

Press release

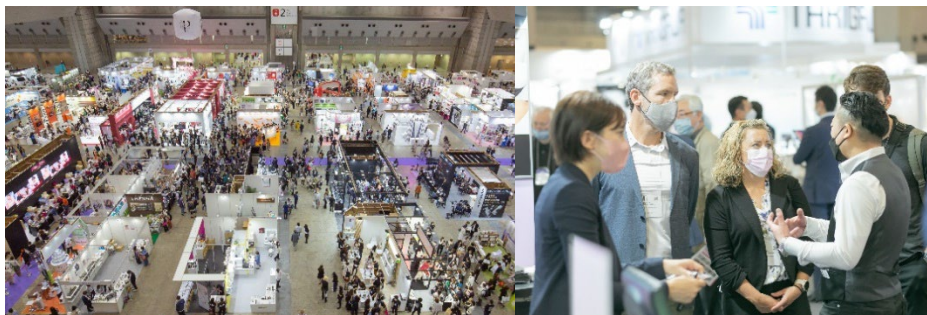
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## Beautyworld Japan closes on a high note with 60% uptick in visitors

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**By all accounts, whether measured by the feedback from participants or the final attendance figures, the 24th edition of Beautyworld Japan was a great success. The country's leading beauty event closed its doors on 18 May 2022 after hosting 672 exhibitors<sup>1</sup> at Tokyo Big Sight. This represented a 32% increase from 2021, and an impressive 22% rise compared with the 2019 edition before the pandemic. The three-day fair also attracted 58,830 professional visitors<sup>2</sup> (up 60% from 2021), and contributed significantly to the recovery of the Japanese beauty industry after the pandemic.**

Speaking as the fair concluded, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, commented: "We are delighted with the strong participation figures from exhibitors and visitors which have both seen double-digit jumps. This upward trend has confirmed what we already know: the beauty industry in Japan is firmly on the road to recovery. This year's fair has played an important role as an engine to accelerate this post pandemic recovery, with a lot of positive feedback from participants underlining a 'back-to-business' outlook. As a key event for the Japanese beauty industry, we will continue to contribute to the development of the industry."



Beautyworld Japan 2022 sees strong visitor footfall. Source: Messe Frankfurt Japan

With a track record of more than two decades, the show has developed a reputation for its wide product variety, which only increased this year. The fair hosted an expansive range of products and services for salons, hotels, spas and retail business displayed across the popular product

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<sup>1</sup> 2021: 509 exhibitors from 7 countries and regions (Domestic: 501, Overseas: 8)

<sup>2</sup> 2021: 36,986 from 10 countries and regions (Domestic: 36,960, Overseas: 26)

zones of Cosmetics, Beauty equipment, Creative hair, The Tokyo Nail Forum, Eyelash, Business support, Academic, Wellness & Beauty, OEM & Packaging, Make-up and Spa & Wellness. The fair also featured a wide range of seminars on the latest industry trends, techniques, laws and regulations, which attracted a large number of participants.

Reflecting on his experience, Mr Satoshi Fujinaka of Wahl Japan Corp, said: “We are exhibiting hair clippers which are mainly used by male hairdressers, but we would like to increase the number of female hairdressers using our equipment. It’s safe to say that we achieved our goal. We received more orders than we had expected. There is no better place than Beautyworld Japan to gain new customers. We will come back with a larger booth space next year.”

Ms Kaede Fujiwara, General Manager, Doctor Soie Inc, was equally pleased with the outcome of the show. She commented: “This is the fourth time that we have exhibited at Beautyworld Japan. We are very surprised and pleased with the numerous positive responses that we have received, and we have even tripled the number of leads compared to last year. Once again, exhibiting at Beautyworld Japan has proved to be indispensable for us to accelerate and grow our business. We are looking forward to participating again next year.”

From 2023 onwards, Beautyworld Japan will change its name to Beautyworld Japan Tokyo. The next edition will take place from 15 – 17 May 2023 at Tokyo Big Sight. For more details, please visit the official website at <https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan OSAKA**  
24 – 26 October 2022, INTEX Osaka, Japan
- **Beautyworld Middle East**  
31 October – 2 November 2022, Dubai International Convention & Exhibition Centre, UAE
- **Beautyworld Japan Fukuoka**  
6 – 8 February 2023, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**  
13 – 15 March 2023, Riyadh Front Exhibition and Convention Center, Saudi Arabia

For more details please visit [www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our

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industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021