



# Post show report

The 35th edition marked the first edition of Beauty Expo transitioning from a B2C show to a B2B2C platform, and it also became part of the globally renowned beautyworld series for the first time. With exhibitors from Taiwan, Japan, China, Korea, and Thailand, the show was recognized as the most international and largest-scale beauty exhibition in Taiwan. The new positioning not only opened up valuable business opportunities within Taiwan, but also helped participating brands gain broader market visibility across Asia and beyond.

|                              |  |
|------------------------------|--|
| Title                        | Beauty Expo 2025   |
| Date                         | 27-30 (Thur – Sun) March 2025 10:00 – 18:00                            |
| Venue                        | Area A & D, 1F Taipei World Trade Center Hall1                         |
| Organiser                    | Messe Frankfurt (H.K) Ltd. Taiwan Branch<br>United Daily News          |
| Number of exhibitors         | 230 companies / 5 countries, regions<br>(Domestic: 175, Overseas: 55 ) |
| Exhibition country breakdown | Japan, South Korea, China, Thailand, and Taiwan                        |
| Number of visitors           | 16,720   |



## Pavilions & Zones

Korean Pavilion  
Japan Pavilion  
China Pavilion  
Skincare, Make up & Fragrance  
Nail, Eyelash & Permanent Make up  
Hair Products & Salon  
Association & Organizations  
OEM/ODM

## Onsite Event

APAC Beauty Industry Trend Forum  
Beauty talk  
Nail Master Forum  
Runway Fashion Show  
Mrs of the Year 2025  
Makeup × Styling × Dance





The event drew an unprecedented **16,720** participants from **22** different countries and regions over the **4** days.

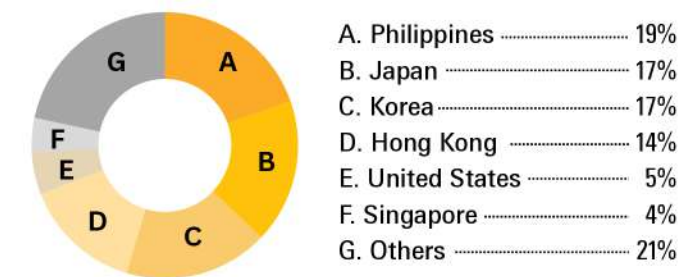
## Number of visitors

|      | March 27 | March 28 | March 29 | March 30 | Total |
|------|----------|----------|----------|----------|-------|
| 2025 | 4440     | 4059     | 4465     | 3756     | 16720 |

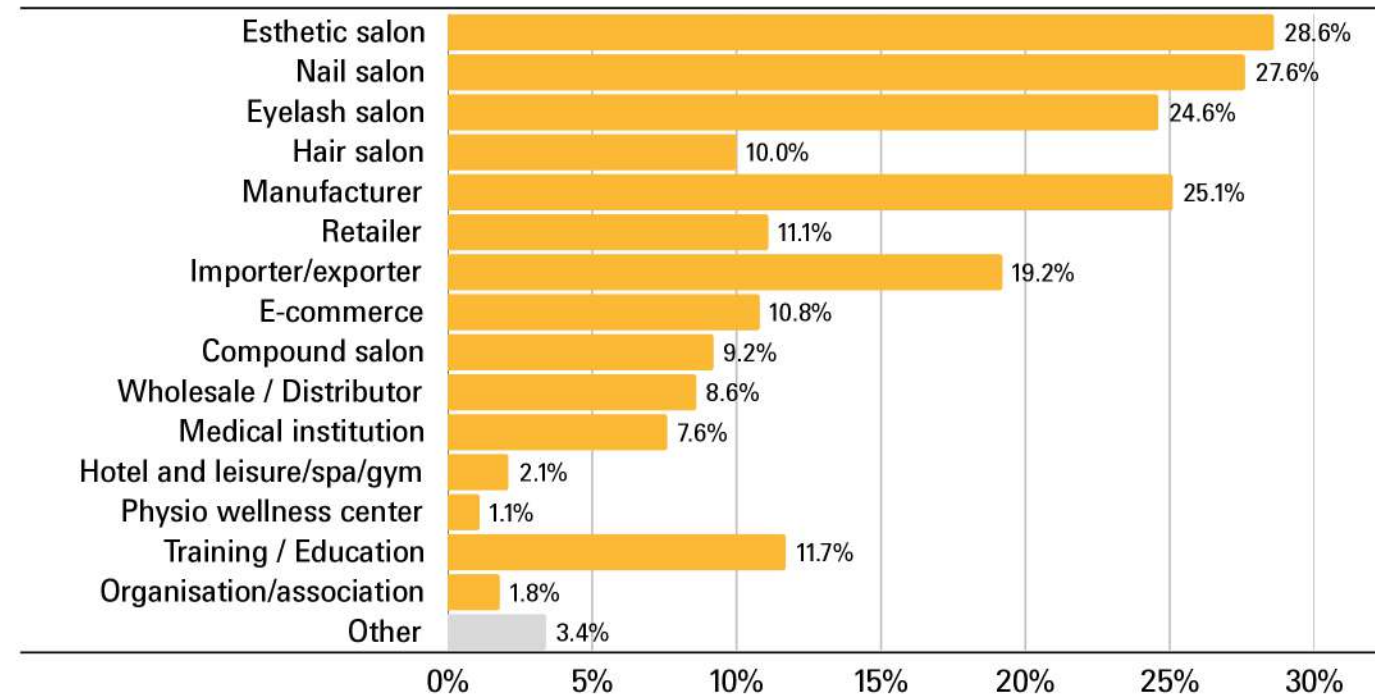
## Visitors (domestic / overseas)



## Top Visit Foreign Country

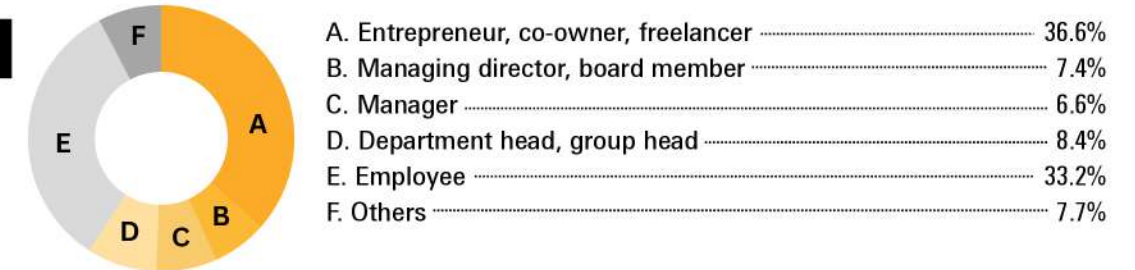


## Business Nature

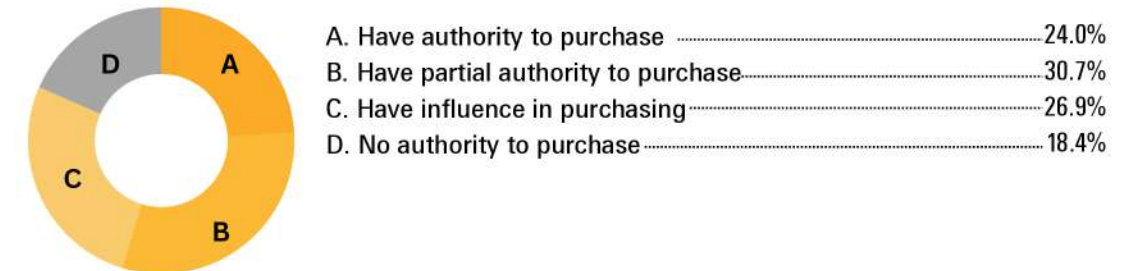


## Position

\*Top management 51%



## Authority in purchasing decisions

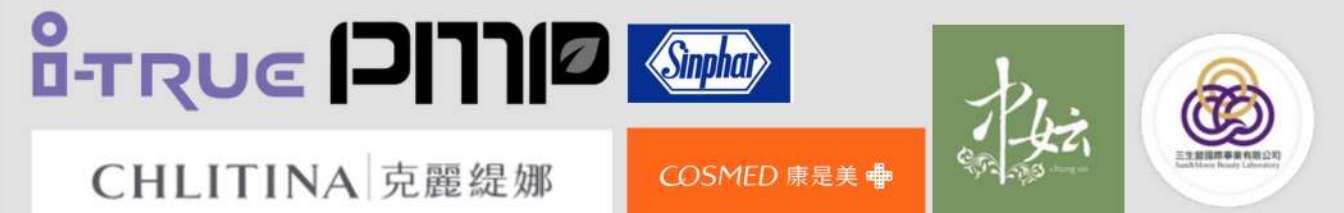


## APAC Beauty Industry Trend Forum

The forum brought together leading experts who shared insights on the latest trends and business opportunities in the Korean and Japanese beauty markets. The panel discussion featured valuable perspectives from both international and local industry figures. Key topics included the integration of medical innovations into beauty and skincare, evolving business strategies, and global transformation trends.

The event attracted 105 participants, including a wide range of trade buyers and distributors, underscoring the forum's role as a dynamic platform for international exchange and industry collaboration.

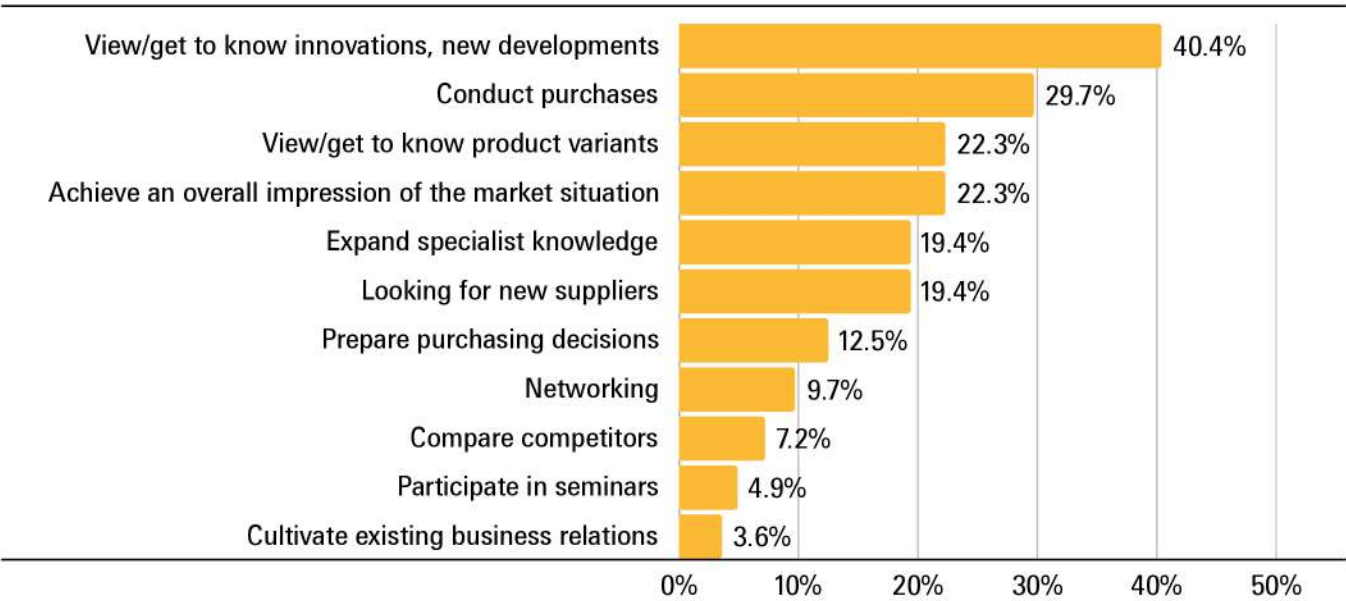
### Key attendee



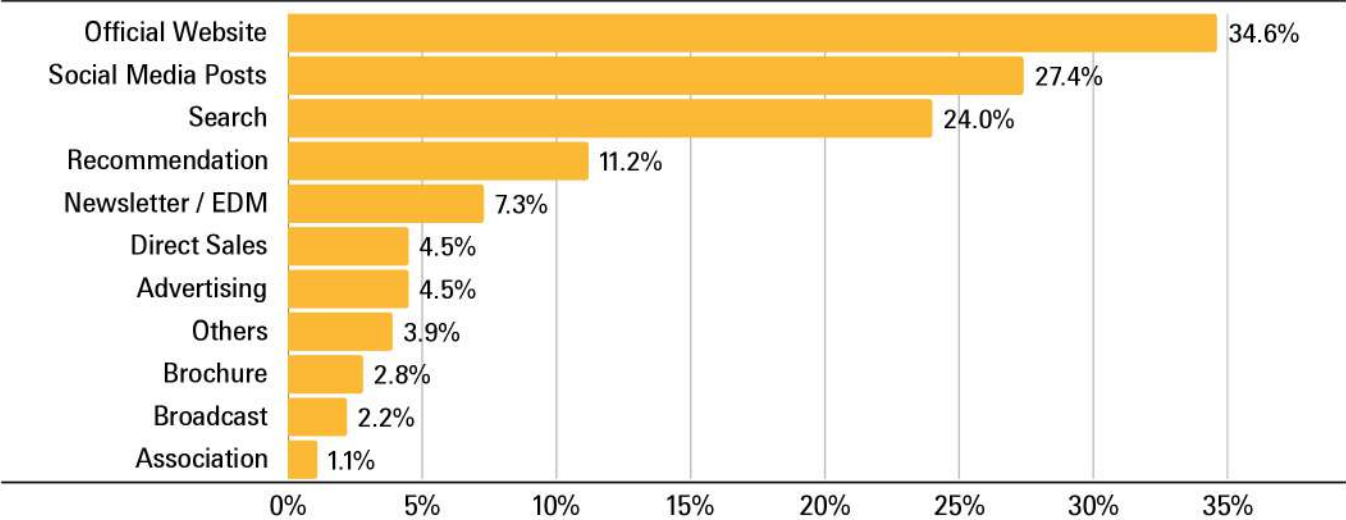


# Visitor's questionnaire

## Which objectives are you pursuing in visiting this trade fair?



## How did you prepare for your visit to Beauty Expo 2025?



## Visitor's voice

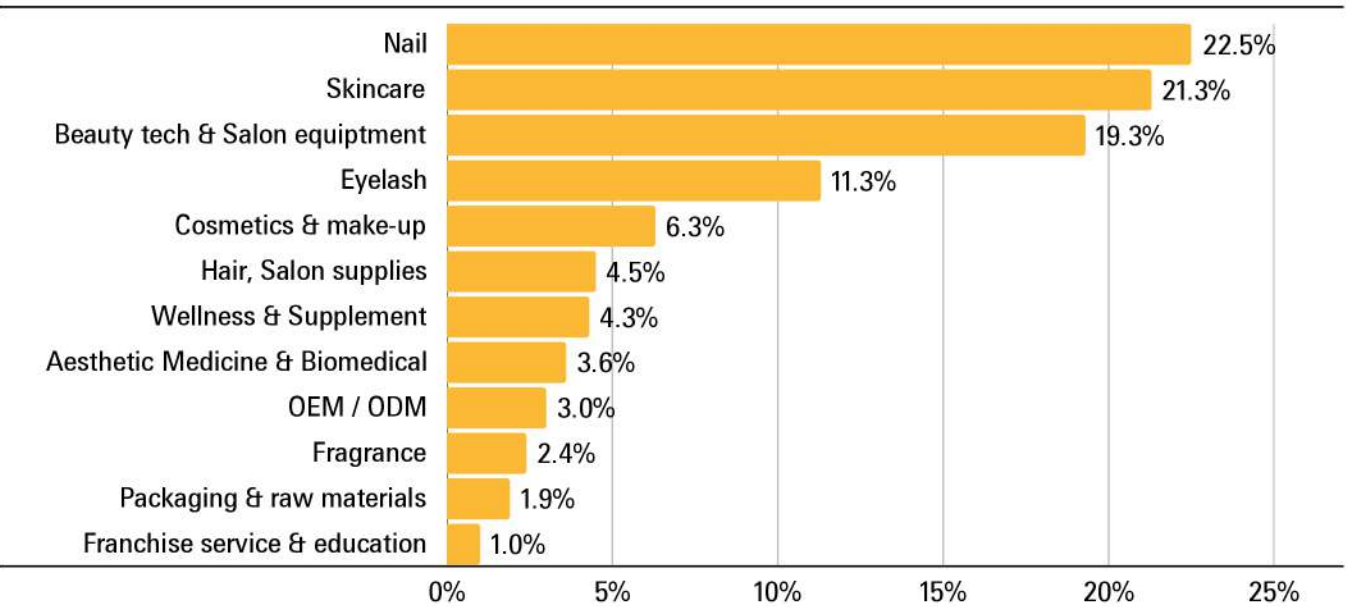
We are a brand and manufacturer of false eyelashes and eye makeup products, participating in this fair for the first time to explore the Taiwanese market and find potential business partners. The event surpassed our expectations in size and attendance, highlighting significant market potential. Although the false eyelash market is well-established in Korea, with over 88% usage among women, it's less popular in Taiwan. We hope to discover innovative products and this fair has provided a valuable platform to engage with a wide range of international exhibitors.

Mr Jerry Yu, Division Director, Normmund Inc, Korea

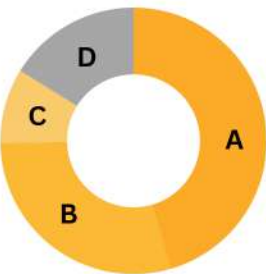
We are a Philippines-based direct-to-consumer brand-building company targeting the younger demographic in emerging markets. As we prepare to launch several brands, including a skincare line, we're attending this fair to explore partnerships with distributors and suppliers. We've encountered a mix of Korean, Japanese, and Chinese packaging suppliers, as well as local Taiwanese brands. We also came across an intriguing sturgeon oil product from a Korean company. As newcomers to the beauty space, we acknowledge the challenges of standing out in a democratised market where innovation is key.

Mr Andrei Lorenzo Salta, Founder & CEO, Cedar Tree Brands, Philippines

## Product of Interest

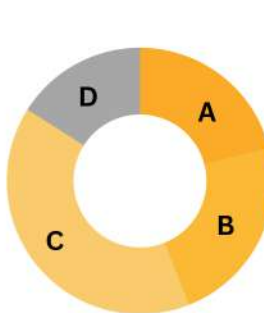


## What status does Beauty Expo have for your company in comparison to other trade fairs in your industry/sector in Taiwan?



A. Rank 1: the most important trade fair..... 45.3%  
B. Rank 2: the second most important trade fair ..... 29.2%  
C. Rank 3: the third most important trade fair ..... 9.4%  
D. Other rank ..... 16.1%

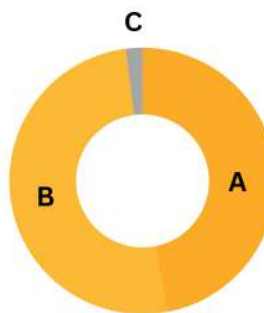
## Are you placing orders at this trade fair?



A. Yes, I already have .....21.4%  
B. Yes, I will at this trade fair .....22.8%  
C. Yes, I will after this trade fair .....39.5%  
D. No .....16.3%

**\*83.7% of decision-makers place orders.**

## Overall assessment/visit of the next Beauty Expo?



A. very satisfied.....47%  
B. satisfied ..... 51%  
C. less satisfied..... 3%

**\*98% of visitors are likely to attend next year.**

This is our first time attending this fair in Taipei, and we are excited to explore the opportunities it presents. We are seeking skincare and personal care products for our beauty and health store. Having previously visited Beautyworld Tokyo, it's refreshing to see a broad array of products from the Asian region, especially the impressive selection of Korean and Japanese items. Overall, I'm enjoying the fair and value the chance to connect and network with others in the beauty industry.

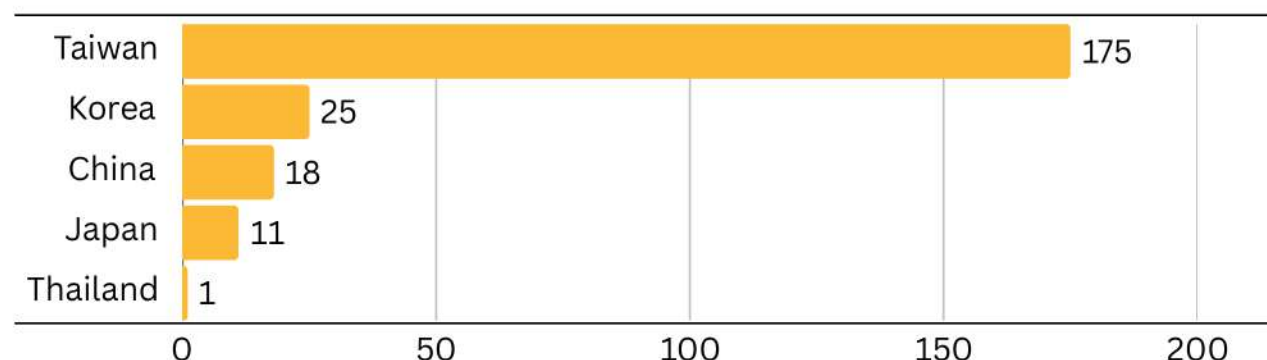
Mr Raj Kumar Karamchandani, President, Urehealth, India



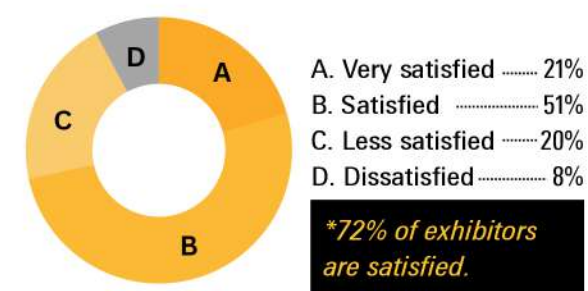
# Exhibitor's questionnaire

## 230 exhibitors from 5 countries and region (Taiwan: 175, Overseas: 55)

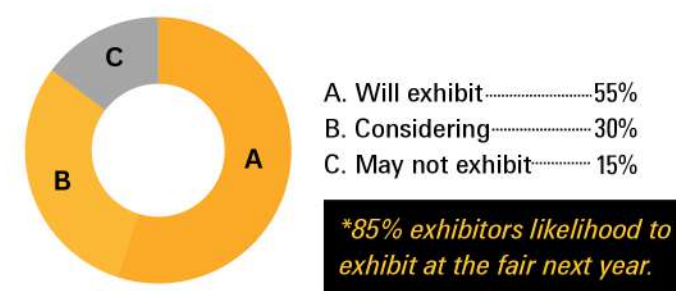
### Exhibitor breakdown by country



### Exhibitor Satisfaction



### Likelihood to Exhibit in next year



### Exhibitor's voice

We are a Japanese beauty cosmetics manufacturer – our additive-free products utilise unique hydrogen water technology and prioritise skin safety. We chose to participate in this fair to promote our brand and new product range in Taiwan, where we already have a distributor. The turnout at our booth has been excellent, with interest from salons and consumers, enhancing our reputation. This is our first time at the fair, which feels international with participants from Korea, China, and Taiwan. We look forward to returning, as many Taiwanese customers appreciate Japanese products, and I believe this fair marks the beginning of a more significant B2B focus in the future

**Ms Miyu Yasuda, Overseas Division, Alen International, Japan**

As a Korean skincare and makeup brand, we're showcasing a variety of products from skincare creams to lip tints. Our strength is in offering quality ingredients at reasonable prices. We're currently exporting to the CIS market and Thailand, and Beauty Expo is a fantastic opportunity for us to introduce our brand here since we haven't entered this market yet. We've also connected with buyers from the Philippines who are interested in our makeup. This fair is important for us, as it allows us to engage with Taiwanese consumers, even the younger crowd drawn to our colourful designs.

**Ms Hyuna Kim, Assistant Manager, Dr Cellio-Cellio, Korea**

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 Messe Frankfurt (H.K) Ltd. Taiwan Branch

Take a booth now →



## See you next fair

# March 20–23, 2026 (Fri–Mon)

## Taiwan, Taipei WorldTrade Center Hall1

