



**Post Show Report**

**COSME TOKYO 2020**

## **Concluded in Huge Success as Japan's Largest Cosmetics Expo**

International Cosmetics Exhibition - 8th COSME TOKYO, the largest cosmetics exhibition in Japan, closed its door with a new record, both in the number of visitors and exhibitors. 28,670 professionals from across Japan attended the 2020 edition as well as a significant number of participants from Asia, and 816 exhibitors from 25 countries/regions.

## 【Exhibition Outline】

Exhibition Title	<b>COSME TOKYO 2020 - 8th Int'l Cosmetics Trade Fair</b>			
Exhibitor Number	816 exhibitors			
Visitor Number	28,670 professionals (12% increased from 2019)			
Dates	January 20 - 22, 2020			
Venue	Makuhari Messe, Japan			
Organised by	Reed Exhibitions Japan, Ltd.			
Concurrent Show	COSME Tech 2020 - 10th Int'l Cosmetics Development Expo			
	INNER BEAUTY TOKYO 2020 -3rd Beauty & Health Foods Expo			
Co-held Event	Conference			
Exhibits	All kinds of cosmetics & toiletries such as			
	- Skin Care			
	- Colour Cosmetic			
	- Natural/ Organic Product			
	- Hair & Body Care			
	- Fragrance			
	- Men's Care			
	- Spa Beauty			
	- Nail Product        etc.			
Visitors	Key buyers/importers from Japan & Asian countries			
	- Distributor, importer, agents			
	- Buyers from various retailers			
	(Department Store, Cosmetics Shop, Lifestyle Shop, Pharmacy, Mass Retailer, etc.)			
	- Online Shop			
	- Salon, Spa, Hotel, Clinic			
Countries	- Austria	- Brazil	- Canada	- China
	- Colombia	- Egypt	- France	- Germany
	- Greece	- Hong Kong	- Israel	- Italy
	- Japan	- Korea	- New Zealand	- Poland
	- Portugal	- Spain	- Switzerland	- Taiwan
	- Thailand	- UAE	- UK	- USA
	- Viet Nam			

# 2020 Highlights

## The world's latest cosmetics were gathered from 25 countries/regions



One of the highlights of the 2020 edition was the participation of worldwide exhibitors from 25 countries/regions. Once visitors entered the exhibition hall, they were astonished to see international booths and national pavilions from the USA, Italy, North America, France, Poland, Korea, Thailand, Taiwan, and China in lined corridors. This year, we welcomed new exhibiting countries such as Spain, Portugal, the UAE, and Vietnam. COSME TOKYO has become increasingly attractive as the best show where the world's latest cosmetics get together under one roof. As it can be seen from the floor plan, it was filled with productive business talks in various languages such as English, Chinese, and Korean, and it can be said that the show has become an indispensable event as an international business platform in the cosmetics industry in Japan & Asia.

## International visitors enjoyed “Made in Japan” cosmetics which were exhibited exclusively at COSME TOKYO

As Japan's largest show specialised in cosmetics, both innovative and traditional Japanese products were exhibited at once. The scene was one in which international visitors were excited to familiarize themselves with products made in Japan, products which had never been exhibited before to date. In particular, booths with Japanese traditional ingredients such as green tea, sake, cherry blossom, and yuzu (a citrus fruit and plant in the Rutaceae family), were busy with meetings with international visitors during the show. One company exhibited a wide range of beauty products related to rice, such as drinkable rice bran (a Japanese traditional super food) and skin care enriched in rice bran oil, attracted international visitors. The scenery and atmosphere presented in the 3-day show is proof that COSME TOKYO established its position as the best show to procure Japanese cosmetics.



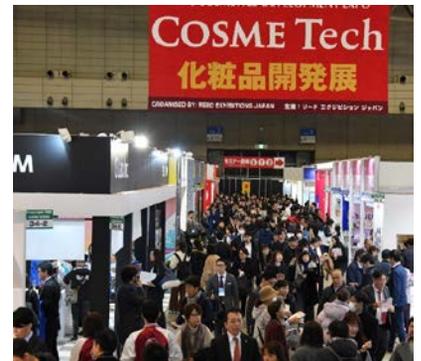
## Business Matching Services lead to more productive meetings on-site

We have made COSME TOKYO a productive business venue with Business Matching Services. This year, over 200 visitors including Japan's largest cosmetics importers and buyers from Asia's largest health & beauty care shop joined, and thorough the service and 1,168 business meetings were conducted on-site. Exhibitors were astonished with its quality and attractive participants, and they are placing high expectations on these services in the next edition.



## Two co-held shows produced a comprehensive beauty trade show

COSME TOKYO visitors were also excited with two beauty related co-held shows held under the same venue. At the 3rd INNER BEAUTY TOKYO, they found beauty & health foods and supplements to enrich their lineups. Another show, the 10th COSME Tech, which covers all cosmetics development solutions, offers visitors from retailers and salons a space to compare OEM/private label manufacturers, ingredients, and packaging to brand their own cosmetics.



---

***Join as an exhibitor!***

***Expectations for the next show is increasing rapidly***

Reflecting on the high demands of both visitors and exhibitors, the management of the show decided to hold COSME Week twice a year. The upcoming show is newly launched in Osaka (9th - 11th September, 2020 at INTEX Osaka), in which 240\* exhibitors and 12,000\* visitors are expected to attend. As the largest cosmetics trade show in the western Japan, the show is gaining considerable attention since the first edition.

Tokyo edition (13th - 15th, January 2021 at Tokyo Big Sight) returns scaled up with 1,000\* exhibitors by welcoming a newly launched show "ESTHEC JAPAN - 1st INT'L AESTHETIC MEDICINE & BEAUTY EXPO" for all kinds of products and services for aesthetic and beauty salons. Considering the massive success of this year, both TOKYO and OSAKA will undoubtedly be filled with even more productive business meetings and discussions.

\*expected, including co-held shows

---

Contact:

COSME TOKYO Show Management, Reed Exhibitions Japan Ltd.

TEL: +81-3-3349-8587 Website: <https://www.cosmetokyo.jp/en-gb.html>

**For Exhibiting**

Online Form: [https://www.cosmetokyo.jp/ex\\_en/](https://www.cosmetokyo.jp/ex_en/)

Email to: [cosme-tokyo@reedexpo.co.jp](mailto:cosme-tokyo@reedexpo.co.jp)

**For Visiting (Free Visitor Ticket Request)**

Online Form: [https://www.cosmetokyo.jp/inv\\_en/](https://www.cosmetokyo.jp/inv_en/)

Email to: [visitor-eng.ct@reedexpo.co.jp](mailto:visitor-eng.ct@reedexpo.co.jp)