

Press release

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## Beautyworld Japan confirmed industry's bright future following a successful three-day run at the Tokyo Big Sight

Nanako Kaku  
Tel. +81 3 3262-8453  
press@japan.messefrankfurt.com  
www.jp.messefrankfurt.com  
www.beautyworldjapan.com  
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**The 23<sup>rd</sup> edition of Beautyworld Japan, the country's leading beauty event, closed its doors on 21 April 2021 after hosting 509 exhibitors<sup>1</sup> at the Tokyo Big Sight. Even amidst the pandemic, the three-day fair was a great success and welcomed 36,852 professional visitors.<sup>2</sup>**

The fair continues to establish itself as a must-attend trade fair for the beauty industry in Japan, showcasing a wide range of beauty products, services and techniques, as well as information related to cosmetics, aesthetics, nails, hair and beauty equipment for salons. Positive feedback from attendees showed that the fair was an ideal business platform for both exhibitors and visitors seeking opportunities to find new partners and expand their business in the growing Japanese beauty market.



Beautyworld Japan 2021 busy with visitors. Source: Messe Frankfurt Japan

The arrangement of the 2021 fair had not been without challenges. As recently as 12 April, the Japanese government imposed emergency measures on 22 cities, including Tokyo. Within this context, the organiser, Messe Frankfurt Japan, worked closely with the local authorities and the venue operator to take precautionary measures that secured a safe and effective business platform for all participants. Even amidst difficult circumstances, the demand for face-to-face business meetings and networking opportunities amongst beauty industry players remained strong, and a lot of business talks were actively conducted on the exhibition floor.

Mr Seiji Miyamoto of Aisin Corp, an exhibitor, reflected on his three-day experience: "This is our first time exhibiting at Beautyworld Japan. We are seeking new business opportunities and so we are here to promote

Messe Frankfurt Japan Ltd.  
7F Shosankan 1-3-2 Iidabashi  
Chiyodaku 102-0072 Tokyo  
Japan

<sup>1</sup> 2019: 551 exhibitors from eleven countries and regions (Domestic: 486, Overseas: 65)

<sup>2</sup> 2019: 71,309 visitors

our professional hair care equipment for salons. Many wholesalers and distributors visited our booth. The visitor flow was great, and we are looking forward to participating again next year.”

Elsewhere, Mr Hiroyuki Sasaki, CEO of Esthe Pro Labo Co Ltd, said: “The number of visitors to our booth was a little smaller than during the 2019 edition. However, the number of contracts we developed during the three days was the highest ever. Of course, we will be back next year.”

Speaking as the fair concluded, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, commented: “After cancelling the 2020 edition due to the COVID-19 pandemic, we were pleased to be able to hold Beautyworld Japan as a physical event this year. With global travel restrictions still in place, many international brands exhibited through their local Japanese representative offices. This ensured a good level of variety and internationality.”

From 2022 onwards, Beautyworld Japan will return to its May timeslot. Accordingly, the next edition will take place from 16 – 18 May 2022 at Tokyo Big Sight.

For details about Beautyworld Japan and its sister fairs, please visit the show’s official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com).

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Middle East**  
5 – 7 October 2021, Dubai International Convention & Exhibition Centre, UAE
- **Beautyworld Japan West**  
18 – 20 October 2021, INTEX Osaka, Japan
- **Beautyworld Japan Fukuoka**  
11 – 12 January 2022, Fukuoka Kokusai Centre, Japan
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**  
20 – 22 February 2022, 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**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our 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 2020

Beautyworld Japan  
Tokyo Big Sight  
19 – 21 April 2021