asian hub of the cosmetics industry.

<Key figures> \*All figures include co-held COSME Tech 2017

- **647 exhibitors** (UP from 637 exhibitors in 2016)
- **36 exhibiting countries/regions**
- **218 international exhibitors** (UP from 190 exhibitors in 2016)
- **24,812 visitors** (UP from 23,295 visitors in 2016)
- **3,383 attendees to the Conference**

[>>Visitor Count](#)

## Exhibition Outline

Exhibition Title	<b>COSME TOKYO 2017 – 5th Int'l Cosmetics Trade Fair</b>
Dates	January 23 [Mon] – 25 [Wed], 2017
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.
Concurrent Show	<b>COSME Tech 2017 - 7th Int'l Cosmetics Development Expo</b>
Co-held Event	<a href="#">Conference</a>
Exhibiting Profile	All kinds of cosmetics & toiletries such as -Skincare -Makeup -Body & Hair Care -Beauty Drink/Supplement -Salon Cosmetics etc.
Visitor Profile	Key buyers/importers mainly from Japan & other Asian countries -Importers, Distributers, Agents -Buyers from various retailers (Department Stores, Life Style Shops, Online Shops, Select Shops, Drug Stores, Mass Retailers, Specialty Shops, etc.) -Salons, Spas, Hotels, Clinics

### List of exhibiting countries/regions at COSME TOKYO & COSME Tech 2017 (in alphabetical order)

- |                  |             |                |               |
|------------------|-------------|----------------|---------------|
| ■ Australia      | ■ Germany   | ■ Malaysia     | ■ Spain       |
| ■ Austria        | ■ Greece    | ■ Mongolia     | ■ Sri Lanka   |
| ■ Brazil         | ■ Hong Kong | ■ New Zealand  | ■ Switzerland |
| ■ Bulgaria       | ■ India     | ■ Romania      | ■ Taiwan      |
| ■ Canada         | ■ Indonesia | ■ Russia       | ■ Thailand    |
| ■ China          | ■ Ireland   | ■ Singapore    | ■ Turkey      |
| ■ Czech Republic | ■ Israel    | ■ South Africa | ■ UAE         |
| ■ Finland        | ■ Italy     | ■ South Korea  | ■ UK          |
| ■ France         | ■ Japan     |                | ■ USA         |
|                  | ■ Jordan    |                |               |

#### National Pavilions





## COSME TOKYO, Asia's Trend Setting Venue

One of the most impressive scenes of the 2017 event was that active business talks in English, Chinese, Korean and other foreign languages were seen everywhere in the exhibition halls. COSME TOKYO has been leaping forward as a much more international show since its launch in 2012, and the 2017 show was not an exception.

Japan is considered important in the global cosmetics industry not only because of its market scale, but also because it is the technical leader and trend setter in Asia. Gathering the latest cosmetics from Japan and all around the world, COSME TOKYO became Asia's trend setting venue, one of the most important hubs of the Asian and global cosmetics industry.

The "International Area" has become one of the largest attractions and features of COSME TOKYO 2017, where all the pavilions' national flags attract visitors when they stepped into the exhibition hall. The "International Area" offered a rare opportunity to compare/source cosmetics from all around the world along with Japanese cosmetics. The scale of International Area has increased compared to the previous show, and the number of international exhibitors accounted for more than 42% of the total number of exhibitors at COSME TOKYO 2017. The show welcomed new comers from Greece and the USA pavilion that was new to COSME TOKYO history. Let alone from Asia-Pacific and Europe, a larger variety and number of exhibitors also from Middle East contributed to make the show more diversified and attractive.



## Exhibitors' Testimonies

Japan is an attractive new-entry destination not only for its market scale but also for the climate, in which it is becoming more receptive to novel products including imported cosmetics.

With extensive support services for international exhibitors including regulatory/shipping support and targeted visitor promotion for importers/distributors, COSME TOKYO has built its position as the best and the only gateway to enter Japanese market, especially for newcomers who do not have importers in Japan yet.

Upon interviews during the show, the Show Management received many satisfied comments from those international exhibitors as you can see in the followings:

### UNITED BRANDS (Germany)

"We met huge cosmetic companies such as **L'Oréal** in the beginning. We met a team from **Avon**. Also we met the famous **SHISEIDO**. The show is amazing, a great opportunity to promote our company to expand in Asia."

### GRANDE COSMETICS EUROPE (USA)

"The good thing about this show is definitely **business to business**. A lot of distributors want to sit down and discuss the products with the potential of importing them to Japan."

### RED GOLD ROSES LTE. (UK)

"It is my third participation at COSME TOKYO and it's very well organised, great support, very friendly. I never thought I would sign a **contract for Mexico** in Japan. It's quite surprising, but a good surprise."

### NILO - COSMETICS CO. (Greece)

"Although we have been exhibiting in many international exhibitions, I have to say that COSME TOKYO is a very well and professionally organised exhibition. We had mainly visitors from Japan, but we also had visitors from other Asian countries like Korea, Taiwan, and also China. We are planning to **participate again next year**."





# Seen at COSME TOKYO 2017 - Highlights of the Exhibition

## Reflected the Continuous Market Expansion of Organic/Natural Cosmetics

“Organic/natural” was again becoming one of the most prominent trends at COSME TOKYO 2017. Reflecting the ongoing market trends, the number of exhibitors with organic/natural brands has been ever-increasing in the past few years. The strong focus on organic/natural cosmetics has become one of the largest features of COSME TOKYO. Often using local specialties as ingredients, a large number of exhibitors from all around the world presented organic/natural brands with various characteristics and background stories.



## High-quality Japanese Cosmetics Fascinated the World

As Japan's LARGEST exhibition specialising in cosmetics, COSME TOKYO 2017 gathered a large number of Japanese cosmetics, most of which are difficult to find at any other exhibitions in the world. Buyers from major retailers such as Sa Sa International, Avon, A.S. Watson Retail, etc., became attracted by wide variety of Japanese cosmetics. Since Japanese cosmetics are very popular especially in other Asian countries and most of the Japanese exhibitors are now eager to expand their business overseas, COSME TOKYO 2017 made a great contribution in generating connections between Japanese companies and Asian buyers and importers.



## Match Making Programs Organised by the Show Management

One of the biggest reasons why exhibitors were satisfied with COSME TOKYO, was because there were extensive support services by the Show Management. Especially match making programs, were arranged for international exhibitors and importers/distributors, received positive feedbacks. Show Management invited Japanese importers/distributors and accompanied them directly to international exhibitors' booths. More than 400 meetings were arranged via this program and many of them went to deep discussion.



## Special Guest to COSME TOKYO 2017 – A Famous Beauty YouTuber, Ms. Tina Yong

A famous beauty YouTuber, Ms. Tina Yong, who is a multi-talented beauty and lifestyle influencer, visited COSME TOKYO 2017 as a special guest. She walked around the show hall and checked out exhibit products. She posted her experiences at the show and the products that she was interested in, on her SNS throughout the show dates. Her posts spread all over the world and received many comments asking her about exhibiting products which brought more satisfaction to exhibitors for the unique promoting opportunity.

## Concurrent Show: COSME Tech 2017 for cosmetics development

COSME TOKYO 2017 was co-held with COSME Tech 2017 (7th Int'l Cosmetics Development Expo), Asia's leading exhibition for cosmetics development. The two co-held shows consisted of a unique one-stop platform that covered the entire cosmetics industry from academic research, ingredients, contract manufacturing / private label, packaging, and marketing, to finished products.





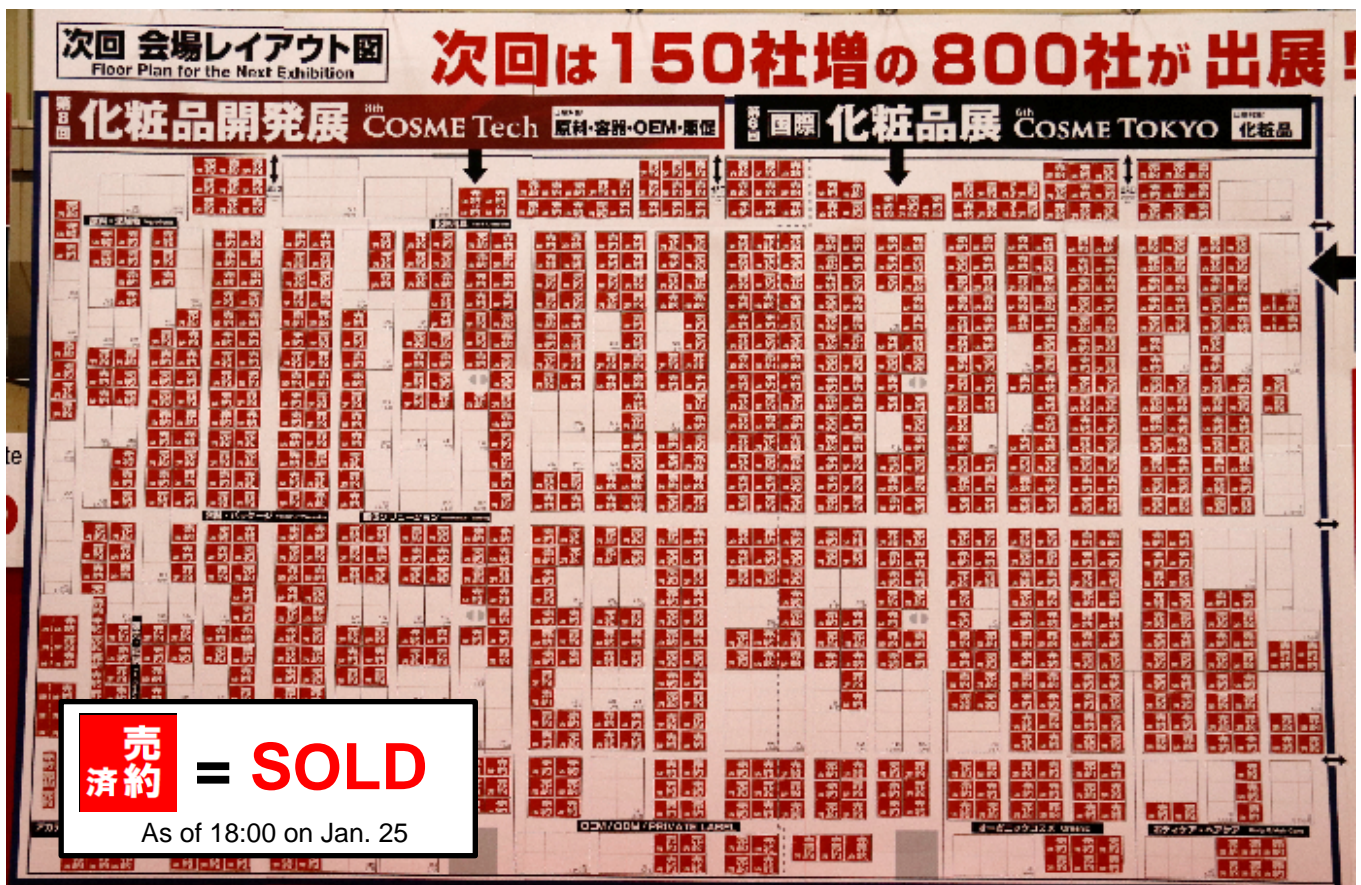
## Expectation for the next show

The next show (**January 24-26, 2018** at Makuhari Messe, JAPAN) will greatly expand its scale and become even more international, gathering 800\* exhibitors from 45\* countries/regions and 30,000\* visitors. (\*expected, including COSME Tech 2018)

Exhibitors' satisfaction toward the number & quality of visitors and business opportunities that the 2017 show offered was very high, which was well reflected in the space booking situation for the 2018 show.

Moreover, COSME Tech/COSME TOKYO 2018 will widely expand the show scale at the new venue, Makuhari Messe, Japan. Also, the show will be held along with GIFTEX and SALES PROMOTION World which are also organised by Reed Exhibitions Japan. As the concurrent shows will be held together, they are going to be an integrated show specialising in cosmetics, gifts, and promotion goods with 90,000 visitors in total.

As you can see in the following photo, most of the exhibit spaces for COSME TOKYO & COSME Tech 2018 were booked by the end of the show, with most exhibitors rebooking with larger space and many companies newly applying. If you are interested in exhibiting, we highly recommend you to book a space as soon as possible.



## For more information / Contact

**COSME TOKYO / COSME Tech Show Management, Reed Exhibitions Japan Ltd.**

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>> For Exhibiting

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>> For Visiting (Visitor Registration for the next show)

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