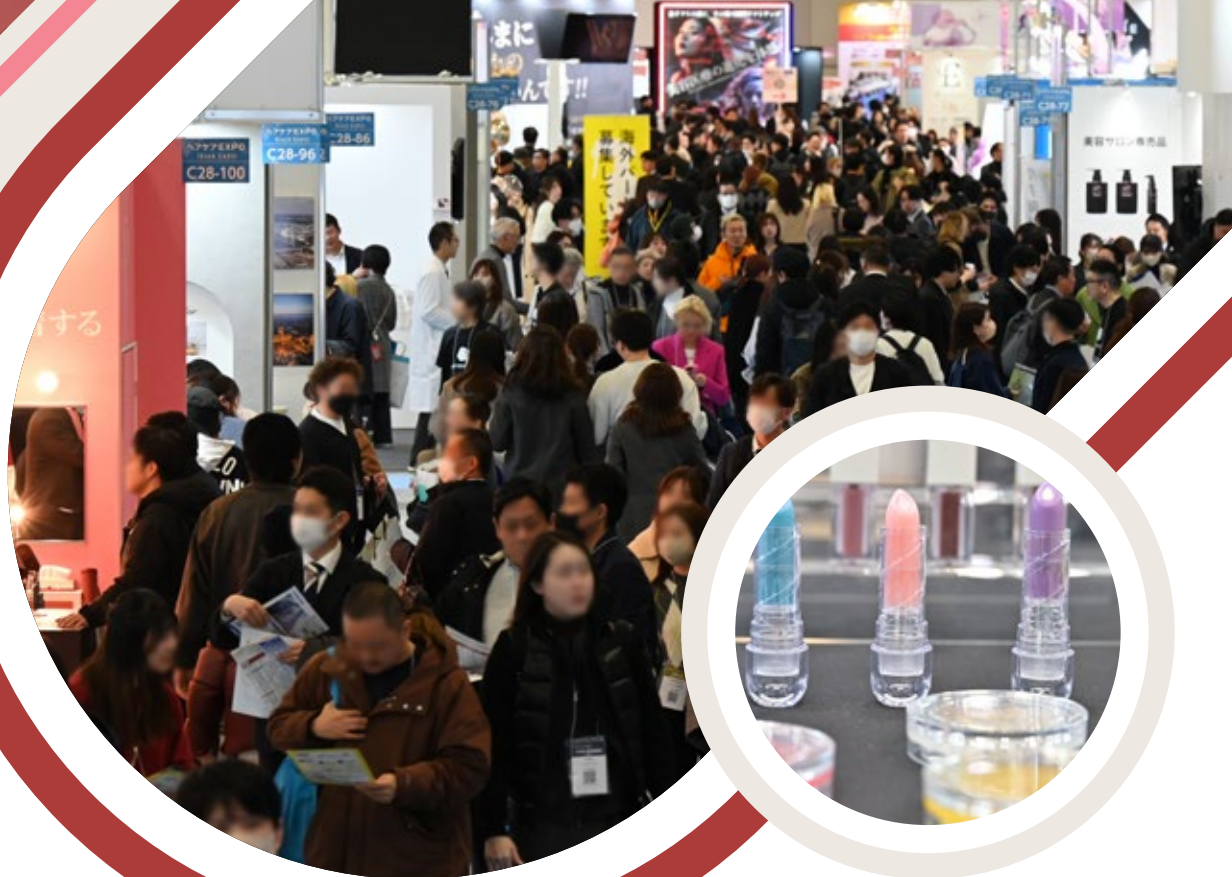


Built by



In the business of
building businesses



EXHIBITING INFORMATION

COSME Tech 2025 OSAKA

6th INT'L COSMETICS DEVELOPMENT EXPO OSAKA

Dates: September 24[Wed] - 26[Fri], 2025

Venue: INTEX Osaka, Japan

COSME Tech 2026 TOKYO

16th INT'L COSMETICS DEVELOPMENT EXPO TOKYO

Dates: January 14[Wed] - 16[Fri], 2026

Venue: Tokyo Big Sight, Japan

Organised by: RX Japan Ltd.



www.cosme-week.jp/tokyo/en-gb/about/ci.html

(Scenes from 2024 Osaka show & 2025 Tokyo show)

Best Gateway to Japan & Asia's Cosmetics Industry!

Click for
the video of
2025 Tokyo Show



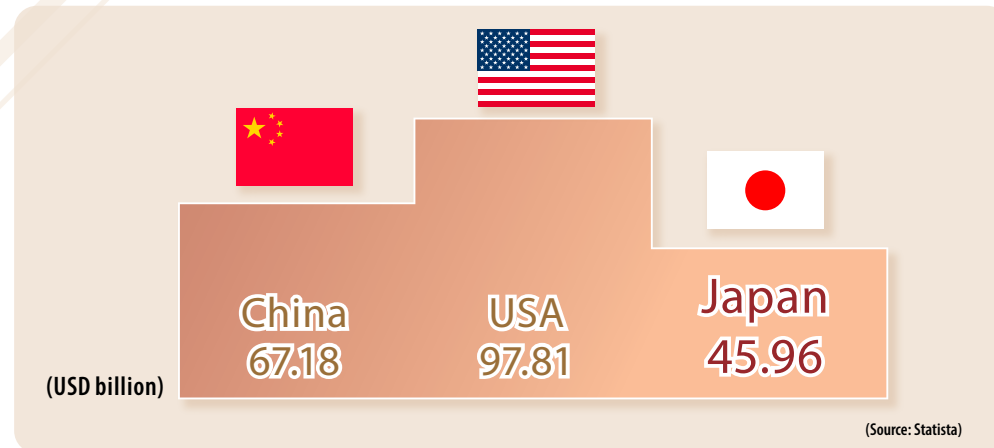
Click for
the video of
2024 Osaka Show



Best Gateway to the Attractive Market - JAPAN

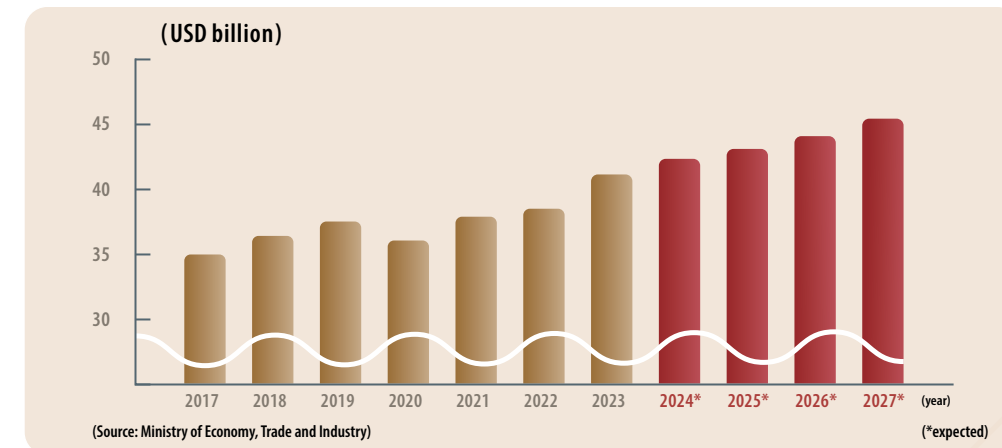
1 Japan - World's 3rd Largest Market

Japan has world's 3rd biggest beauty market (2023)



2 Cosmetics Market is Growing in Japan

Total Cosmetics Manufactured in Japan



3 Most International Beauty Show in Japan

Attendees are from 57 Countries & Regions

List of 57 countries/regions that attended in 2025

- | | | | | |
|-----------------|--------------------|---------------|----------------|---------------|
| - Australia | - Germany | - Kazakhstan | - New Zealand | - Sweden |
| - Azerbaijan | - Ghana | - Lithuania | - Nigeria | - Switzerland |
| - Belgium | - Heard Island And | - Macao | - Norway | - Taiwan |
| - Bouvet Island | Mcdonald Islands | - Malaysia | - Philippines | - Thailand |
| - Bulgaria | - Hong Kong | - Mauritania | - Poland | - Türkiye |
| - Cambodia | - Iceland | - Moldova | - Saudi Arabia | - UAE |
| - Canada | - India | - Mongolia | - Serbia | - UK |
| - Chile | - Indonesia | - Montserrat | - Singapore | - Ukraine |
| - China | - Isle Of Man | - Morocco | - Slovakia | - USA |
| - Czechia | - Israel | - Myanmar | - South Korea | - Viet Nam |
| - Ecuador | - Italy | - Nepal | - Spain | |
| - France | - Japan | - Netherlands | - Sri Lanka | |

(in alphabetical order, including co-held shows)

4 How to Enter the Japanese Cosmetics Market

The Japanese market is always looking for new and innovative cosmetics brands that attract new consumers. Brands must demonstrate a strong concept and unique ingredients to gain the buyers' attention. Consumers tend to be influenced by the whole product (functionality, packaging, appeal), which is why maintaining brand awareness and education is extremely important.



B to B Show Specialised in Cosmetics Industry

Exhibitor

Manufacturers/Trading Companies which deal with

- **Private Label (OEM)**
- **Container/Packaging**
- **Ingredients**
- **Tools & Accessories**
- **Lab Devices, Testing** etc.

Business Meetings

- **Find New Business Partners**
- **Take Orders**
- **Promote New Products**
- **Agency Agreement** etc.

Visitor

• **Cosmetics Manufacturers**

- R&D
- Purchasing
- Product Planing
- Innovation
- Marketing
- Packaging

• **Newcomers from Other Industries**

• **Retailers with Private Label Cosmetics**

• **Importers** etc.



Meet High Quality Visitors On-site

At the show, you can meet all kinds of visitors who need meet to expand your business in Japan.



Cosmetics Manufacturers

- ALBION
- KANEBO COSMETICS
- NIVEA-KAO
- CBON
- KAO
- NOEVIR
- DHC
- KOSE
- ORBIS
- DR. CI:LABO
- LION
- POLA
- FANCL
- MANDOM
- SHISEIDO
- ISEHAN
- MILBON
- UNILEVER JAPAN SERVICE
- JOHNSON & JOHNSON
- NIHON LOREAL etc.



Newcomers from Other Industries

- AJINOMOTO
- EZAKI GLICO
- MORINAGA
- SUNTORY WELLNESS
- ASAHI GROUP FOODS
- KIRIN HOLDINGS
- OTSUKA PHARMACEUTICAL
- YAKULT
- BANDAI
- KOBAYASHI PHARMACEUTICAL
- PIGEON
- YAMADA BEE FARM
- DAIICHI SANKYO HEALTHCARE
- LOTTE
- ROHTO PHARMACEUTICAL
- ZEBRA
- MEIJI
- etc.



Retailers and Salons with Private Label Cosmetics

- AEON TOPVALU
- JIMOS
- SENSHUKAI
- COMBI
- MATSUMOTOKIYOSHI HOLDINGS
- SOCIE WORLD
- DON QUIJOTE
- ORIENTAL LAND
- TAKARA BELMONT
- JAPANESE CONSUMERS' COOPERATIVE UNION
- RYOHIN KEIKAKU
- TBC GROUP
- SANROL
- WORLD etc.



International Visitors

- AMORE PACIFIC (Korea)
- LG HOUSEHOLD & HEALTHCARE (Korea)
- MARY KAY (USA)
- SHANGHAI INOHERB COSMETICS (China)
- CHANEL (France)
- LOREAL CHINA (China)
- NATURE REPUBLIC (Korea)
- THE SKIN FACTORY (Korea)
- CHANEL HONG KONG (Hong Kong)
- LVHM PERFUMES & COSMETICS (China)
- PROCTER & GAMBLE (Singapore)
- UNILEVER & DEVELOPMENT CENTER (China) etc.



(Visitors from 2024 Osaka Show & 2025 Tokyo Show including co-held shows, excerpts)

Maximise Your Show Results with Various Marketing Opportunities

Show Management provides the following support to help overseas exhibitors achieve success.

1 Official Website

Show Management will create a Featured Page for overseas exhibitor's products on the official website.



2 Official e-mail

Show Management will distribute e-mails featuring information about overseas exhibitors to approximately 5,000 exporters & importers and distributors before the show period to encourage attendance.



3 Official SNS

Show Management will share exhibitor information on the official SNS before the show period to encourage attendance.



Exhibit at Both Osaka and Tokyo

Visitors of Osaka and Tokyo shows come from different parts of Japan. By exhibiting at both editions, you can approach the entire Japan.

Osaka Show: Consisting of 2 shows

COSME Tech **OSAKA**

Special Zone

- Cosmetics Marketing Zone
- Ingredients Zone

COSME OSAKA

Special Zone

- Sustainable & Organic Cosmetics Zone
- Beauty & Health Foods Zone
- Korean Cosmetics Fair
- Esthetic Cosmetics Zone
- Hair Care Zone

About 87%*
of visitors
are from
Western Japan.

Tokyo Show: Consisting of 4 shows

About 84%*
of visitors
are from
Tokyo &
Eastern Japan.

COSME Tech **TOKYO**

Special Zone

- Overseas Ingredients Street
- Ingredients Zone
- Private Label/OEM Zone
- Laboratory Device & Testing Zone
- Machinery & Equipment Zone
- Containers/Packaging Zone

COSME TOKYO

Special Zone

- Retail Zone
- Professional Zone
- Inner Beauty Zone
- Korean Cosmetics Fair

COSMETICS MARKETING EXPO

Special Zone

- Store DX & Customer Attraction Zone
- Digital Solutions Zone
- Promotional Solutions Zone

HAIR EXPO

*Figures based on actual results for 2024 Tokyo and 2024 Osaka show.

Choose the best Plan to gain more leads and maximise Exhibiting results

Special packaged plans contain both “Digital & On-site Advertisement”. Digital and real approach two months before the show can help increase visitor’s attractions during 3-day show.

Premium Plan Limited to 3 exhibitors. This plan gives you maximum exposure before and during the show.



Business Activation Plan This plan helps you attract high quality visitors to your booth.



Starter Plan II This plan helps you have more exposure and more visitors at your booth.



Meaning of icons



Banner Ads on Official Show Website



Banner Ads on Conference Webpage



Ads in Visitor Promotion E-mail



Lead Booster



Floor Map Ads



Digital Signage Ads on the Hallway



Show Entrance Floor Ads



Hanging Banner Ad above Your Booth



Booth

Booth Only

You can exhibit with only the on-site booth for 3-day show.



Schedule until the Show



*For the Tokyo Exhibition Schedule.

Since exhibit space is limited, please request more details today!

Request More Information

Tel : +81-3-6739-4121

E-mail: cosme-tokyo.jp@rxglobal.com