

Press release

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Beautyworld Japan Tokyo attracts 71,448 visitors, a 21% increase

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The 25th Beautyworld Japan Tokyo has given impressive evidence of the recovery of the beauty industry in Japan after the pandemic. After three successful days of intense business exchanges across the entire East Halls of Tokyo Big Sight, the leading beauty event in Japan closed its doors on 17 May 2023. The 25th edition impressed with an increase of 21% in visitor numbers compared to the previous year (2022: 59,047 visitors). Conducting business with these buyers were 831 exhibitors (Japan: 690, Overseas: 141) from 11 countries and regions including France, Indonesia, Israel, Italy, Poland, Thailand and Hong Kong, as well as pavilions from China, Korea and Taiwan. This number surpassed the previous record set before the pandemic, with a 24% increase in comparison to the previous year (2022: 672 exhibitors).



Beautyworld Japan Tokyo 2023 sees strong visitor footfall. / Source: Messe Frankfurt Japan Ltd

The fair showcased an expansive range of products and services for salons, hotels, spas and retail business across 13 product zones: Cosmetics, Beauty equipment, Creative hair, The Tokyo Nail Forum, Eyelash, Business support, Academic, Wellness & Beauty, OEM & Packaging, Make-up, Spa & Wellness and the newly created Fem more and Tasty zones. The Tokyo Nail Forum was held in Hall 1 and covered the latest products, presenting top-class nail art techniques through various stage events and demonstrations.

“Compared to other exhibitions we’ve attended, the interest from visitors in our products here is higher and the response has exceeded our expectations. We are confident that we can close some deals later,” said Ms Yukari Seki, Director of Diana Co., Ltd., a long-time exhibitor of the fair, showcasing femtech products in the Fem more zone. “We are very satisfied with the outcome, so we will continue to exhibit at Beautyworld

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First-time exhibitors were also impressed with the results. Mr Atsuki Sugiyama, Director of TEAtriCO Co., Ltd., expressed: “We joined the show this year to increase our brand exposure and meet our new target customers such as aestheticians and salon owners. The visitor flow was overwhelming, and we were able to develop business relationships with our targets. We are looking forward to returning for the 2024 edition.”

Both visitors and exhibitors felt that the beauty industry had recovered from the pandemic, and many were eager to develop new business opportunities. “Our booth was better attended than last year,” said Mr Shinya Suzuki, Managing Director of BH Co., Ltd. The response from visitors has been outstanding, and we even concluded business deals with some overseas companies. We have already decided to participate in all four Beautyworld Japan shows, including the upcoming show in Nagoya in July.”

The show offered a wide range of seminars and demonstrations covering the latest techniques, management know-how and beauty trends. The newly added Fem more Stage featured nine seminars including the latest information on the femtech market. Meanwhile, the Esthetic Stage highlighted facial massage techniques, men’s esthetics and hair care for beauty professionals eager to learn new trends. At the Hair and Nail Stage, industry experts shared their knowledge and techniques with visitors seeking to apply these insights in their salons. Many seminars exceeded their capacities, with visitors overflowing into standing room.

The next edition will take place from 13 – 15 May 2024 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 Nagoya**
24 – 26 July 2023, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
16 – 18 October 2023, INTEX Osaka, Japan
- **Beautyworld Middle East**
30 October – 1 November 2023, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**
5 – 7 February 2024, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed by Messe Frankfurt Exhibition GmbH**
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia

Beautyworld Japan Tokyo
Tokyo Big Sight
15 – 17 May 2023

For more details please visit www.beautyworld.messefrankfurt.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters 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

*Preliminary figures for 2022