

Key Facts & Figures Of Vietbeauty 2019



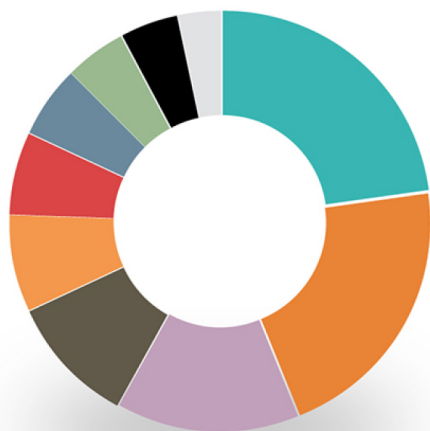
Total exhibition area: 8,800 sqm

Exhibitor's participants: 309 exhibitors from 350+ brands from the below countries: US, UK, Australia, Canada, China, Hong Kong, Israel, Italy, Japan, Korea, Malaysia, New Zealand, Poland, Russia, Singapore, Switzerland, Thailand, Taiwan, India and Vietnam

International Country Pavilions: European, Japan, Singapore, Malaysia, Thailand, Taiwan, China, Vietnam

Number of trade visits: 12,014 visits from 25 countries and regions of the global beauty industry visited marking an increase of 47% from 2018. Among them 10% came from abroad.

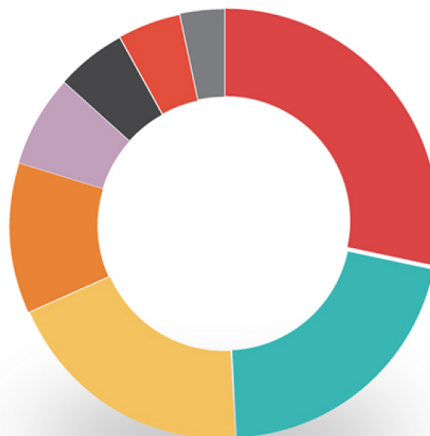
Visitors by nature of business



22.9%	Exclusive Importer
21.1%	Beauty Salon /Medical Beauty Center/ Aesthetics Clinic
14.1%	Manufacturer
10.1%	Local Distributor
7.6%	Online shop
6.2%	Retails shop
5.7%	Perfumery and cosmetics shop
4.7%	Hair Salon
4.5%	Nail Salon
3.1%	Others

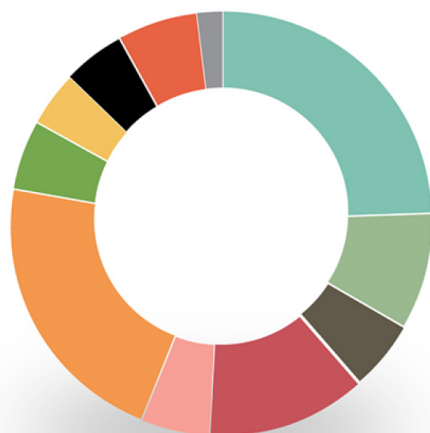


The platform to connect with key decision-makers



28.50%	Senior Management (CEO/Director/President/GM)
20.71%	Owner
19.36%	Beauty Salon Owner
11.39%	Marketing Manager
6.94%	Purchasing Manager
5.25%	Aesthetic Doctor/ Surgeon
4.70%	R&D Manager
3.15%	Others

Buyer's interest in main product categories



24.6%	Skin care
8.9%	Personal care and body care products
5.2%	Beauty device for home use
12.4%	Make up and color cosmetics
5.2%	Perfume and fragrances
21.7%	Medical beauty products and equipment
5.3%	Hair products and equipment
4.1%	Nail, eyelash and tattoo
4.9%	Nutraceuticals and Dietary Supplements
6.1%	Natural and Organic products
1.7%	Other (please specify)

