

COSME Week 2025 TOKYO

POST-SHOW REPORT

Show Title: COSME Week TOKYO 2025

Dates: January 15 - 17, 2025

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.

Contact Us:

 cosme-tokyo.jp@rxglobal.com

 www.cosme-week.jp/hub/en-gb.html



Show Outline

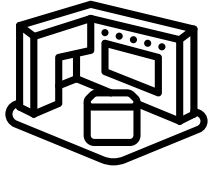
COSME Week TOKYO

is one of the largest exhibitions in Japan dedicated to the beauty and cosmetics industry. Everything for beauty like cosmetics brands, health foods, ingredients, private labels, packaging, hair care, body care, beauty equipment, and more under one roof.



The 2025 show concluded with great success from January 15 to 17th. This year, 682 exhibitors from 23 countries gathered, making it a venue worth seeing for visitors. The exhibition was bustling throughout the day, with active business discussions taking place at each booth. During the three days of the exhibition, 78% of the exhibition space for next year was booked, indicating that the exhibitors' businesses were doing well and showing a promising outlook for the coming year.

Show Figures



682 exhibitors
(265 int'l exhibitors)



38,266 visitors
(3,155 int'l visitors)



Attendees are from 56 Countries & Regions



Australia



Azerbaijan



Belgium



Bouvet Island



Bulgaria



Cambodia



Canada



Chile



China



Czechia



Ecuador



France



Germany



Ghana



Heard island



Hong Kong



Iceland



India



Indonesia



Isle Of Man



Israel



Italy



Japan



Kazakhstan



Lithuania



Macao



Malaysia



Mauritania



Moldova



Mongolia



Montserrat



Morocco



Myanmar



Myanmar



Nepal



Netherlands



New Zealand



Nigeria



Norway



Philippines



Poland



Saudi Arabia



Serbia



Singapore



Slovakia



South Korea



Spain



Sri Lanka



Sweden



Switzerland



Thailand



Turkiye



UAE



United Kingdom



Ukraine



United States



Viet Nam

Show Highlight

COSME Week TOKYO is divided into two main sections: COSME TOKYO, which showcases finished products, and COSME Tech TOKYO, dedicated to companies providing raw materials, packaging, and OEM services. The finished products area is particularly dynamic, featuring items with innovative packaging designs and materials that highlight the importance of physical interaction with the products. Multi-use cosmetics, designed for application on cheeks, lips, and eyes, are trending, offering an extensive range of color options to meet diverse consumer needs. Additionally, Thai cosmetics, renowned for their resilience to high temperatures and humidity, have attracted significant attention from visitors and media alike, especially in light of the recent hot weather conditions.



This year, we introduced a new initiative called First Gallery. This dedicated area is designed for companies making their debut at COSME TOKYO, providing emerging brands with the opportunity to exhibit for the first time using more affordable mini booths compared to standard ones. It also meets the needs of visitors eager to discover and connect with new companies.

Show Highlight

COSME Tech TOKYO was a great success again this year. Following last year, many products related to keywords such as tourism-conscious, eco-friendly, and SDGs were exhibited, with an emphasis on environmental considerations in packaging and manufacturing processes. Trending raw materials included those themed around exosomes and fermentation, as well as novel ingredients like glowing collagen. The Overseas Ingredients Street gathered international raw materials, drawing significant interest from visitors seeking items rarely seen in Japan. In recent years, there has been a growing demand for faster product cycles and cost reduction through joint development, leading to an increase in exhibitors offering OEM and ODM services.

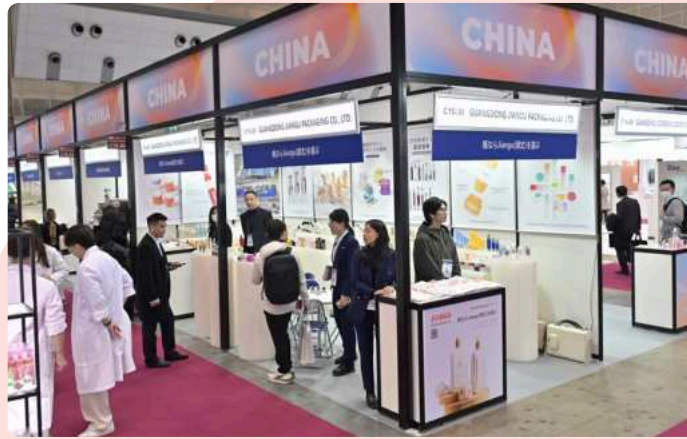
In the special area of the Academic Forum, university professors and researchers from research institutions exhibited and presented the latest cosmetic research. It was a place to catch future trends in cosmetics and technologies that have not yet been commercialized. Visitors not only viewed the exhibits on the research content but also had the opportunity to engage in direct conversations with university professors and researchers, making it a highly educational experience.



100% PET
0% RECYCLABLE
100% リサイクル



Scenes from the show venue



Scenes from the show venue



More Details

[Exhibitor List](#) ▶

[Exhibit Products List](#) ▶

[Floor Map](#) ▶

[Day 1 Show Video](#) ▶

Contact us for a Reservation of
Your Booth in the Next Edition

[Exhibiting Info. Request](#) ▶



Next Show Schedule

COSME Week 2025

OSAKA

Sept. 24-26, 2025

INTEX Osaka

COSME Week 2026

TOKYO

Jan. 14-16, 2026

Tokyo Big Sight

< Consisting shows >

- COSME TOKYO/OSAKA - Int'l Cosmetics Trade Fair
- COSME Tech TOKYO/OSAKA - Int'l Cosmetics Development Expo
- HAIR EXPO TOKYO*
- COSMETICS MARKETING EXPO*

*Tokyo Show Only

Built by



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building businesses

Organiser: RX Japan Ltd. / COSME Week Show Management

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