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BANGKOK
QUEEN SIRIKIT
NATIONAL
CONVENTION
CENTER

•
25 – 27 JUNE 2025



**COSMOPROF CBE
ASEAN 2025 GROWS
GLOBAL FOOTPRINT
WITH 25,000 SQM AND
650+ EXHIBITORS
FEATURING
SUPPLIERS AND
GROUP PAVILIONS
FROM ASIA AND
EUROPE**

Bangkok, June 4, 2025 – Cosmoprof CBE ASEAN Bangkok 2025, the premier regional beauty trade show, is set to return in full force from **June 25–27, 2025** at **Queen Sirikit National Convention Center (QSNCC)**. As the global beauty wave increasingly shifts focus to ASEAN, this year's edition is positioned to capitalize on the region's strengths, particularly in high-quality natural ingredients and organic beauty innovations. Featuring over **2,000 exhibiting brands from 650 exhibitors**, the event will play a key role in propelling the ASEAN beauty industry toward sustainable and internationally competitive growth.

Mr. Sanchai Noombunnam, General Manager of Informa Markets Thailand, noted that Thailand has emerged as a pivotal hub for the ASEAN beauty market, boasting an impressive average growth rate of 11%—one of the highest in the region. This performance contributed significantly to Southeast Asia's beauty market valuation of USD 34 billion in the past year.

"Thailand's strengths go beyond market potential," said Mr. Noombunnam. "Its strategic location and world-class connectivity make it the ideal host for a B2B beauty trade platform like Cosmoprof CBE ASEAN Bangkok 2025. This event connects global entrepreneurs, investors, buyers, and leading brands—enabling trend discovery, knowledge exchange, and innovation launches that together drive ASEAN's beauty industry forward on the global stage."

The show is the result of a **strategic alliance between BolognaFiere, Informa Markets, and Shanghai Baiwen Exhibition Co., Ltd.**, alongside prominent industry partners. Now in its fourth edition, the 2025 event is expecting to welcome more than 17,000 visitors from Thailand, Malaysia, Singapore, the Philippines, China, Hong Kong, Taiwan, South Korea, Italy, the United States, and over 20 other countries.

This year's show will spotlight global beauty trends across all the sectors of the beauty industry —ranging from Ingredients and raw materials, natural and organic beauty products, supplements, OEM/ODM solutions, packaging innovations, to cutting-edge manufacturing technology. Enhanced experiential zones tailored to both Thai and international businesses will be introduced, including national pavilions from global beauty powerhouses such as China, South Korea and Italy. Educational activities led by industry experts will also enrich the visitor experience."

Organiser – CCA Ltd



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Mr. Gianpiero Calzolari, President of BolognaFiere, added: *“Cosmoprof CBE ASEAN is growing at an incredible rate, and we are excited about that. In a short time, the exhibition received high recognition as a reference event for all the main players in the Asean region, facilitating connection between suppliers and brands and enhancing the development of the cosmetics industry. The Asean beauty market is expanding significantly: according to EUROMONITOR INTERNATIONAL, Malaysia, Indonesia, Philippines, and Thailand are among the top 10 countries recording the highest annual growth rate from 2024 to 2025. Such a scenario can offer new opportunities for brands interested in expanding in a region where beauty has a well-defined cultural and social value. We will continue investing in the region, with the aim of offering alternative partnerships and new solutions to our global community”*.

Ms. Ying Sang, Executive Chairman of CBE China Beauty Expo, Shanghai Baiwen Exhibitions Co., Ltd., shared her excitement about bringing a delegation of top Chinese exhibitors to the event.

“We’re proud to showcase premium C-beauty products alongside ASEAN’s dynamic beauty innovations,” she said. “These exhibits are expected to spark new trends and capture interest across the region. Buyers and entrepreneurs—especially those from discerning markets like China—will find invaluable networking and collaboration opportunities at the show.”

Ms. Ketmanee Lertkitcha, Chairman - Thailand Cosmetics Manufacturer Industry, added that Southeast Asia’s beauty market reached **USD 34 billion (approx. THB 1.2 trillion)** in 2024. The region is projected to expand at a **CAGR of 16% from 2024–2028**, making it one of the world’s fastest-growing beauty and cosmetics regions.

Thailand, Indonesia, Vietnam, and the Philippines lead in regional demand—driven by both local consumers and tourists. Future trends include **diverse beauty solutions** tailored to local skin tones and climates. The organic and natural product segment is also experiencing consistent growth at an **average of 9.2% per year**, in line with new consumer preferences for **clean, cruelty-free, vegan, and eco-friendly** products.

Emerging segments to watch include **men’s grooming**, as male consumers increasingly adopt skincare and haircare routines, and **silver beauty**—targeting aging populations seeking anti-aging, sensitive-skin-friendly, and easy-to-use formulations.

“Over the next decade (2025–2035), ASEAN’s beauty industry will continue to thrive—especially for sustainable, natural, and niche-targeted products,” Ms. Kasemanee said. “Cosmoprof CBE ASEAN 2025 presents a key opportunity for local Thai brands and OEM/ODM manufacturers to scale globally, leveraging our competitive strengths in raw materials, herbal knowledge, and cost-effective production.”

For beauty industry entrepreneurs, manufacturers, and anyone interested in beauty products, don’t miss this key opportunity for your business at Cosmoprof CBE ASEAN Bangkok 2025, taking place from 25–27 June 2025 at the Queen Sirikit National Convention Center (QSNCC). For more information and online registration, please visit: www.cosmoprofcbeasean.com