

**vietbeauty**  
Vietnam's Premier International Beauty Show

[www.vietbeautyshow.com](http://www.vietbeautyshow.com)

Organised by:



Powered by:



**cosmobeauté**  
Vietnam 2022

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

**24-26**

**AUG 2022**

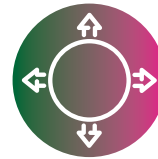
**HALL B, SAIGON  
EXHIBITION & CONVENTION  
CENTER (SECC),  
HO CHI MINH CITY  
9AM - 5PM**



**Vietnam's**  
**LARGEST & LONGEST-RUNNING**  
**BEAUTY TRADE SHOWS**

**POST SHOW**  
**REPORT**

# Overview



Total Exhibition Area:  
**4,400 SQM**



Number Of Exhibitors:  
**145 Companies** with **over 550+ Beauty Brands**



Number Of Unique  
Visitors: **6404**



Hosted Vip Buyer:  
**Close To 200 B2B Buyers**



Total Number of  
Participating  
Countries / Regions:  
**24**



Total Number  
of Pavilions: **4**



Total Number of  
Visiting Countries  
/Regions: **26**

Marking its' return after a two-year pause, the first ever joint collaboration of VietBeauty & Cosmobeauté Vietnam 2022 gained great success across three days of the event at Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City; Vietnam's largest city and economic hub.

VietBeauty & Cosmobeauté Vietnam 2022 attracted 145 exhibitors from 24 countries & regions and 6404 visitors. Known as the prestigious and the longest-running international beauty trade exhibition, VietBeauty & Cosmobeauté Vietnam 2022 was a federating professional platform to connect exhibitors and buyers - including importers, distributors, retailers, e-commerce, professionals, and prospective investors. It was joined by not only local organisations, but also international companies in the beauty industry. Apart from that, the exhibition delivered various meaningful activities and industry programmes across three days.

**Date : 24-26 August 2022**  
**Time : 9:00-17:00**  
**Venue : Saigon Exhibition and Convention Center (SECC), Ho Chi Minh, Vietnam**



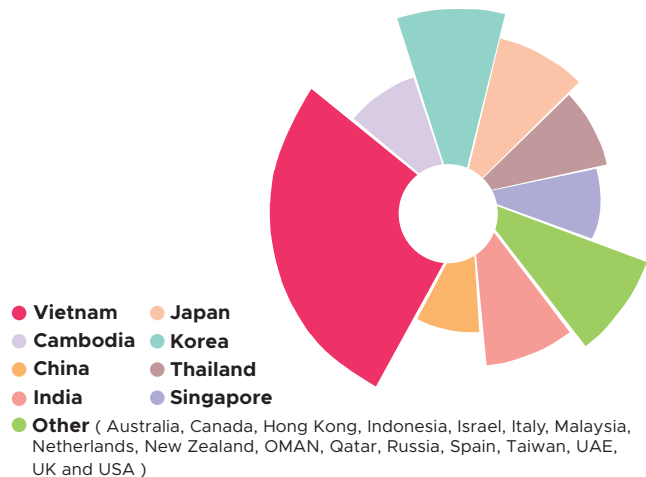


# B2B Buyers & Visitor Statistics

Total Number of  
Visitors & B2B Buyers:  
6,404



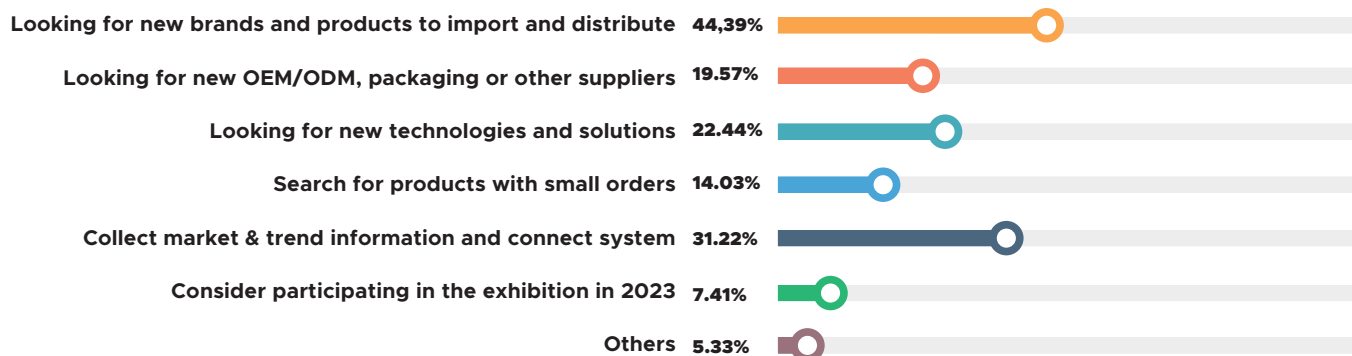
## From Which Countries/Regions (Top Visiting Countries)



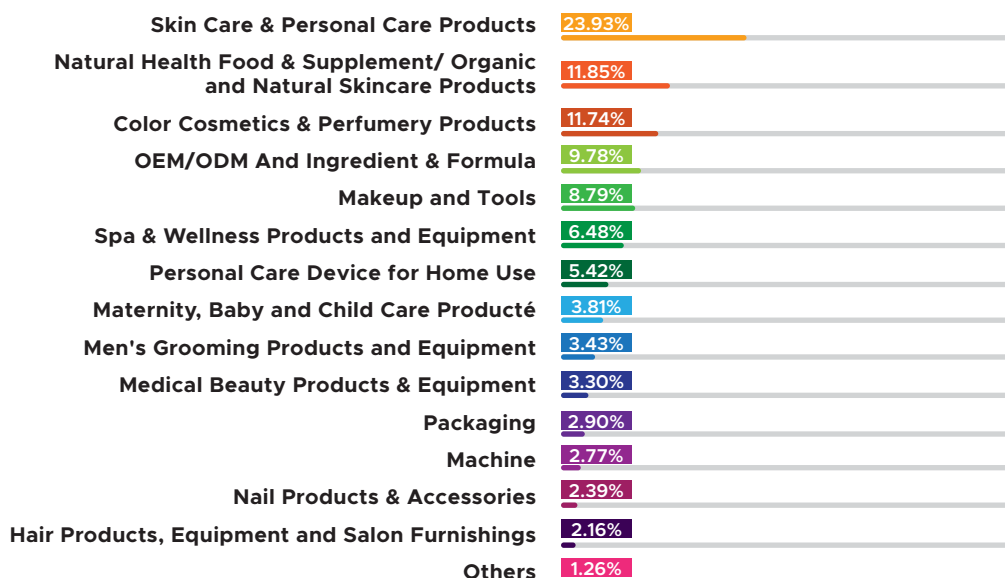
## B2B Buyers & Visitors' Nature of Business



## B2B Buyers & Visitors' Objective for Visiting



## B2B Buyers & Visitors' Area of Interests



# B2B Buyers & Visitor Testimonial

Total Number of  
Visitors & B2B Buyers:  
6,404

## Visitor Testimonial

“



I came here to see all the potential products in this event, as we have to find the right product for Vietnamese market.

This event is very good actually. It has good products, especially Korean products which seem very good for Vietnamese market. For my company and my position, it very interesting to be here. Also, the organisation is very good, I have nothing to complain.

**Adrien Ecombat**  
International Purchasing Manager  
Buy2Sell Company

”

“



Thanks to the management at Informa Markets for another successful VietBeauty & Cosmobeauté Vietnam show in HCMC. It's great to be back after a couple of years online only due to the pandemic. We certainly found a good number of new brands and partners to represent in Vietnam & Myanmar. Brand owners and manufacturers were willing to spend quality time with our team which made all the difference.

**Ian Macdonald**  
CEO  
MEDICARE

”

“



It's fantastic to see the pace of innovation in cosmetics market here. I participate in this trade show every year, and each year there's something new in the market. That's so fantastic. I love it, and I will visit again next year!

**Dr. Thomas Remy**  
Managing Director  
M2M Medical

”



B2B Buyers & Visitors  
Satisfaction



86%

Satisfied With Visiting  
Experience at VietBeauty  
& Cosmobeauté Vietnam 2022

88%

Continue To Visit VietBeauty  
& Cosmobeauté Vietnam in 2023

89%

Recommend the Show to a  
Friend or Colleague

88%

Satisfied With the Workshop  
programme at the Exhibition

# Exhibitor Profile Statistics

Total Number of  
Visitors & B2B Buyers:  
6,404



## Exhibitors' Primary Business Nature

Skin Care & Personal Care Products	29.30%
Cosmetic OEM/ODM Processing	15.92%
Color Cosmetics & Perfumery Products	8.28%
Supplement/ Functional Foods/Vitamins	8.28%
Medical Beauty Products & Equipment	7.64%
Beauty Academies	7.01%
Products/equipment for Spa & Beauty Salon	6.37%

Personal Care Equipment	4.46%
Ingredients & Formula	3.18%
Natural & Organic Products	3.18%
Nail Products & Accessories	2.55%
Products/Equipment for Hair Salon	2.55%
Machine For Production	0.64%
Other	0.64%



## From Which Countries/Regions (Top Exhibiting Countries)

- Australia
- China
- Egypt
- France
- Hong Kong
- India
- Italy
- Japan
- Korea
- Malaysia
- New Zealand
- Poland
- Thailand
- Vietnam



# Quotes from Exhibitors

“ This is the 4th time PPL companies have participated in the exhibition. The event gathered a lot of companies and brands from many countries in the beauty industry which made me very impressed. Our company has invested very carefully this year and will continue to accompany the programme next year.

**Trần Thị Hương Nghiệp**

Business manager  
Công ty TNHH Thương mại Dịch vụ và  
Phát triển PPL - Việt Nam



“ Today we are attending so many activities and it's really amazing. So many clients from all over the world, and we can find many Asian clients who were interested in our product. We are totally pleased with the result of this exhibition.

**Đoàn Thị Hạnh**

General Director  
Pro Labo Vietnam (on behalf of  
Pro Labo Holdings Co., Ltd. Japan)  
Vietnam



“ This is my first time visiting Vietnam and this is the first exhibition we joined abroad. This exhibition was much bigger than what I expected. The visitors came from various countries so I was nervous but they are very kind so I can enjoy the exhibition. We will participate in next year's exhibition.

**Woolin Park**

Manager  
Nature Botanics Co.,LTD | Korea



“ Our second time we've participated as we got a good outcome from the previous year. This year, we came to introduce our beauty products from New Zealand, and we also wanted to introduce the inner beauty products from New Zealand to Vietnam. Thank you for the Organising Team and hope that we will have a good outcome from the exhibition.

**Tien Nguyen**

Marketing & Sale  
Alpha Laboratories | New Zealand



“ We came here to find opportunities in Vietnam for this time. Actually, we have a variety of cosmetics because I believe there is a big market in this country. We hope everyone loves it and we can seek more opportunities in this country.

**Totaro Kalafchi**

CEO  
SINAC Inc | Japan



“ This is our first time exhibiting in Vietnam, and we actually really like it! We hope for the best here as this is a very important market for us. Thank you!

**Klaudia Twardosz**

Export Specialist  
Paese Cosmetics  
Poland



# From Exhibitors/ Visitors Survey Report

Total Number of  
Visitors & B2B Buyers:  
6,404



**Satisfactory Level  
of Exhibitors**

★★★★★  
**81%** Satisfaction at VietBeauty & Cosmobeauté Vietnam 2022

★★★★★  
**90%** Recommend the show to a friend or colleague

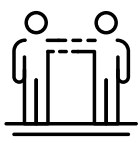


**Exhibitors' Objective for Exhibiting**



Meet Potential Partners/ Buyers

**80.07%**



Expand/build Relationships With New Partners

**78.98%**



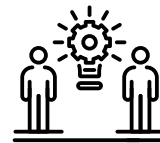
Gain Many Customers to Visit The Booth

**76.48%**



Launch New Products/Services & Do Brand-building

**76.09%**



Collect Market Information From Seminars at Exhibitions/customers

**41.50%**

## Highlight Activities



### Opening Ceremony

VietBeauty & Cosmobeauté Vietnam 2022 official opening ceremony was joined by honourable guests, exhibitors, supporting partners, associations, international agents, and members of the media.



### Live Demonstrations at the Main Stage

Our beauty professionals showcased their latest products, recent innovations and trendy tips & tricks.



### Livestreaming Session & Exhibitor Shout-Out with Call Me Duy (Champion of KOC VIETNAM 2022)



### Exhibitor & Product Highlights Livestreaming

For the first time ever at VietBeauty & Cosmobeauté Vietnam 2022, there was a continuous full-day livestream programme that provides an opportunity to interact with domestic and global audiences during the livestreams.



### Beauté Meeting & VIP B2B Buyer Programme

Beauté Meeting & VIP Buyer programme is a match-making programme for sourcing beauty products and services through 1:1 meetings. This programme assisted to connect exhibitors (Sellers) and B2B Buyers in the fields of importers, distributors, retailers, e-commerce businesses, and potential investors both locally and internationally.



### Education Seminar

The beauty industry has gone through a turmoil of changes after the pandemic altered the world for two years. The buying trends of consumers had dramatically turned to online purchases, and the field of e-commerce has grown tremendously.

As such, besides visiting and sourcing reputable products and services, VietBeauty & Cosmobeauté Vietnam 2022 also organised education seminars to deliver knowledge of E-commerce, strategic solutions, and new market trends to help address industry issues. These seminars featured keynote speakers from MEDICARE, Nielsen IQ, Haravan, TikTok, Vibula, Soclive, and Meiyume.



**27-29  
JULY 2023**

The **Largest &  
Longest-Running**  
International Beauty  
Trade Shows in Vietnam

Hall A, Saigon Exhibition & Convention Center (SECC),  
Ho Chi Minh City | 9AM - 5PM



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