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BANGKOK
QUEEN SIRIKIT
NATIONAL
CONVENTION
CENTER

•
25 – 27 JUNE 2025



**COSMOPROF CBE
ASEAN BANGKOK
2025: HIGHLY
ANTICIPATED RETURN
OF SOUTHEAST
ASIA'S PREMIER
BEAUTY TRADE**

Bangkok, April 2025 – Cosmoprof CBE ASEAN Bangkok, the preeminent beauty trade exhibition in Southeast Asia covering all the beauty sectors, from the supply chain to finished products, announces its return from **June 25-27, 2025, at the Queen Sirikit National Convention Center, Bangkok, Thailand**. The 2025 edition is poised to deliver an enhanced and more comprehensive experience for industry professionals.

The event is organized through a strategic partnership **between Informa Markets Asia Ltd, BolognaFiere Group, and Shanghai Baiwen Exhibition Co Ltd**. This alliance ensures an event adhering to international standards of excellence, reinforcing its status as the region's premier beauty trade exhibition.

Building upon its established reputation as the region's leading platform, Cosmoprof CBE ASEAN Bangkok 2025 will showcase an expanded array of exhibitors and products from international sources. This event reaffirms its position as a pivotal destination for stakeholders within the beauty sector across the Southeast Asia region.

ASEAN Beauty market demonstrates substantial growth:

With over 600 million in population, the ASEAN beauty market is currently experiencing significant expansion, driven by increasing consumer expenditure and a growing demand for innovative beauty products. The Southeast Asian beauty and personal care market is projected to generate approximately USD 35.74 billion in 2025, with a compound annual growth rate (CAGR) of 3.49% from 2025 to 2029). In particular, the cosmetics market within Southeast Asia is projected to reach USD 5.45 billion in 2025, with a CAGR of 3.32% during the same period.

Analyzing the data from every specific country in the Southeast Asia region, Thailand is recognized as a hub of the wider ASEAN market, with the cosmetics industry being a substantial portion of Thailand's economy. Thailand has become a preferred location for global cosmetic brands to manufacture due to its competitive pricing, advanced infrastructure, and skilled workforce. The country offers high-quality local products that are recognized globally, especially in the natural and organic beauty segments. Further to that, the increasing affluence of Thailand's growing middle class is driving the demand for premium beauty

Organiser – CCA Ltd



products, both locally and internationally, making the country an essential player in the region.

The country is rich in essential oils, herbs, and tropical plants, which form the base of many traditional and modern cosmetic products in the country. In addition, the SPA industry plays a significant role in Thailand's tourism sector, contributing to its status as a leading destination for medical beauty and wellness tourism.

Thanks to these elements, Thailand is recognized as a key exporter of cosmetic products, particularly in the Asia-Pacific region, reinforcing its influence in global markets.

A Comprehensive platform for industry professionals:

Cosmoprof CBE ASEAN Bangkok distinguishes itself through its comprehensive approach, catering to all segments of the beauty industry. The event encompasses the "Supply Chain" exhibit zone, featuring Ingredients & Lab, Machinery & Equipment OEM & ODM/Private Label, Packaging and Print & Label. Among the top players attending the exhibition: AEC Resources Development Co. Ltd, A&H International Cosmetics Co. Ltd, Brother Global Co. Ltd, Coptis Software Solutions, Cris Go Thailand Co. Ltd, Derma Innovation Co. Ltd., Dermascience Sdn Bhd, Kim Pack Co. Ltd, Micro Arrow Corp, Napat Packaging Co. Ltd, Pathawin Public Company Limited, Pruksa Laboratory Co. Ltd, Saboo (Thailand) Co. Ltd, Selcon Co. Ltd, TAT Corporation.

The "Branded Finished Products" area showcases the latest consumer-ready innovations in Beauty Salon, Beauty Supplements, Hair Salons, Nail & Accessories, Natural & Organic, Perfumery, Cosmetics & Toiletries. Already confirmed for the 2025 edition Amazeplus Co. Ltd, Aztech Innova Co. Ltd., Better Way International Co. Ltd., Cesare Quaranta Srl, DJM Instrument Holdings Ltd, Do Day Dream Pcl., Dr Cellio, Giffarine Skyline Laboratory & Health Care Co. Ltd, iBio Co. Ltd., Karmarts Public Company Limited, Moev, Mizumi, Ocean International Trade, Rojukiss International Public Company Limited, Srichand United Dispensary Co. Ltd, and many more.

Attendees can expect to find a complete spectrum of resources for business growth.

The 2025 event will host over 2,000 brands from 15 countries, including Asia, Europe, and other regions, and will occupy 17,000 square meters of exhibition space. Organizers anticipate welcoming over 25,000 trade and beauty professionals, fostering substantial networking and business development opportunities.

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Cosmoprof CBE ASEAN: Driving Market Growth, 2022-2024:

From 2022 to 2024, Cosmoprof CBE ASEAN has seen impressive growth in both exhibition space and exhibitor numbers. **The event's space expanded by a remarkable 96% from its inaugural year**, followed by another 28% growth in the subsequent year, resulting in an average annual growth rate of 62%. Simultaneously, the number of exhibitors has steadily increased, rising by 65% from the first year and an additional 27% in the third year, reflecting the growing interest in this event.

Registration Information:

The organizers have announced the event date and now extend an invitation for pre-registration. Interested parties may conveniently register via the website. This event presents a significant opportunity for professionals within the beauty industry to engage in networking, facilitate discovery, and expand their business operations. Pre-registration is currently open, and interested individuals are encouraged to **register at www.cosmoprofcbeasean.com**.