

Cosmoprof CBE ASEAN Bangkok 2025 kicks off grandly A Global Platform driving the Beauty Industry forward from the heart of ASEAN

Bangkok, Thailand – The highly anticipated beauty trade show **Cosmoprof CBE ASEAN Bangkok 2025** is set to make a spectacular return **from June 25–27, 2025, at Queen Sirikit National Convention Center (QSNCC)**. With over **17,000 expected visitors** primarily from ASEAN countries and Asia Pacific region, and more than **2,000 represented beauty brands from 650+ exhibiting companies across 19 countries and regions**, showcased in over 25,000 sqm of exhibition space, the event reaffirms **Thailand's strategic position as the regional hub for the beauty business in Southeast Asia**. Cosmoprof CBE ASEAN covers the entire cosmetics industry, offering a 360-degree showcase of all sectors, from ingredients to branded finished products, making it **a must-attend platform for professionals across the beauty industry**. **The show continues to grow**, featuring **58% new exhibitors and a strong global presence**, with companies from abroad making up 57% of the total. This underscores its global relevance and its role as a key gateway to the Southeast Asian beauty market.

The event features **CosmoTalks**, the educational program of the Cosmoprof network bringing together global thought leaders and experts to explore a range of timely topics, from beauty trends and branding strategies to tech-driven sustainability and ASEAN market entry insights. The seminar series, held over all three days and free to attend, offers unmatched learning value. Attendees will gain insights into global beauty trends for 2025, new consumer behavior, brand-building in the age of social media and e-commerce, cutting-edge ingredients, sustainable 'Green Beauty' practices, and strategies for entering ASEAN and global markets, all from industry trailblazers and successful entrepreneurs. Complementing the educational offer is a curated **Buyer Program**, designed to facilitate targeted business connections between exhibitors and qualified buyers, fostering strategic partnerships and business growth. This year, the program will host more than 500 buyers from Thailand, ASEAN countries, Asia Pacific, Europe, and the Americas.

The event is organized through the powerful collaboration between **BolognaFiere Cosmoprof**, **Informa Markets**, and **Shanghai Baiwen Exhibition Co., Ltd.**, three global forces committed to position the ASEAN beauty show as a central stage for business negotiations and product innovation.

Be the first to experience 2,000+ beauty products unseen in Thailand

Explore innovations and discover future bestsellers with over **2,000 cutting-edge beauty products**, many debuting in Thailand for the first time. Witness the power of international collaboration through **5 country and group pavilions**, each presenting the best of global beauty:

- **Korea Pavilion** – The global trendsetter, showcasing AI-driven skincare and breakthrough makeup formulations.
- **China Pavilion** – Emerging suppliers delivering innovations and advanced packaging solutions
- **Taiwan Pavilion** – A stronghold for biotech beauty and the rising Clean Beauty movement.
- **Italian Pavilion** – A touch of luxury from the land of fashion and fine aesthetics, delivering world-class quality and elegance.
- **Thailand Pavilion** – Celebrating Thailand's export-ready beauty brands and premium ingredients, and high-quality products offered at competitive prices.

Cosmoprof CBE ASEAN Bangkok 2025 is a dynamic platform for **connection, collaboration, and transformation** in the global beauty industry. Whether you are an entrepreneur, investor, buyer, or simply passionate about beauty and wellness, this is **an unmissable destination** to explore what's next.

Gianpiero Calzolari, President of BolognaFiere, organizer of Cosmoprof CBE ASEAN 2025, shared during the event: "Cosmoprof is not just a trade show, it is where Italian excellence meets global opportunity. We are proud to be part of a platform that not only drives economic growth but also elevates beauty brands from around the world to global recognition. 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. We will continue investing in the region, with the aim of offering alternative partnerships and new solutions to our global community".

Mr. Sanchai Noombunnam, General Manager of Informa Markets Thailand, the show's co-organizer, stated that "Cosmoprof CBE ASEAN serves as a pivotal international platform for the global beauty industry, an industry witnessing robust and consistent growth worldwide. Notably, the Asia-Pacific region is poised to become the largest beauty market globally in the coming years, especially in categories such as skincare, cosmetics, hair care, fragrances, and beauty services, driven by rising awareness in health, sustainability, and beauty tech that are redefining the future of beauty consumption. According to the Thailand Cosmetics Manufacturer Industry, Southeast Asia's beauty market reached approximately USD 34 billion (around THB 1.2 trillion) in 2024, and is projected to grow at an average annual rate of 16% between 2024 and 2028."

"We believe that the collaboration between Chinese exhibitors and the ASEAN market will create a dynamic exchange of beauty innovations. By presenting exceptional C-beauty products alongside local talents, we aim to foster a rich dialogue that inspires creativity and growth. This event is not just about showcasing products; it's about building lasting relationships and exploring new horizons together." says **Ying Sang, Executive Chairman of CBE China Beauty Expo, Shanghai Baiwen Exhibitions Co., Ltd.**

With the strong collaboration between BolognaFiere Cosmoprof, Informa Markets, and Shanghai Baiwen Exhibition, Cosmoprof CBE ASEAN continues to evolve into a comprehensive platform — embracing innovation, technology, sustainability, and in-depth regional business networking. Cosmoprof CBE ASEAN 2025 is more than a marketplace. It is a source of inspiration and international cooperation, helping shape the future of the beauty industry across Southeast Asia and beyond.

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