

THE LEADING INTERNATIONAL
BEAUTY TRADE SHOW IN VIETNAM

24 - 26

JULY
2025

HALL A + B | SECC
HCMC, VIETNAM



VIETNAM'S BEAUTY INDUSTRY POISED FOR SIGNIFICANT GROWTH

With a population approximately 100 million, Vietnam ranks as the 13th most populous country in the world, making it a lucrative market for cosmetics manufacturers and distributors. According to EuroMonitor International, the Vietnamese cosmetics market is expanding at an average annual rate of 6%. By 2026, the industry's total revenue is projected to reach \$3.5 billion. The post-pandemic shift towards a healthier lifestyle, emphasizing green and safe products, further enhances growth prospects in the Vietnamese beauty care sector.

Rising Demand for Green Beauty

Sustainable beauty trends are gaining momentum, with green cosmetics—those containing natural ingredients—expected to dominate the market in the coming years. Generation Z, a key demographic shaping future consumption patterns, prioritizes safety and natural ingredients in their purchasing decisions. Ulta's annual ESG report, released in April 2023, revealed that **over 50% of Gen Z consumers scrutinize the ingredients in beauty and personal care products before buying**. A report by market research firm Circana also found that **more than 65% of consumers are now seeking products with healthy, clean ingredients for skin protection**.

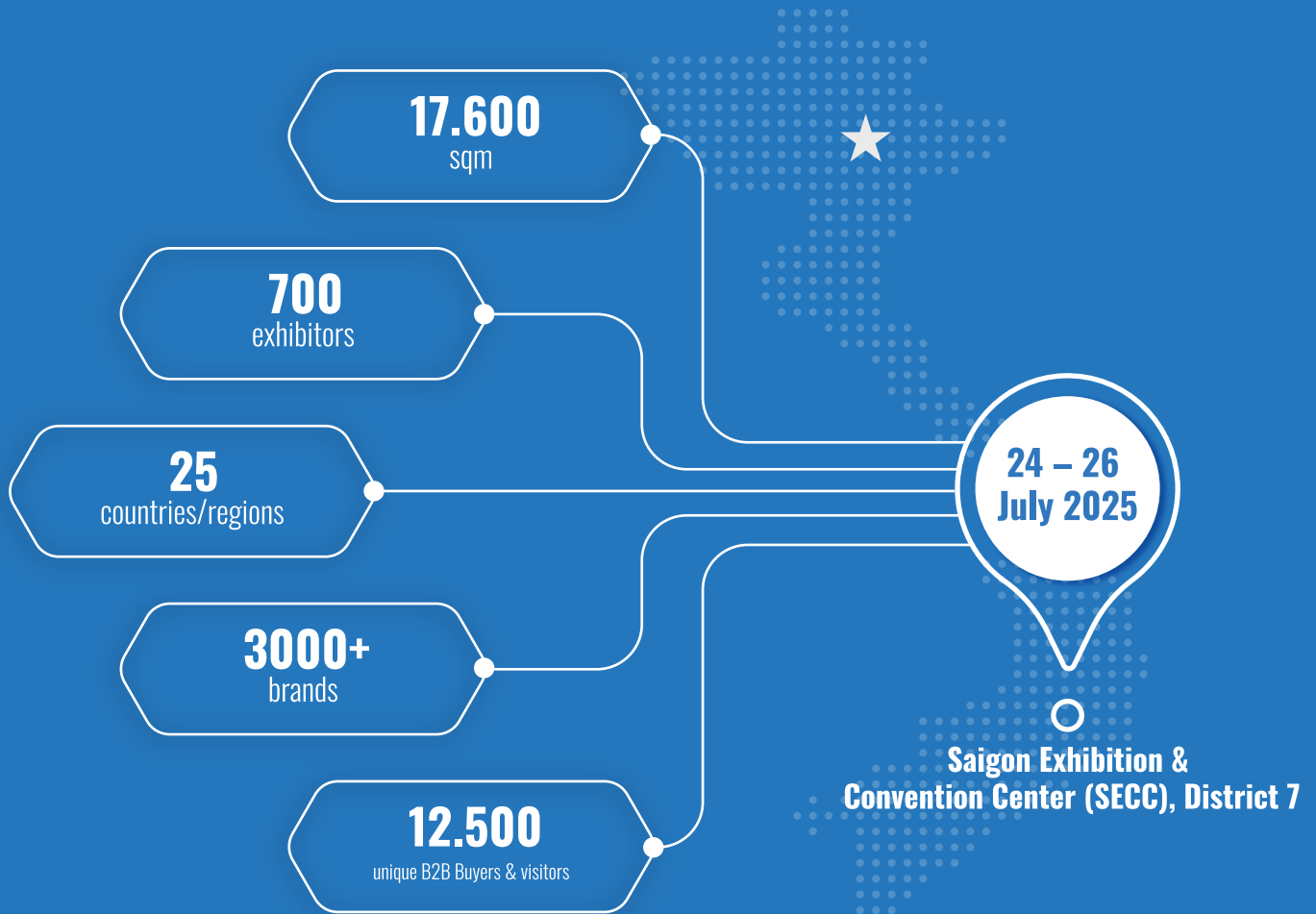
To cater to this growing demand, many brands and manufacturers are actively enhancing and innovating their product lines by eliminating harmful ingredients. **The global natural and organic cosmetics market is forecast to reach \$15.7 billion by 2025**, underscoring the significant growth potential within the beauty industry. In the United States, natural and organic skincare products already account for **over 40% of the market's revenue, highlighting the immense opportunity in this segment**.

Vietnam is well-positioned to capitalize on this trend, thanks to its abundant natural resources, including coconut, grapefruit essential oil, polygonum multiflorum, aloe vera, gac fruit, turmeric, soapberry, propolis, lemongrass, and lemon. These ingredients are scientifically recognized for their effectiveness in personal care and beauty, receiving positive consumer feedback for their safety and efficacy. This natural advantage **gives Vietnamese businesses in the beauty industry a competitive edge as they expand into international markets**.

VnEconomy

EVENT OVERVIEW

Vietbeauty x Cosmobeauté Vietnam - The largest beauty trade show in Vietnam. As a cornerstone of Vietnam's beauty industry, this annual B2B extravaganza is where businesses thrive and connections flourish. From Supply Chains, Manufacturing, and the latest beauty product to cutting-edge salon equipment, spa essentials, and even advancements in cosmetic surgery, we've got it all covered. It's not just an exhibition, it's your gateway to unlocking new markets across Vietnam and Southeast Asia.



WHY EXHIBIT



SEIZE THE VIETNAMESE MARKET

Launch and exhibit your latest products and services, gaining direct access to one of Southeast Asia's most dynamic beauty markets



EXPAND BUSINESS HORIZONS

Forge new partnerships and broaden your distribution channels by connecting with potential partners from all corners of Vietnam and beyond.



STAY AHEAD OF THE CURVE

Gain invaluable insights into market trends and industry innovations via our special events, including International Conferences, live product demos, and expert-led Livestream sessions.



BOOST BRAND PRESTIGE

Amplify your brand's recognition and credibility among local and international B2B buyers



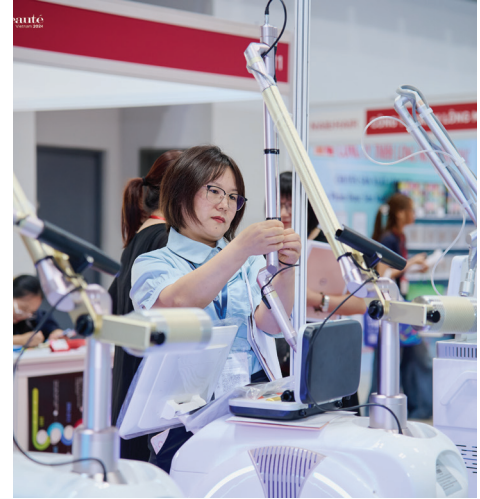
CONNECT WITH KEY BUYERS

Leverage B2B Buyer Program to meet with key decision-makers - distributors, importers, retailers, and investors, who will preview your offerings and arrange face-to-face meetings.

EXHIBIT PROFILES

Finished products for Retails & Professional use

Skin care/Personal care
Make-Up and tool / accessories
Professional Care Product for Beauty Salons / Clinics
Beauty Health Supplements / Food & Beverages
Natural and Organic Products
Perfumery, Cosmetics & Personal Hygiene
Nailcare & Haircare products / Equipment
Beauty services & Solutions
....and many more



Professional Beauty Equipment & Devices

Beauty Equipment & Tools for Spa / Clinic
Medical Aesthetic Product & Equipment for Aesthetic surgery
Salon Furnishing Spa & Wellness Facilities
Equipment, Tool & Furnishing Facilities for Nail & Hair Salon



Supply Chain

Development / R&D and Formular
Manufacturer, Contract Manufacturing & Private Label (OEM/ODM)
Formulation & Raw Materials, Lab & Testing services
Packaging, Labeling & Processing Equipment
Manufacturing Machinery
..... and many more

VISITOR PROFILES

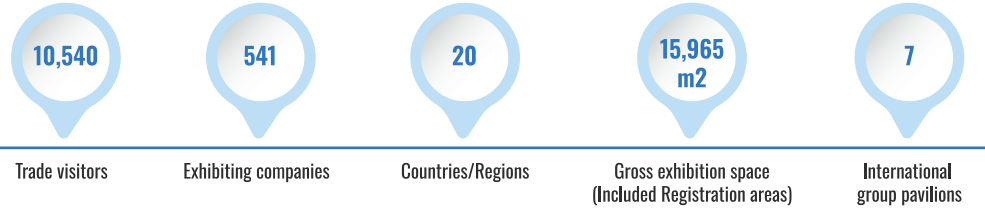
Business Nature

Exclusive Distributors & Importers - Cosmetic / Skincare / Personal care / Make up
Distributor - Cosmetic/ Skincare/ Personal care/ make up
Beauty salon, spa, beauty academies
Manufacturers - cosmetic/skincare/personal care/make up
Online shop on social media (facebook/tiktok/instagram)
Distributor - beauty equipment for spa/clinic
Wholesalers/cosmetic shops
OEM/ODM / Private Label Contract/Ingredients
Distributor - Functional foods/Beauty Supplement/
Natural & Organic Products
Others

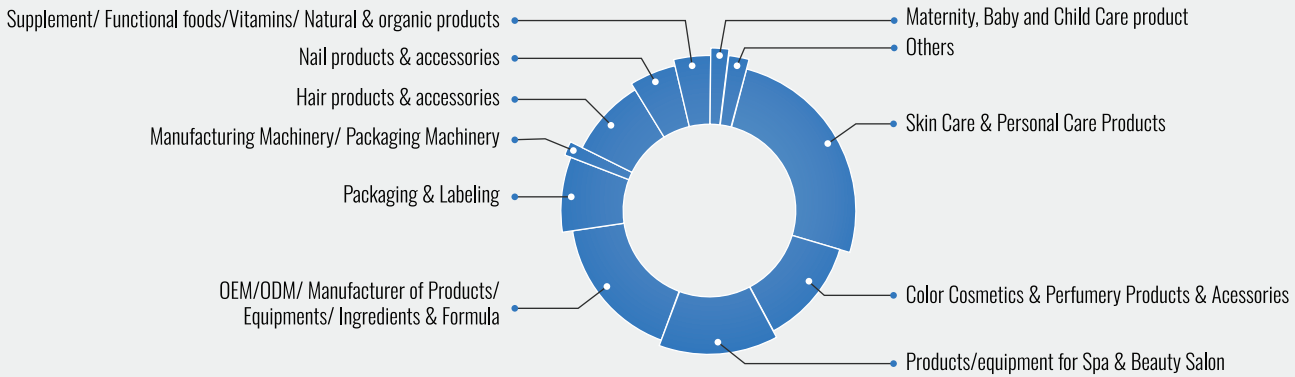


FACTS & FIGURES IN 2024

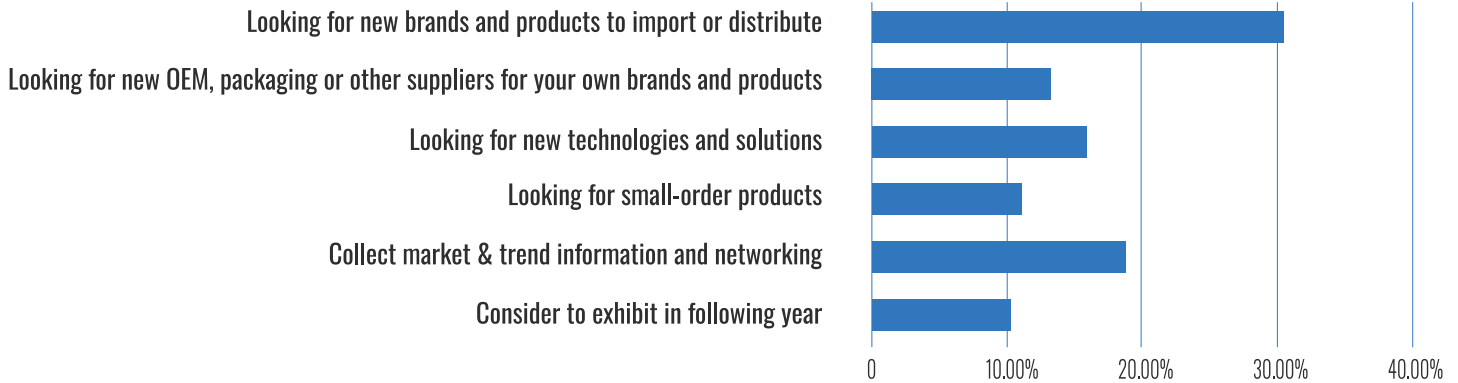
SHOW 2024'S STANDOUT STATS



EXHIBITOR PROFILES

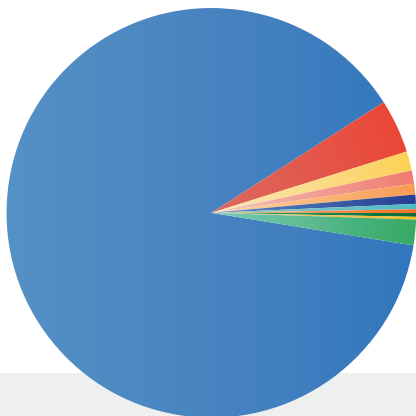


B2B BUYERS & VISITORS' OBJECTIVE FOR VISITING



B2B BUYERS & VISITOR STATISTICS

Total Number of Unique B2B Buyers & Visitors: **10,540**

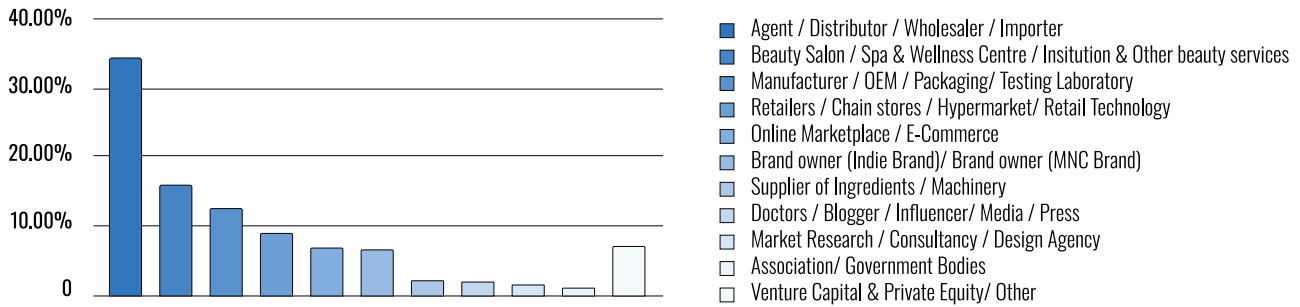


- VIETNAM
- JAPAN
- THAILAND
- CHINA
- MALAYSIA
- INDIA
- SOUTH KOREA
- TAIWAN
- SINGAPORE
- CAMBODIA
- OTHERS (Hong Kong, Indonesia, USA, Philippines, Australia, UK, Albania, France, Netherlands, New Zealand, American, Samoa,...)



FACTS & FIGURES IN 2024

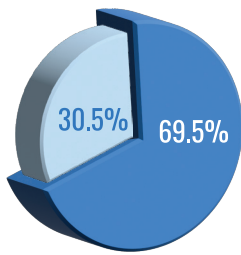
VISITOR PROFILES



JOB FUNCTION

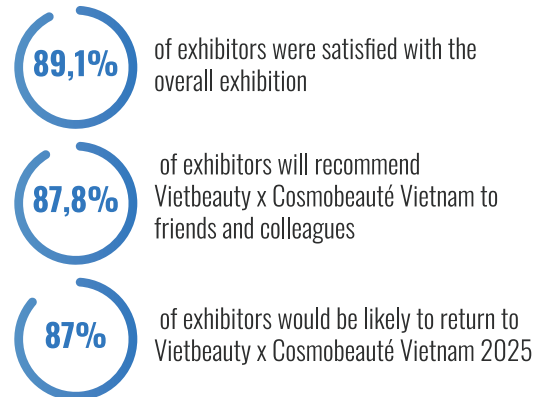


PRODUCT INTEREST



- Finished products / Beauty services for end consumers
- Packaging / OEM / Private label / Contract manufacturing / Ingredients & Formulation

EXHIBITOR SATISFACTION



EXHIBITOR SHARING



Vietbeauty x Cosmobeauté Vietnam 2025 gives CPL Aromas a great chance to connect with more customers and introduce them to our amazing range of fragrances. There's been a huge turnout this year, and the organizers have done an amazing job. We'll be back and we also will sign up a contract for next year's event.

Ms. Quynh Nguyen
Marketing Manager
CPL AROMAS

"I feel amazing because a lot of visitors in Vietnam not only in Ho Chi Minh but also Hanoi and Dalat come here and see this kind of beauty show. So the most important thing is our powerful buyers have come and see my business and the others, it looks very nice and have an impress, so we have keep in the contact point and develop to business. We have the plan for the next exhibition in 2025. Now we have only two booths but we have a plan to have six booths so we make it large."

Mr. Dohyun Ko
CEO
SCALP DESIGN CENTER



VISITOR SATISFACTION

- ▶ **86,1%** of visitors were satisfied with the overall exhibition
- ▶ **86,2%** of visitors would be likely to return to Vietbeauty x Cosmobeauté Vietnam 2025
- ▶ **88,3%** of visitors will recommend Vietbeauty x Cosmobeauté Vietnam to friends and colleagues

VISITOR SHARING



“As a buyer, I am interested in learning about the new innovations I have seen. I have come across some innovative products and I am intrigued. I am eager to introduce these products to my country and I hope that more traders in the Philippines can also benefit from what I have experienced. I have seen a number of new products that are new to my eyes, new to my ears, and new to my skin. It's really wonderful and I'm grateful to Vietbeauty for bringing them in.”

Ms. Jacqueline Ong Lim
Vice President
Chamber of Cosmetics Industry of the Philippines INC (CCIP)

“I've noticed that this year's event is much better organized compared to previous years. There have been some great improvements, such as additional booths for visitors to relax and take a break, which I'm really happy about. I've met a few potential partners who are aligned with our company's future direction. We've exchanged contacts and will be discussing potential collaborations.”

Ms. Nguyen Le Thuy Anh
Purchasing Staff
Daika JSC



EXHIBITION HIGHLIGHTS



01 Spectacular Opening Ceremony

The opening ceremony at Vietbeauty x Cosmobeauté Vietnam always sets the stage for the entire event, creating an impressive highlight with its vibrant atmosphere. The ceremony featured the attendance of high-ranking delegates, industry associations, and numerous media outlets, adding to the excitement.

02 Hands-On Workshops

One of the key attractions of Vietbeauty x Cosmobeauté Vietnam is the hands-on workshops with diverse and engaging topics. For instance, the perfume-mixing workshop at the 2024 edition left a lasting impression, drawing a large crowd eager to participate in the experience, guided by experts with deep knowledge in the field.

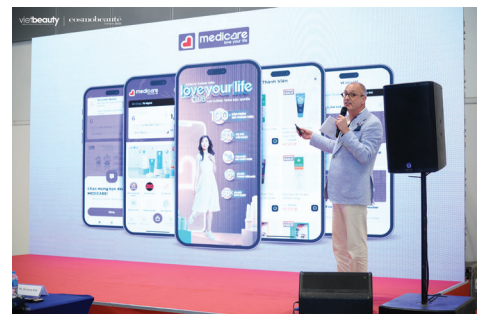


03 Captivating KOL Livestreaming Sessions

The KOL Livestream is consistently one of the most anticipated events at Vietbeauty x Cosmobeauté Vietnam. Through the livestream, our audience can explore the exhibition atmosphere and visit booths virtually. Moreover, they have the opportunity to interact with renowned beauty industry KOLs.

04 Insightful Industry Seminars

The industry seminars serve as a direct link between visitors and leading industry experts. Attendees gain valuable insights from top-tier speakers, allowing them to stay updated on the latest trends and developments in the beauty industry. Vietbeauty x Cosmobeauté offers engaging international seminars covering ingredients, cosmetic fragrances, beauty retail & distribution,...

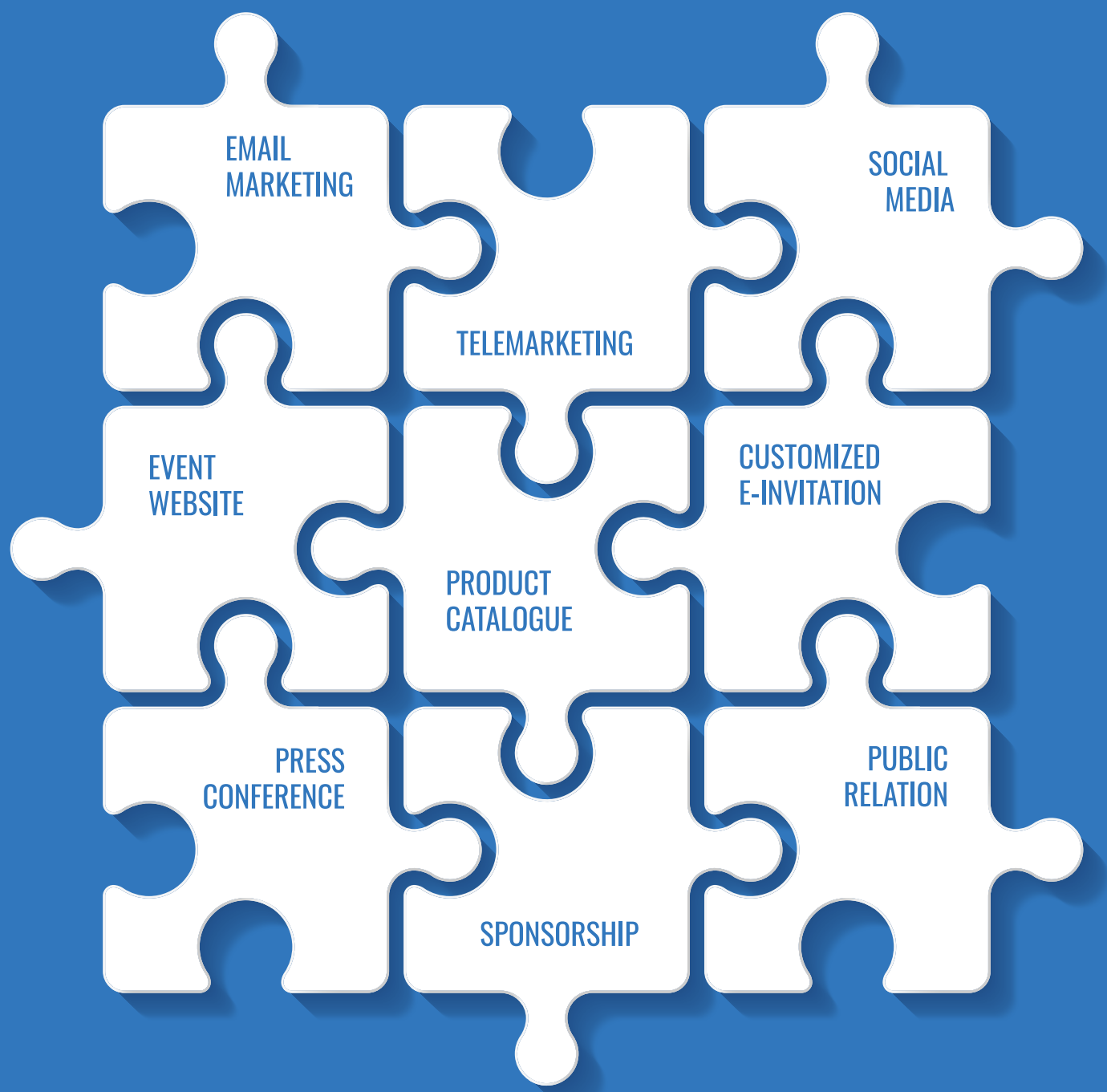


05 Interactive Live Product Experiences

At Vietbeauty x Cosmobeauté Vietnam, visitors don't just tour the booths—they also get hands-on opportunities to experience cutting-edge products, services, and innovations in the beauty industry.

All these and more await you at **Vietbeauty x Cosmobeauté Vietnam 2025!**

MAXIMIZE OPPORTUNITIES WITH EXTENSIVE MARKETING CAMPAIGNS



DIGITAL SHOWROOM

An intuitive platform for showcasing leading products from exclusive exhibitors at
Vietbeauty x Cosmobeauté Vietnam 2025.

SPONSORSHIP & ADVERTISING PACKAGE

WEBSITE BANNER – MIDDLE BANNER

Maximum 4 banners (4 sponsors) only

01

PRE-REGISTRATION PAGE BANNER

Maximum 3 banners (3 sponsors) only

03

EXCLUSIVE E-NEWSLETTER BOTTOM BANNER

Maximum 3 banners (3 sponsors) only

05

ADVERTISEMENT IN SHOW DIRECTORY

Full color inside FRONT or BACK COVER page
Size: A5 (148mmL x 210 mmH)

07

ROLL-UP BANNER AT PUBLIC AREA

Quantity: 3 banner each package
Roll-up banner / One side
Size 0.8mW x 1.8mH

09

EXHIBITION DOCUMENT CARRY BAG (Exclusive)

Quantity : 5,000 pieces
Non-woven bag with color printing
(maximum 4 colors)
Logo of sponsor to be featured together
with the show & the organizer's logo

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TAILOR-MADE SEMINAR SPONSORSHIP PACKAGE WITH BOOTH PARTICIPATION

Bronze, Silver, Gold, Platinum Package

02

EXCLUSIVE E-NEWSLETTER MIDDLE BANNER

Maximum 2 banners (2 sponsors) only

04

ADVERTISEMENT IN SHOW DIRECTORY

Full color inside page
Size: A5 (148mmL x 210 mmH)

06

HANGING BANNER INSIDE HALL

Quantity: 1 banner
Hiflex printing / Double side
Size 3m W x 5 m H

08

VISITOR/DELEGATE BADGES (Exclusive)

Sponsor's logo will be printed on the top right corner of the badge alongside the show's logo

10

LANYARD (Exclusive)

Quantity: 5,000 pieces
Logo of sponsor to be featured together with the show's logo (maximum 4 color printing)

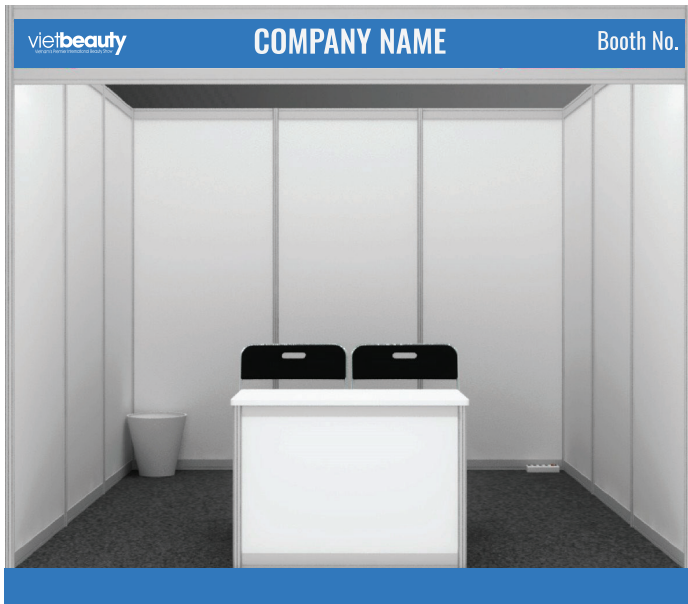
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For further information, please contact the organizers for consultation.

EXHIBITION RATE

STANDARD PACKAGE

Unit cost: **USD 378/sqm**
VND 9,450,000/m2
 Min. 24sqm



STANDARD PACKAGE

Unit cost: **USD 428/sqm**
VND 10,700,000/m2
 Min. 9sqm

Each standard 9m2 booth includes:

- ▶ trunk experience
- ▶ White booth line (2.5m high)
- ▶ Table name and number of rows in the table
- ▶ Fluorescent lamp (40w) x 2
- ▶ Information desk x 1
- ▶ Sort x 2
- ▶ Garbage basket x 1
- ▶ Power outlet (5A/22V, 1 phase) x 1



PREMIUM PACKAGE | BETTER STAND

Unit cost: **USD 463/sqm**
VND 11,575,000/m2
 Min. 24sqm

Note: The images are for illustrative purposes only. Some facilities are not included in the package. For details, please contact the organizers.



LeadGrab Basic (Optional)

LeadGrab Premium (Optional)

	LeadGrab Basic (Optional)	LeadGrab Premium (Optional)
DETAIL	<ul style="list-style-type: none"> ▶ 02 users per exhibitor ▶ Limited 100 of scans in total for the account in 3 days ▶ Only "Email" available in visitor contact info to share with exhibitors. 	<ul style="list-style-type: none"> ▶ 3 user quota ▶ Unlimited # of scans ▶ Mobile # and Business Nature available in visitor Info, on top of visitor emails
PRICE	<ul style="list-style-type: none"> ▶ USD 100 	<ul style="list-style-type: none"> ▶ USD 250 ▶ Additional users exceed the Premium package: USD 30/user

ABOUT INFORMA MARKETS

Informa Markets creates the platforms for industries and specialist markets to trade, innovate and grow. We have a portfolio of more than 550 global B2B events and brands in numerous industries, such as healthcare and pharmaceuticals, infrastructure, construction and real estate, fashion and apparel, hospitality, food and beverage, health, nutrition, and many more. Through direct connection, deep digital content, and application data solutions, we help our international clients and partners to interact, experience and conduct business. We assist in realizing a variety of specialized markets and creating growth prospects as the top expo organizer in the world.

For more details, please visit: www.informamarkets.com

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