

news +++ Beautyworld Japan Tokyo
Tokyo Japan, 13 – 15 May 2024

beautyworld JAPAN TOKYO

Around 800 domestic and global exhibitors set to benefit from market growth at Beautyworld Japan Tokyo

Tokyo, 5 April 2024. Against the backdrop of the Japanese cosmetics market growing for the second consecutive year, Japan's largest beauty trade fair is set to open doors from 13 – 15 May 2024, and welcome 800 exhibitors from 10 countries and regions. Taking place across the entire East Halls of Tokyo Big Sight, the beauty and wellness industry platform will showcase regional and international brands with the latest products, services, and innovations. Adding further shine to proceedings, the 26th edition of Beautyworld Japan Tokyo will feature various business events to engage exhibitors and visitors, and contribute to industry growth.



Beautyworld Japan Tokyo 2023. Source: Messe Frankfurt Japan Ltd

In 2023, the Japanese cosmetics industry demonstrated a complete post-pandemic recovery. Last year, Yano Research Institute found that compared to 2022 the cosmetics segment grew by 3.4%¹, the hair care segment expanded by 2.7%², the natural and

¹ Cosmetics Market in Japan: Key Research Findings 2023, September 2023, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3345

² Hair Care Market in Japan: Key Research Findings 2023, November 2023, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3381

organic cosmetics segment increased by 3.4%³, and the female care and fem tech segment grew by 7%⁴.

Throughout the three-day fair, suppliers including around 210 first time participants, are eager to display products and services across various sub-sectors including aesthetics, cosmetics, hair, nail, eyelash, female care, skincare, and beauty equipment for professional salons. Amongst the 800 exhibitors in total, over 100 international suppliers from China, Germany, Hong Kong, Italy, Korea, Sweden, Taiwan, the US, and the UAE are ready to build regional partnerships and expand their business networks in Japan and its neighbouring countries.

On day 2, multiple business presentations will see selected exhibitors from nine countries and regions showcase their products and services to Japanese buyers. Vice versa, Japanese exhibitors will present “made in Japan” products specifically to international visitors. To further expand exhibitors’ business contacts, an exclusive networking event will be organised.

Last year Beautyworld Japan Tokyo added two new zones; Fem more and Tasty, which will feature again this year. Accounting for buyers’ sourcing requirements, the fair will once more be divided into 13 product zones, covering a wide range of products and services for salons, hotels, spas, and retail. Zones include Cosmetics, Beauty Equipment, Body & Beauty, Creative Hair, the Tokyo Nail Forum presented by the Japan Nailist Association (JNA), Eyelash, Business Support, Academic, Make-up, and OEM & Packaging.

Seminars will offer a high-quality line-up across three stages, namely Esthetic, Hair & Nail, and Fem more. Amidst a rise of societal interest regarding various issues in women’s life stages such as infertility treatment and menopause, the Fem more stage seminars will feature the latest market trends and developments in female care and Femtech markets, as well as techniques for easing women-specific health issues. The Esthetic Stage seminars will feature practical advice on techniques, skin-care, wellbeing, business trends and management skills for salon professionals and owners. The Hair & Nail stage will showcase cutting techniques, updo hairstyles and dyeing tips. Meanwhile, JNA will organise two seminars with guidance on certification exams and an award ceremony, rounding out the show’s comprehensive offering.

Further shows in the Beautyworld worldwide network:

- **Beautyworld Japan Nagoya**
29 – 31 July 2024, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
21 – 23 October 2024, INTEX Osaka, Japan
- **Beautyworld Middle East**
28 – 30 October 2024, Dubai International Convention & Exhibition Centre, UAE
- **Beautyworld Central Asia licensed to LLC BMC-LLP**

³ Natural & Organic Cosmetics Market in Japan: Key Research Findings 2023, November 2023, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3403

⁴ Female Care & FemTech (Consumer Goods & Services) Market in Japan: Key Research Findings 2023, December 2023, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3375

21 – 23 November 2024, Central Asian Expo, Uzbekistan

- **Beautyworld Japan Fukuoka**
3 – 5 February 2025, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**
21 – 23 April 2025, Riyadh International Convention & Exhibition Centre, Saudi Arabia

Press information and photographic material:

<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en/press/photos.html>

Links to websites:

<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en.html>

<https://beautyworld.messefrankfurt.com/worldwide/de.html>



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