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アカデミー生協事務局 (24時間)



EXHIBITING INFORMATION

4th HAIR EXPO

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

Venue: Tokyo Big Sight, Japan

COSME TOKYO - 14th INT'L COSMETICS TRADE FAIR TOKYO

COSME Tech TOKYO - 16th INT'L COSMETICS DEVELOPMENT EXPO TOKYO

5th COSMETICS MARKETING EXPO

Organised by: **RX Japan Ltd.**

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



(Scenes from 2024 Osaka show & 2025 Tokyo show)

Best Gateway to Japan & Asia's Hair Industry!

Click for
the video of
2025 Tokyo Show



Best Gateway to the Attractive Market - JAPAN

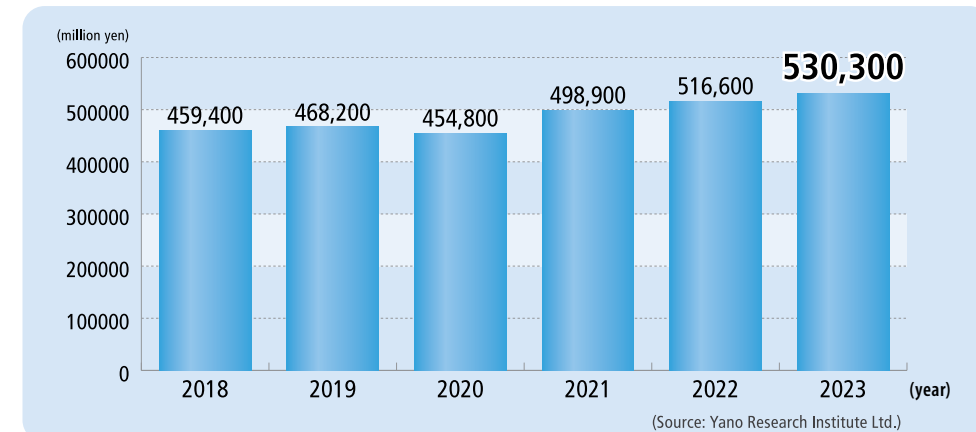
1 Japan – World's 3rd Largest Market

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



2 Hair care market is growing in Japan

Transition of Hair Care Market Size in Japan



3 Most International Beauty Show in Japan

Attendees are from 57 Countries & Regions

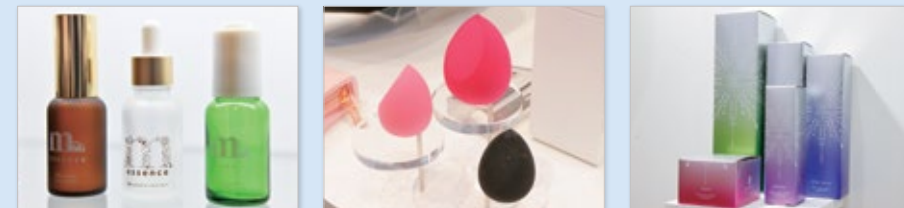
List of 57 countries/regions that attended in 2025

- | | | | | |
|-----------------|--------------------|---------------|----------------|---------------|
| - 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 deals with

- Shampoo/Conditioner
- Hair Dye
- Hair Styling Products
- Hair Loss Products
- Hair Tools & Appliances
- Private Label (OEM/ODM)

etc.

Business Meetings

- Find New Business Partners
- Take Orders
- Promote New Products
- Agency Agreement

etc.

Visitor

Following buyers

- Distributors/Importers
- Retailers
 - Cosmetics Shops
 - Department Stores
 - Online Shops
- Beauty Salons/Barbers

Following manufacturers

- Cosmetics/Hair Products Manufacturers

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.



Distributors/ Importers

import & register
your products in Japan

- | | | |
|----------|-----------------|--------------|
| ◆ ARATA | ◆ CHUO BUSSAN | ◆ DOSHISYA |
| ◆ GAMO | ◆ IDA RYOGOKUDO | ◆ ITOCHU |
| ◆ KATASE | ◆ MAKE UP | ◆ MITSUBISHI |
| ◆ OHYAMA | ◆ PALTAC | ◆ TAKIGAWA |
- etc.



Retailers

promote & deliver
your products
to consumers

Cosmetics Shops

- | | |
|---------------------|-------------------|
| ◆ @COSME | ◆ AINZ TULPE |
| ◆ BEAUTY APOTHECARY | ◆ COSME CLINIC |
| ◆ COSME KITCHEN | ◆ FRUIT GATHERING |
| ◆ ISETAN MIRROR | ◆ PLAZASTYLE |

Online Shops

- | | |
|----------------|----------------|
| ◆ AMAZON | ◆ CATALOGHOUSE |
| ◆ DINOS CECILE | ◆ NISSEN |
| ◆ QVZ JAPAN | ◆ RAKUTIN |

Department Stores / Mass Retailers

- | | |
|------------------|-----------------------|
| ◆ AEON | ◆ DAIMARU MATSUZAKAYA |
| ◆ HANKYU HANSHIN | ◆ ISETAN MITSUKOSHI |
| ◆ ITO-YOKADO | ◆ LOFT |
| ◆ MARUI | ◆ HANDS |

Drug Stores

- | | |
|-----------------|--------------------|
| ◆ COCOKARA FINE | ◆ MATSUMOTOKIYOSHI |
| ◆ SUGI HOLDINGS | ◆ SUNDRUG |
| ◆ TOMOD'S | ◆ WELCIA YAKKYOKU |
- etc.



Salons/Spas/ Hotels/Clinics

purchase in large quantities

- | | | |
|-------------------------|--------------|-------------------|
| ◆ EARTH | ◆ HIRO GINZA | ◆ HOSHINO RESORTS |
| ◆ HOTEL NEW OTANI | ◆ MISS PARIS | ◆ NEXUS |
| ◆ SHISEIDO BEAUTY SALON | ◆ SOCIE HAIR | etc. |



Manufacturers

who want to manufacture
HAIR products

- | | |
|-----------------|-----------------|
| ◆ HAIR PRODUCTS | ◆ COSMETICS |
| ◆ TOILETRIES | ◆ PRIVATE LABEL |
- etc.



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

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.



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

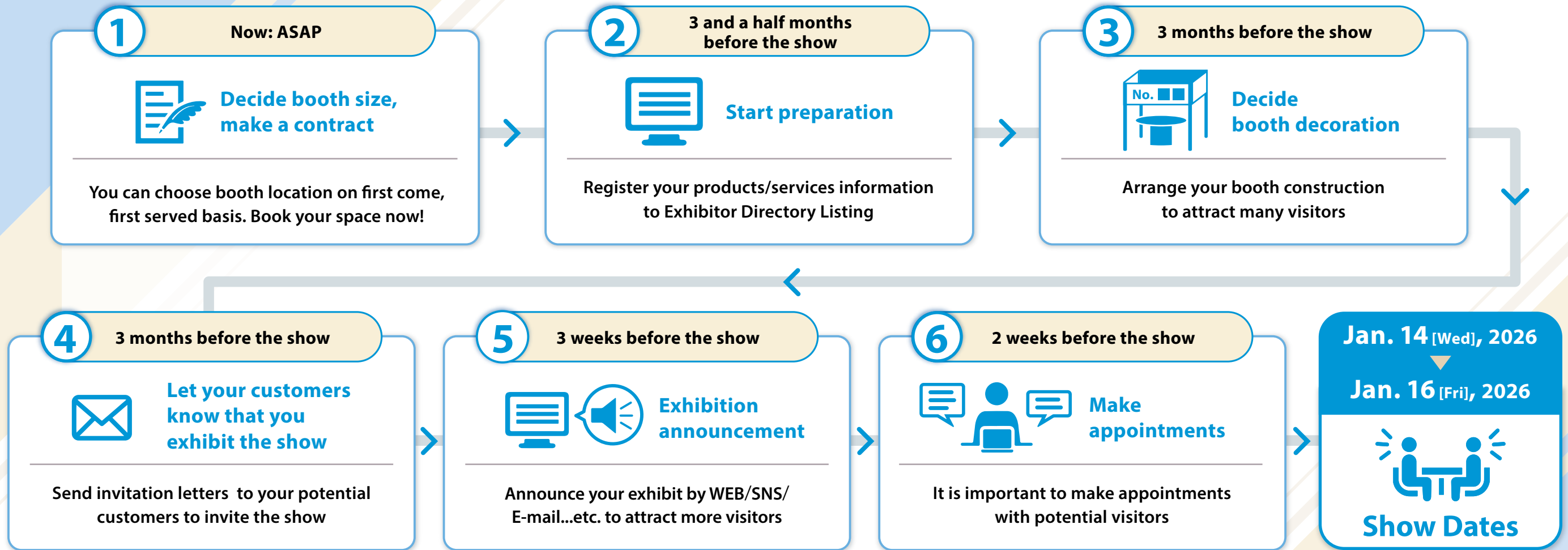


Booth Only

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



Schedule until the Show



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