

Dates: **January 24-26, 2018** Venue: **Makuhari Messe, Japan**
Organised by: **Reed Exhibitions Japan Ltd.**

For immediate release, 27/04/2017, Yukino Mitani

Japan's LARGEST Exhibitions Boost Up the Attractive Market

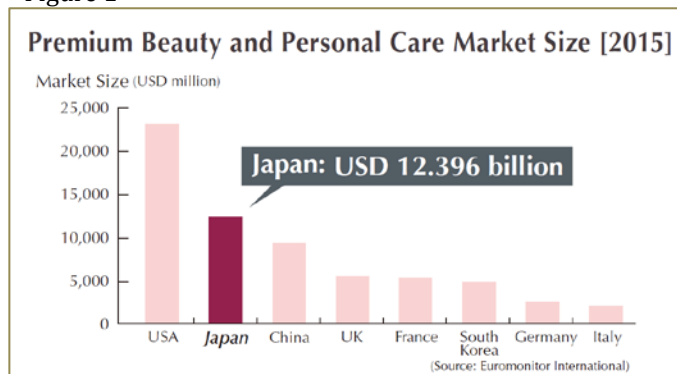
COSME TOKYO/COSME Tech 2018, to be held on January 24 – 26, 2018, will become larger again and boost up the Asia's trend setting venue –Japan. The comprehensive cosmetics exhibition is now the “gateway” to the Japanese cosmetics market.

Why not take a peek of the Japanese market trend and know how the shows have grown with the market?

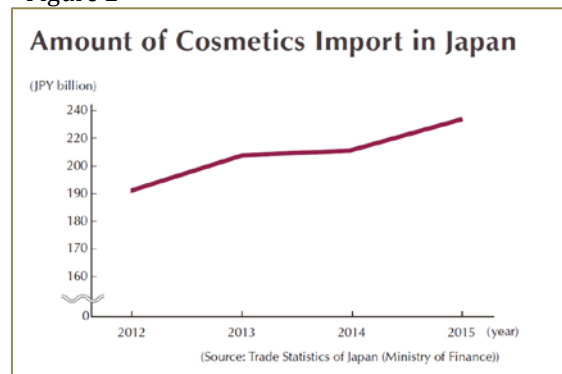
- **COSME TOKYO/COSME Tech Contribute the Market Growth**

Exhibitions, where latest trends gather at once, play a key role when it comes to market growth. COSME TOKYO/COSME Tech is not an exception. The shows have contributed the growth of Japanese cosmetics industry. Japan is the world's 2nd largest cosmetics market (Figure 1) with high stability as you can see in the following market statistics. Not only in skincare and colour cosmetics, but many other categories such as men's care, aging care, etc. are also booming in Japan.

<Figure 1>



<Figure 2>



Now, let's take a look at how COSME TOKYO/COSME Tech has been contributing to the market.

COSME TOKYO launched in 2012 and has kept becoming larger every year as the best sourcing venue of worlds' latest cosmetics. The fact that Japan's import cosmetics market has been growing amazingly in this 5 years (Figure 2), let us estimate that the show contributes as one of the reasons of the market growth.

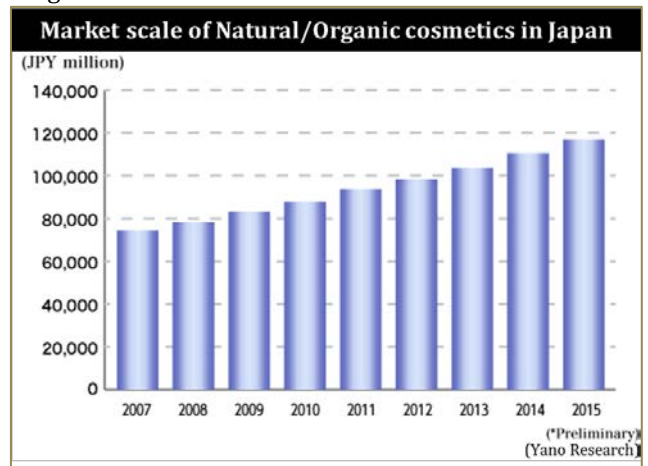
Not only COSME TOKYO but also COSME Tech has become the key trade show for “Cosmetics Development” since its launch in 2010. Demands for Contract Manufacturing are greatly increasing in Japan and significant number of cosmetics companies is eager to find new partners to bring innovation or increase business efficiency. COSME Tech has been providing the best and variety of solutions by increasing number of exhibitors as well as expanding fields/nationality of exhibitors.

- **The New Keyword “Natural/Organic Cosmetics” Booming at COSME TOKYO/COSME Tech**

In 2015, the market scale of Natural/Organic cosmetics in Japan is expected to reach JPY 116.5 billion (approx. USD 1 billion), which is up by 5.7% from 2014 (Figure 3). In response to this market expansion, the number of exhibitor with Natural/Organic cosmetics at COSME TOKYO has been increasing every year especially from overseas.

Along with the high attention to Natural/Organic cosmetics, more cosmetics manufacturers are now committed to cosmetics ingredients, packaging that fit Natural/Organic brand image and even the whole process of cosmetics manufacturing.

<Figure 3>



- **COSME TOKYO/COSME Tech 2018 Welcoming International Exhibitors!**

The next edition of COSME TOKYO/COSME Tech, to be held on January 24 – 26, 2018, will become larger again and more international with 800* exhibitors from 40* countries and 30,000* worldwide visitors as the best gateway to Japanese cosmetics market. (*expected)

In response to the market growth, the Show Management is welcoming more international exhibitors with great support for new comers to the Japanese Market. Even though Japan is an attractive market to target to expand business, it has unique business customs. The Show Management is always dedicated to support international exhibitors for their success through the show, thus the Japanese market growth.

Online Exhibiting Inquiry

COSME TOKYO 2018

Or email us at: cosmetokyo@reedexpo.co.jp

COSME Tech 2018

Or email us at: cosmetics@reedexpo.co.jp

COSME TOKYO / COSME Tech Show Management

Reed Exhibitions Japan Ltd.

18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan

TEL:+81-3-3349-8509 E-mail: cosme-tokyo@reedexpo.co.jp, cosmetics@reedexpo.co.jp

Website: <http://www.cosmetokyo.jp/en/>, <http://www.cosme-i.jp/en/>