

## China Beauty Expo 2019: The Hub of Beauty in Asia

**Shanghai, China, 30 May 2019** – May 20th- May 22nd, China Beauty Expo 2019 (hereinafter referred to as “CBE”) recently completed its 24th successful show in Shanghai. The 3-day exhibition brought together more than 3,500 exhibitors and over 10,000 brands covering the entire beauty supply chain from finished beauty products to the latest packaging solutions from 40 regions and countries. CBE filled the Shanghai New International Expo Center with 260,000 sqm of exhibition area covering 27 halls and 50 pavilions. Top international players including L’ORÉAL, SHISEIDO, PROCTER & GAMBLE, JOHNSON & JOHNSON, UNILEVER, together with Chinese leading brands such as SHANGHAI JAHWA, JALA, PECHOIN, CHICMAX, PROYA, OUSIA and LOVEFUN created a good mix of different beauty cultures and offered a multi range of products.

CBE is a one-stop platform for distributors, retailers and beauty industry professionals who are seeking to learn and try the largest range of beauty products and manufacturing solutions in Asia, which boasted 521,300 visits of industrial professionals during the 3-day show. This year’s expo featured an “Innovation and Fashion” theme to connect international cosmetic players across each segment of the industry. CBE has become more and more international thanks largely to cooperation with Asean Cosmetic Association (ACA), helping to bring more International qualified buyers to the show. Over 200 VIP International buyers have been invited from India, USA, Malaysia, Thailand, Philippines, Indonesia, Japan, Korea, Myanmar, Laos, Singapore to visit and scout new products and technology. The increase of international roadshows and promotion has raised International pre-registration by 20%.

### **Beauty Blooming in East and West**

#### **- Japan, Korea and Thailand Leading in International Exhibitors from Asia**

This year, Thailand was the Country of Honor of CBE, reflecting the growing popularity of Thai cosmetics products in China. Together with the Thai Cosmetic Manufacturers Association and Thai-Chinese and Southeast Asia Business Trade Association, CBE showcased the latest Thai beauty products as well as trends inside the Thailand Pavilion in Hall E7. Visitors have found more than 50 prestigious Thai beauty brands such as MISTINE, SNAIL WHITE, BEAUTY BUFFET, ROYAL, VISSKIN as well as new brands including JOLIENA PLUS, KISAA and DENTISTE at CBE 2019.

The Japanese cosmetics have been highly sought after by people who are drawn to introverted, implicative and elegant oriental aesthetic effects. A huge increase of exhibitors came from Japan this year at CBE, accounting for over 300 companies. Beauty products made in Japan is synonymous to quality, safety, trendy and young generation. They are gaining ground in the Chinese and Asia market. In two years, the numbers of Japanese companies exhibiting at CBE has quadrupled.

In addition to cosmetics giants such as SHISEIDO, KAO and KOSE, many other brands with good reputation and good makeup effects came from Japan this year. In addition to Hall N5 which covers trendy Korean and Japanese products, CBE this year has added two additional new Japanese cosmetics halls E8 and N8 with brands such as ALBION, KATE, CURE and so on.

**The booming of imported Japanese, Korean and Thai cosmetics indicates that the beauty brands of these leading Asian countries of beauty industry have witnessed the demand growth, the industrial development and business opportunities in China.**

### - **European and American Brands on the Rise**

According to a recent report from Amazon, European, American, and Japan, and South Korean brands all hold similar shares of the cosmetics and skincare market. However, European and American products appear positioned to pull ahead. Younger consumers seem particularly interested in niche products from Europe and the US. At the same time, Germany, Britain, France, Spain and Italy are among the top 10 countries where younger consumers prefer to purchase their products. They're some of the fastest growing sources of products on Tmall Global, which shows that European and North American cosmetics are becoming more popular among Chinese Millennials and Gen Zers.

European and American brands are playing a larger role this year and China Beauty Expo has opened a new pavilion for the fast-growing European and American Products.

Under the banner, "Fashion and Beauty", E9 pavilion showcased the brands PANTHER GROUP, NATUTEK, COSMETIC VALLEY, BIOTHETIQUE INTERNATIONAL, ISIS PHARMA, LYSEDIA, SLOW COSMETIQUES, THEOPHILE BERTHON, BEIHAO, UNIQ 10UE, HR HANDELS GMBH, DERMA FUTUR GMBH, BEIJING HUOLISANYI, BMWI/AUMA, BÖCKLING HEALTH GMBH · NEOBÖMI, BOLIN GMBH, ARKANA, BIOXUS, NATURELLA, PHARMANN.

**International brands dominated nearly 50% of exhibition space at CBE this year, which is expected to see an unprecedented boom in imported brands in Chinese beauty market during the coming years. According to statistics, there are 228 million of post-80s, 174 million of post-90s and 147 million of post-00s in China now. The total number of people between 1980 to post-00s is 549 million. Whether for middle-class or young consumers of Generation Z, China will become the world's largest consumption market. It is the best time for global cosmetics brands to focus on Chinese beauty market and China's Generation Z.**

### **Concurrent Events Empowering the Business of Beauty Retailing**

#### - **More and More International Players at Business Meetings Asia 2019**

CBE offered the international exhibitors matchmaking with more and more international buyers. The cosmetics brands of finished goods from France, Italy, Spain, Poland, Germany, Hungary, Greece, USA, Israel, Switzerland, Russia, Japan, Malaysia, Thailand, India had more than 200 matchmaking meetings with the importers and distributors from Chinese and Asia's market at Business Meetings Asia this year.

China's top import agents and local distributors aside, for 2019, CBE had new online buyers such as Tmall Supermarkets. International leading buyers occupied one-third of all buyers including Chemist Warehouse, Anouvong Import-Export Sole Co., Ltd, Cityflow from Australia, Singapore, Malaysia, Indonesia, India, Myanmar and Laos.

#### - **Retail Summit Bringing Value Back into Retailing**

After years of research and on-line development, retailers feel they need to highlight again on service. Relationship between customers and shops, loyalty between clients and shop manager are very important. At China Cosmetics Retail Summit 2019, the consulting experts such as Nielsen, and brands like L'Oreal, Shiseido and P&G discussed how retailers create "loyalty" with their clients and potential consumers. The summit also invited Sherry Sjiamsuri, CEO of Sogo Indonesia, Mari Tsutsumi, Director & General Manager of Overseas Enterprise Division of Sogo & Seibu Co to give international views on the roles of retailing.

**With the favorable new regulations for the registration of imported non-special purpose cosmetics and the reduction of import tariffs issued by Chinese Government last year, offline retailers and distributors are still the mainstream channels for cosmetics. CBE is at the right position to be the window of the general trade of beauty industry and offer the guideline on the retailing trend in China's local market.**

## **Trend in Cosmetech – Beauty Supply Chain Section Represents the Beauty Factory of the World**

**Thanks to growing domestic and international demand for premium cosmetics by young generation consumers, China has more than 4,000 cosmetics manufacturers with advanced technologies, and packaging solutions that meet international standards. China has become an international sourcing hub for state-of-the-art manufacturing solutions, equipment, suppliers, as well as OEM and ODM services.**

The growing market for personalized cosmetics packaging places new demands on stable and sustainable packaging material across the supply chain. Rising awareness of environmentally-friendly packaging is one trend that is shaping the industry. According to WGSN, emerging trends include the use of recyclable and eco-friendly paper materials, reusable packaging, and DIY designs. At the same time, smart packaging is also becoming more popular.

For 2019, CBE Cosmetech (Beauty Supply Chain Section) partnered with Ada Packaging Co Ltd to organize the 2nd China Cosmetic Packaging Design Competition inside Hall W8. The competition was held in collaboration with leading packaging manufacturers and China's top 10 design schools, which highlighted the emerging Chinese packaging designers and promote the development of cosmetics packaging design in China.

CBE Cosmetech attracted a large range of International Cosmetic suppliers, including INTERCOS, COSMAX, KOLMAR, THAI HO GROUP, B. KOLOR, HCT GROUP, WECKERLE, TOLY GROUP FOR OYM, together with the ingredient suppliers like SYMRIES, BASF, DSM, GATTEFOSSE gathering at the largest “Beauty Factory” in the world.

**Supply Chain Summit** – World-China Cosmetic Technology Conference is a cosmetic industry forum organized by China Beauty Expo. The conference not only served as a world-leading platform for science and technology innovation in the cosmetic industry but also a place for the incubation of new technology in China. It allowed the world to learn more about China and also connected China to the world.

**Hall N6 Advanced Science & Innovation** – CBE Cosmetech's N6 Hall (AS&I) is dedicated to share the latest science on beauty ingredients. Leading suppliers such as BASF, DSM, ASHLAND, GREENTECH, and GATTEFOSSE brought the timely insight from Beauty safety, human health and beauty, new technologies, claims and fundamental knowledge in skin biology. China Beauty Expo is benefactor member of IFSCC (International Federation of Societies of Cosmetic Chemists). Moreover, AS&I had the new player, IKW - The German Cosmetic, Toiletry, Perfumery and Detergent Association, to share the safety assessment training which supports the application of cosmetics legislation.

**B GREEN Concept** – “The Green Beauty wave continues to seduce the world and China particularly. Indeed, Chinese Millennials are more and more sensitive to this topic and value brands that offer

sustainable and eco-friendly products.” Said by centdegrés. At CBE Cosmetech section 2019, centdegrés launched “B-Green” concept which was composed of experts and suppliers specialized in sustainable & organic beauty, offering a one-stop comprehensive eco-friendly solution for brands.

### **CBE’s Professional Beauty Section Brings Together an Unrivaled Set of Trade Opportunities for Salons, Spas, and Beauty Service Providers across China.**

**The market size of medical beauty in China is expected to reach \$36 billion by 2020 with the annual compound growth rate at 40%. There are also 3 million beauty salons and 400 thousand nail salons in China who are looking for new trends, products and equipment to appeal to their customers.**

With this background, CBE 2019 added the High-end Medical Beauty Hall to expand the scope of CBE’s Professional Beauty exhibition and help visitors capture a greater piece of China’s growing 220 billion RMB medical beauty market. CBE 2019’s Professional Beauty hosted a range of events including the 2019 International Cosmetic Dermatology Forum, the SPA and Medical Aesthetics Cooperation Summit, and the 3rd International Medical Cosmetology Innovation Forum.

CBE 2019’s Professional Beauty Section highlighted the expansion, internationalization and upscaling of its professional beauty segment. It included the Asia Manicure and Lash Care Alliance, association that combines the resources of China, Japan, South Korea, Taiwan, Hong Kong, Macao, and 10 ASEAN countries. The 2019 Asia Nail & Lash Care Art Culture Festival was poised to become the new center of manicure and lash care culture in Asia. The 2019 China and Japan Nail and Lash Care Technical Exchange Session invited the influential industry figures and gave demonstrations.

### **SAVE THE DATE: China Beauty Expo 2020, 19-21 May 2020**

China Beauty Expo (CBE), Asia’s largest beauty trade show, will celebrate its 25th anniversary at the Shanghai New International Expo Center from May 19 - 21, 2020. CBE 2020 will bring together 500,000 trade visitors from 85 countries and regions and coming from all channels, including department stores, shopping malls, supermarkets, specialty chain stores, beauty salons, nail salons, SPAs, hair salons, plastic surgery hospitals and e-commerce outlets.

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## **About Informa Markets and Shanghai Baiwen Exhibitions**



### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

### **Beauty Vertical**

Informa Markets on Beauty segment has an extensive network powered by B2B events across 10 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai and Tokyo), the world's fastest growing B2B events markets. The brand new Informa Beauty vertical is now gathering 16 beauty shows in Asia.

Informa Markets' beauty events span the full spectrum of the Beauty segment, including Packaging, Contract Manufacturing, Ingredients, Full Service, Nutricosmetics, Fragrances (both ingredients and finished products), Wellness & Spa, Hairstyling and Healthcare, catering to the entire beauty industry.

## **Baiwen**

Shanghai Baiwen Exhibitions is one of the most successful and professional exhibition organizers in China. Founded in 1997, the company has developed into a leading exhibition enterprise with international standards in China.