

COSME Week 2024 TOKYO

POST-SHOW REPORT

Show Title: COSME Week TOKYO 2024

Dates: January 17 - 19, 2024

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

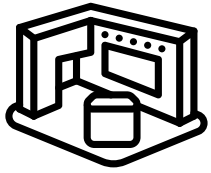
is one of the largest exhibitions in Japan dedicated to the beauty and cosmetics industry. Everything for beauty like cosmetics brands, health foods, ingredients, private labels, packaging, hair care, body care, beauty equipment, and more under one roof.



The 2024 show concluded with great success from January 17th to 19th. This year, we saw a gathering of numerous exhibitors from both domestic and international markets.

The number of visitors reached an all-time high, engaging in active discussions with exhibitors for the procurement of the latest products and the adoption of services.

Show Figures



717 exhibitors
(271 int'l exhibitors)



33,970 visitors
(1,981 int'l visitors)



Attendees are from 53 Countries & Regions



Australia



Brazil



Bulgaria



Cambodia



Canada



China



Czechia



Denmark



Ecuador



Finland



France



French Polynesia



Germany



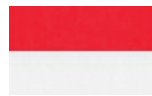
Heard island



Hong Kong



India



Indonesia



Iran



Ireland



Israel



Italy



Japan



Jordan



Kazakhstan



Korea



kyrgyzstan



Lithuania



Macao



Madagascar



Malaysia



Mongolia



Myanmar



New Zealand



Peru



Philippines



Russia



Singapore



Slovakia



Spain



Sri Lanka



Sweden



Switzerland



Thailand



Turkiye



Turkmenistan



UAE



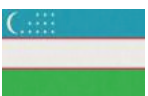
Ukraine



United Kingdom



United States



Uzbekistan



Viet Nam



Western Sahara

COSME WEEK TOKYO consists of 6 specialised shows

Hair expo

In response to strong demands from the industry, we hosted our first-ever Hair Technology Stage. Collaborating with industry professionals, we crafted an impressive stage program and gathered top-notch artists as instructors.

The event proved to be a captivating showcase of cutting-edge techniques. Through initiatives like these, where we demonstrate the forefront of industry technology, our goal is to attract an increased number of visitors who are potential users of the products and services offered by exhibitors, including hairstylists and salon owners.



Esthec Japan

A wide variety of beauty equipment, from esthetic devices for salons and clinics to home care equipment, was exhibited.

The exhibition attracted a lot of attention from overseas buyers, giving a sense of the recent global beauty boom.

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Inner Beauty Tokyo

Japanese-made supplements and nutritional drinks are highly reliable in terms of raw materials, and many of these products are in a price range that is easy to incorporate into daily life. The weak yen has led to an increase in exhibitors wishing to start exporting their products overseas, as well as in visitors wishing to import Japanese products, and an increasing number of them are seeking to meet with intermediaries with import/export know-how.



Cosmetics Marketing Expo

Various promotional tools and inventory management solutions were showcased. Visitors had the opportunity to experience them firsthand, allowing them to envision the implementation process. Many attendees with specific concerns visited in search of solutions.



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COSME TOKYO

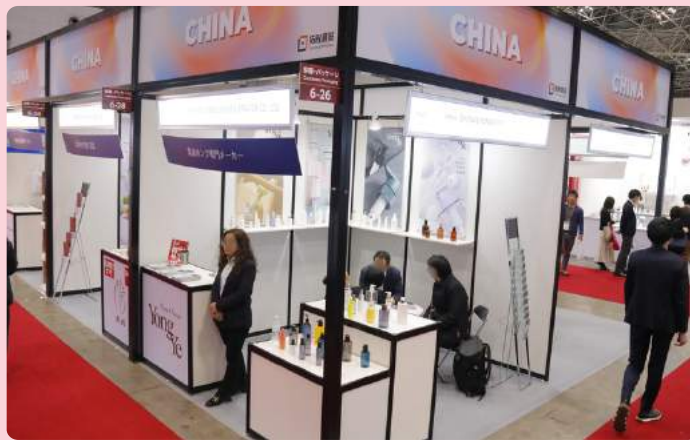
The K-Beauty boom continued, and the large-scale Korean Pavilion remained bustling throughout the day. Makeup products resistant to the heat and humidity of the Asian region gained attention, influenced by the impact of global warming. Western exhibitors from Poland, France, Italy, and others showcased many appealing products with sophisticated designs, captivating the hearts of Japanese buyers.

COSME Tech TOKYO

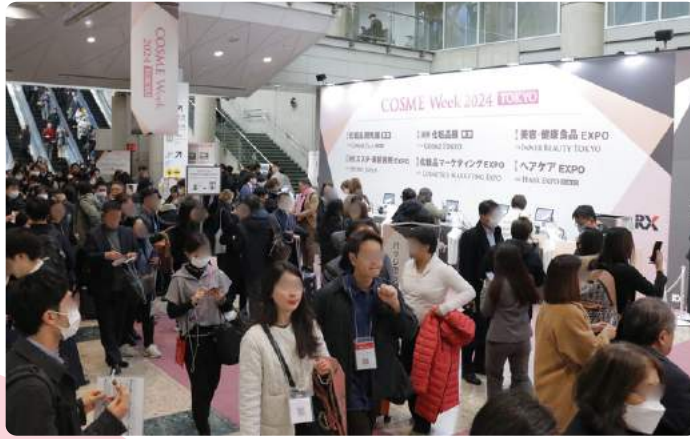
The most dynamic exhibition, which saw an impressive increase of 160 exhibitors since last year. The recent surge in interest from consumers in the makeup industry's raw materials and manufacturing processes, fueled by the current SDGs trend, has led to advancements in the development of original cosmetics and the adoption of environmentally friendly packaging. With new technologies being announced each year, the event proves to be a valuable platform for those involved in cosmetic development to gather information.



International exhibitors (excerpts)



Scenes from the show venue



More Details

[Exhibitor List](#) ▶

[Exhibit Products List](#) ▶

[Floor Map](#) ▶

[Day 1 Show Video](#) ▶

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Next Show Schedule

COSME Week 2024

OSAKA

Sept. 25-27, 2024

INTEX Osaka

COSME Week 2025

TOKYO

Jan. 15-17, 2025

Tokyo Big Sight

< Consisting shows >

- COSME TOKYO/OSAKA - Int'l Cosmetics Trade Fair
- COSME Tech TOKYO/OSAKA - Int'l Cosmetics Development Expo
- ESTHEC JAPAN* - Int'l Aesthetic Medicine & Beauty Expo
- INNER BEAUTY TOKYO* - Beauty & Health Foods 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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