

COSME Week TOKYO 2022

January 12 (Wed) – 14 (Fri), 2022 Tokyo Big Sight, Japan



TOKYO show was concluded in huge success with the double number of visitors from the last year!

From January 12th to 14th, 2022, COSME Week [TOKYO] 2022 was concluded in huge success by meeting the high expectations of beauty industry professionals. As Japan's largest cosmetics comprehensive expo consisting of five different beauty specialty shows, 513 exhibitors introduced their products/services to 23,267 visitors. As shown by the doubled number of visitors compared to last year, COSME Week is attracting the beauty industry in Japan even under COVID-19. The expectations for the Osaka show in September 2022 are already high.

Outline & Figures

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| Exhibition Title | COSME Week [TOKYO] | |
| Dates | January 12 (Wed) - 14 (Fri), 2022 | |
| Venue | Tokyo Big Sight, Japan | |
| Organiser | RX Japan, Ltd. (Formerly Reed Exhibitions Japan) | |
| Consisting Shows | COSME Tech [TOKYO] - 12th Int'l Cosmetics Development Expo COSME TOKYO - 10th Int'l Cosmetics Trade Fair INNER BEAUTY TOKYO - 5th Beauty & Health Foods Expo ESTHEC JAPAN - 2nd Int'l Aesthetic Medicine & Beauty Expo [New] COSMETICS MARKETING EXPO | |
| Exhibitor Number | 513 | |
| Visitor Number | 23,267 | |
| Exhibit Products | <div><div>COSME Tech [TOKYO] Cosmetics development solutions like; - OEM, Private Label - Packaging/ Container - Ingredients - Lab Devices, Testing - Logistics etc.</div><div>COSME TOKYO Finished products like; - Skin Care - Makeup Products - Hair Care Products - Body Care Products - Natural/Organic Products - CED Products etc.</div><div>INNER BEAUTY TOKYO Beauty Food/ Drinks like; - Supplement - Super Food - Diet Food - Beauty Drinks - OEM for Beauty Food/ Drinks etc.</div><div>ESTHEC JAPAN Beauty Equipment like; - Home Care Devices - Slimming Machine - Hair Loss Machine - Devices for Salon etc.</div><div>COSMETICS MARKETING EXPO Marketing Solutions like; - Web/ Ex Support - Sales Promotion - Advertisement - Customer Loyalty etc. - Customer Loyalty etc.</div></div> | |
| Visitors | Retailers Distributors/ Importers Spas, Salons Hotels Cosmetics Manufacturers Pharmaceutical Manufacturers | |

Report from the show venue

Not only domestic businesses.

The locals and international participants had active talks during 3 days show.

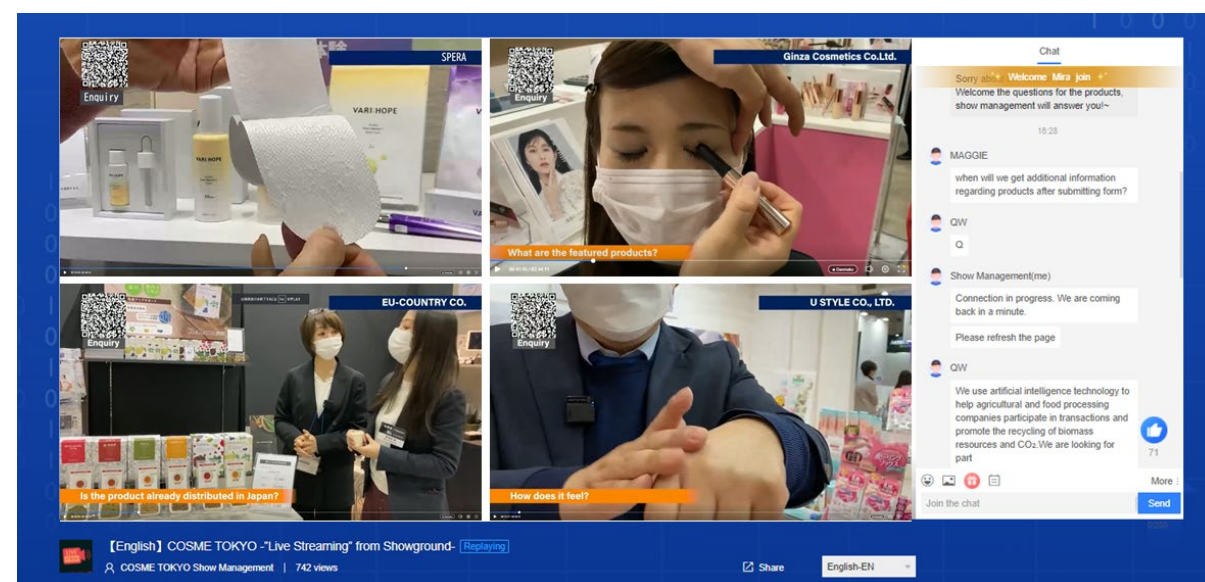
International Exhibitors with Remote Exhibiting Plan

Even under the ongoing Covid19 situation, many business talks between the international exhibitors and the Japanese visitors could be seen at the show venue during the entire three days. How international companies were possible to talk to Japanese visitors was because of the "Remote Exhibiting Plan" specially offered for the who could not come to the on-site due to the travel restrictions. This plan enables the exhibitors to showcase their own products at the on-site booths of COSME Week [TOKYO]. And on-site Japanese & English speaking staff arranged by Show Management deals with onsite visitors, so that the Japanese visitors can hear the explanations on the exhibit products with seeing the actual one. With the visitors who had interests in the products, international exhibitors talk the details on exhibits via online.



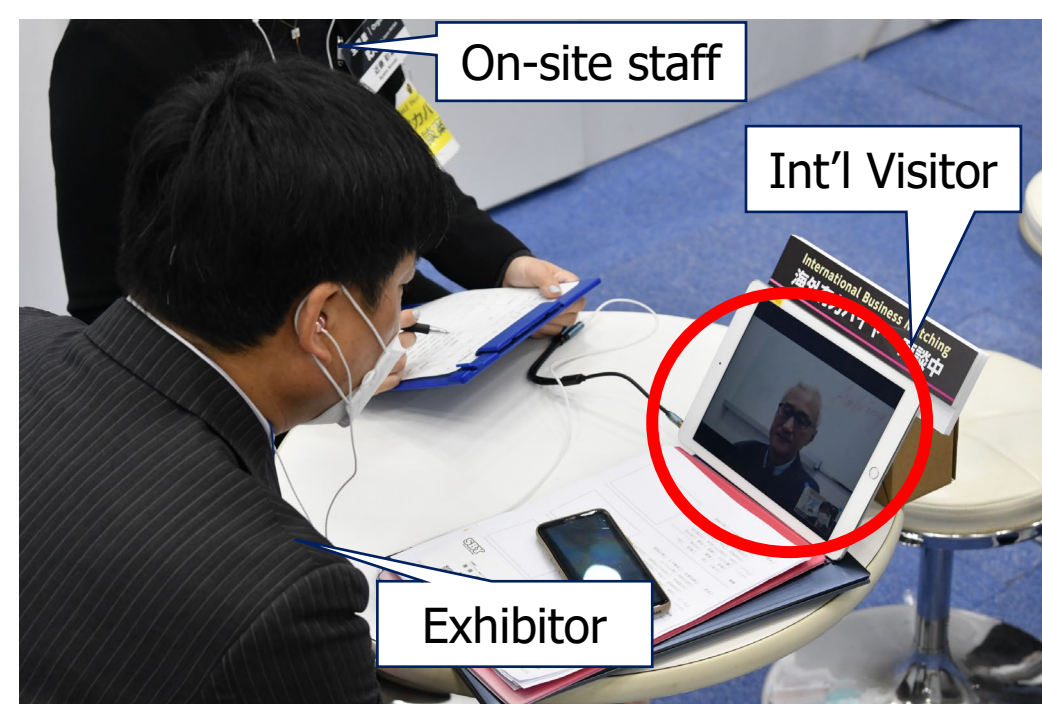
International Visitors with two ways of virtual participation

For the international visitors, two types of virtual visit ways were offered for free of charge. One is “Live Streaming”, another is “Remote Matching Service”. The Live Streaming were broadcasted from the on-site venue. Through the Live Streaming, the viewers could see the some of picked up exhibitors' booths, and hear the explanation of the exhibits guided by Show Management. At this time, two hot topics “Japan Cosmetics” and “the Cutting-Edge Beauty Products” were covered in the Live Streaming.



Actual screen of Live Streaming

For the visitors who were interested in a particular category or wanted to talk with exhibitors in depth with an interpreter, “Remote Matching Service” was utilized. Show Management at the on-site, connected international participants through video call so that they could see and talk to actual exhibitors through video screen with free interpreter service. The overseas participants enjoyed the services according to their own purposes, and both services were well received.



Scenes of business meetings through Remote Matching Service

Report from the show venue

Sneak peaks of exhibits

With five beauty specialised shows, COSME Week covered all beauty products/ services from finished brands to development solutions. The 2022 Tokyo edition showcased cutting-edge and trendy products in each field, which attracted the interest of many visitors.

Quality Made in Japan Brands

As Japan's largest cosmetics comprehensive show, the show floor of COSME Week [TOKYO] was filled with a wide range of Made in Japan beauty products from all over Japan. The unique and latest Made in Japan products like 100% Made in Japan CBD oil, sustainable skin care containing green tea (free from harsh ingredients) have surprised international visitors who joined through Remote Matching Service and Japanese visitors.



Products gaining high demands under COVID-19

Reflecting the recent consumers' demands under the ongoing COVID-19, far more products for "Home Care Beauty Products" and "Weight Loss products for weight gain during COVID-19" were exhibited at the 2022 show. The products ranged from traditional Japanese things such as Aojiru (green juice) to regulate the intestines for reducing weight to organic supplements with golden king coconut oil from Sri Lanka. To meet the current demands, exhibitors from Japan and overseas have showcased their products.

The retailers and distributors who look for the new products have been seriously comparing and examining them.

Report from the show venue

Exhibition under the strict measures of COVID-19

COSME Week [TOKYO] 2022 was held while following the guidelines for Covid-19 control measures of the Government to ensure the exhibitors' and visitors' safety. Under the strict measures, requiring all participants to wear a mask, taking body temperature with thermography devices, offering hand sanitiser at all the exhibition entrances, etc., the show offered a great opportunities to have fruitful face-to-face business meetings.



Next is Osaka on September 2022

COSME Week are held twice a year, and the next is coming on September 2022, at Osaka. Due to the success of Tokyo, many inquiries for both exhibiting and visiting are sent to the Show Management after the Tokyo show. Considering on the success of Tokyo, the next Osaka show will be filled with far more business meetings.

COSME Week [OSAKA] 2022

Dates: September 28 (Wed) –30 (Fri), 2022

Venue: INTEX Osaka, Japan

Consisting of:

3rd COSME Tech [TOKYO] – Int'l Cosmetics Development Expo

3rd COSME TOKYO – Int'l Cosmetics Trade Fair

Exhibiting Info Request: Click [HERE](#) **Visitor Registration:** Click [HERE](#)

COSME Week [TOKYO] 2023

Dates: January 11 (Wed) - 13(Fri), 2023

Venue: Tokyo Big Sight, Japan

Consisting of:

COSME Tech - 13th Int'l Cosmetics Development Expo

COSME TOKYO - 11th Int'l Cosmetics Trade Fair

INNER BEAUTY TOKYO - 6th Beauty & Health Foods Expo

ESTHEC JAPAN - 3rd Int'l Aesthetic Medicine & Beauty Expo

2nd COSMETICS MARKETING EXPO

[New] Hair Expo Tokyo

Exhibiting Info Request: Click [HERE](#) **Visitor Registration:** Click [HERE](#)

<Contact>

COSME Week [TOKYO][OSAKA] Show Management

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