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in-cosmetics™ asia

Bangkok • BITEC • 5-7 November 2019

The leading event in Asia Pacific
for personal care ingredients



2019 Post-Show Report



Organised by:

Reed Exhibitions®

www.asia.in-cosmetics.com



The 12th edition of in-cosmetics Asia in Bangkok, Thailand was the largest in history.

With 9% more stands this year and 100% of the world's top ten ingredient suppliers in attendance for the first time ever, this year's event welcomed 11,914 visiting industry professionals, reaffirming its position as the leading event in Asia Pacific for personal care ingredients.

Among the cosmetics and personal care community present were R&D specialists and formulators from the likes of Amore Pacific, Beiersdorf, Chanel, Coty, Colgate Palmolive, Estee Lauder, Henkel, Johnson & Johnson, Kao Corp, Kose, L'Oréal, Procter & Gamble, Shiseido and Unilever to name but a few.

The event attracted a wider international audience than ever before with 35% of all cosmetic and personal care industry professionals in attendance coming from outside of Thailand, with a representation of 75 different countries across the world.

At 28% larger than the previous year, the Innovation Zone showcased a total of 89 display products in 2019 and once again proved to be the heart of the show. Many of the world's top personal care ingredient suppliers participated including; Croda, Ashland Singapore Pte Ltd, Clariant (Thailand) Ltd, Evonik Nutrition & Care GmbH, Codif TN and Lubrizol Southeast Asia Pte Ltd.

Newly launched this year was the Halal Cosmetics Zone, comprising free educational content delivered at the Halal Discovery Theatre, a Test & Try product display area of halal certified products and exhibitor stands.

Last but not least, the extensive educational programme allowed visitors to enhance their knowledge and be inspired to develop new creations to meet current trends of the industry with a collective of 60+ hours of free education, delivered by industry leaders across the event.

Key Statistics

Unique visitor attendance:
11,914 (+5% vs 2018)

Total (including re-visits):
16,571

- Day 1: **5,940**
- Day 2: **5,947**
- Day 3: **4,684**



“ I really enjoyed getting to meet all the exhibitors and discovering new ingredients. I also attended a Formulation Lab session and an R&D Tour of the show – there is so much to do at the show and three days is just not enough time ”

Vynnaise Hekin, R&D at GT Cosmetics in the Philippines

Thai visitors vs International visitors



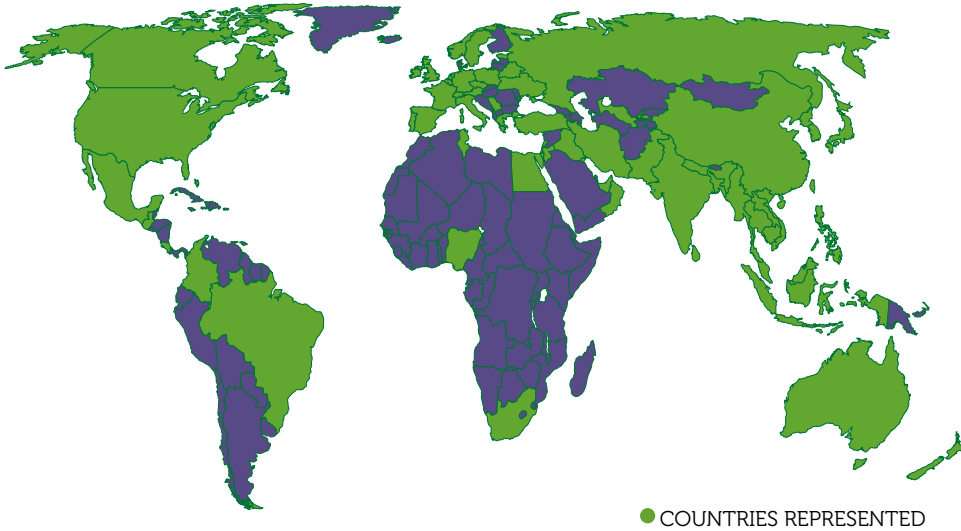
Visitor Profile - geographical breakdown

75

COUNTRIES REPRESENTED

Thai visitors: **65%**

International visitors: **35%**



Country	Total
THAILAND	7796
CHINA	664
SOUTH KOREA	479
MALAYSIA	454
INDONESIA	381
PHILIPPINES	286
INDIA	276
JAPAN	262
VIETNAM	233
SINGAPORE	152
TAIWAN (REGION)	109
AUSTRALIA	86
PAKISTAN	79
HONG KONG SAR CHINA	61
UNITED STATES	55
CAMBODIA	51
MYANMAR (BURMA)	39
GERMANY	33
SRI LANKA	33
FRANCE	31
UNITED KINGDOM	28
UNITED ARAB EMIRATES	27
RUSSIA	20
NEW ZEALAND	20
CANADA	19
ITALY	18
SPAIN	17
BANGLADESH	17
IRAN	16
TURKEY	15
UNSPECIFIED	13
SWITZERLAND	11
ISRAEL	10
LAOS	10
SOUTH AFRICA	10
SAUDI ARABIA	9
EGYPT	9
COLOMBIA	7
NEPAL	6
POLAND	5
UKRAINE	4
NIGERIA	4
BRAZIL	4
NETHERLANDS	4
ARGENTINA	4
AUSTRIA	4
JORDAN	4
IRAQ	3
MEXICO	3
BELGIUM	2
ALGERIA	2
BELARUS	2
LEBANON	2
CAMEROON	2
TUNISIA	2
KENYA	1
COSTA RICA	1
BAHRAIN	1
CHRISTMAS ISLAND	1
NIGER	1
BRUNEI	1
IRELAND	1
SUDAN	1
KUWAIT	1
SWEDEN	1
ESTONIA	1
ALBANIA	1
SYRIA	1
PERU	1
TOGO	1
CÔTE D'IVOIRE	1
LITHUANIA	1
MALDIVES	1
GREECE	1
GUATEMALA	1
PORTUGAL	1

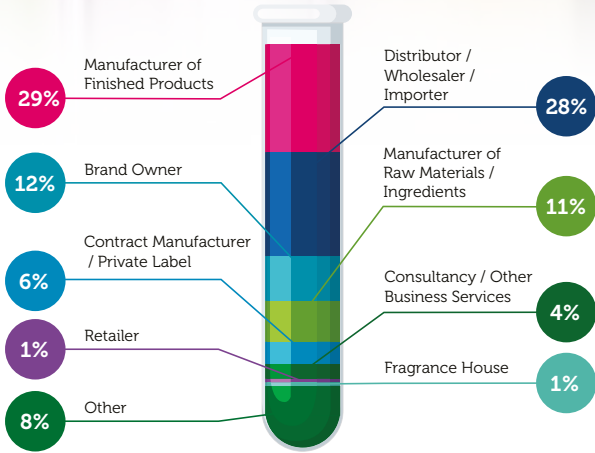


“ The show has been great so far. We have met with not only a lot of Thai customers, but also many from the whole of Asia, which has been wonderful. in-cosmetics Asia gives us the opportunity to meet Asia as a whole, which is many different countries in 3 days here in Thailand. It's a must, we need to come every year for sure. ”

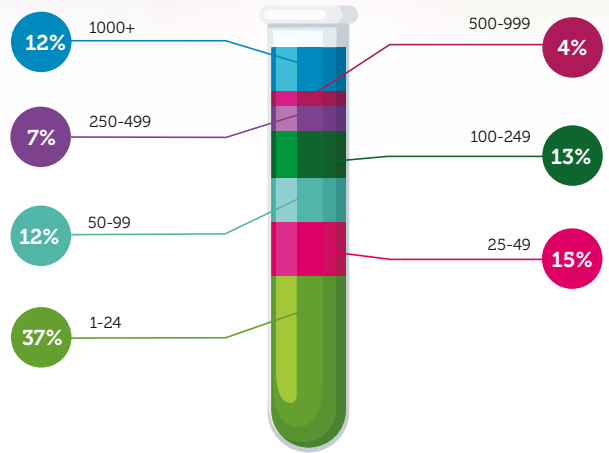
Isabelle Lacasse, Global Marketing Director, Lucas Meyer Cosmetics (Exhibitor)

Visitor Profile and Interests:

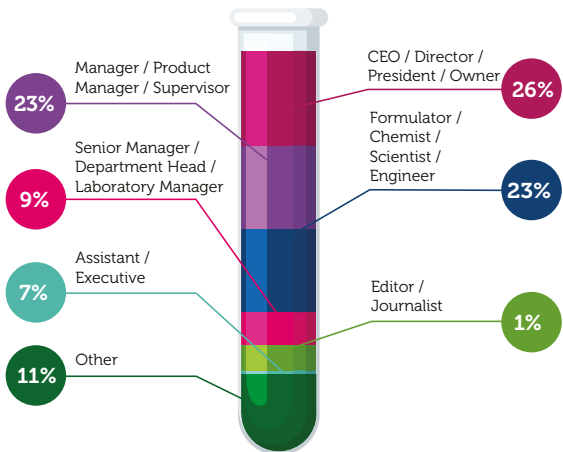
Visitors by Company Function



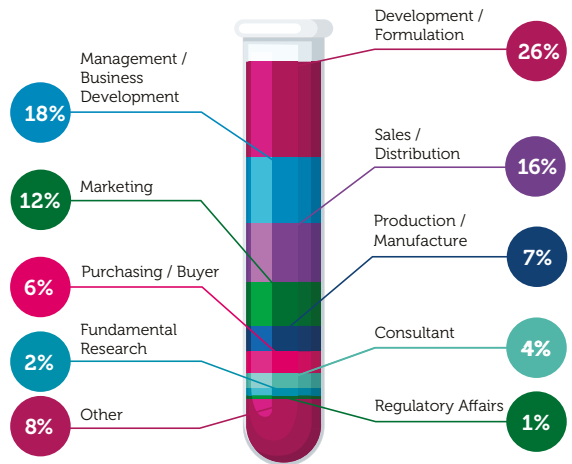
Visitors by Number of Employees



Visitors by Job Description



Visitors by Company Activity



“ What I like is that you have a large variety of people, manufacturers, distribution parties and consumer brands which are all visiting and looking for new opportunities, new innovation, new ingredients here at the show. But also you have people who can do tests for you, people who could advise you on packaging, new machines. It all comes together in one show and that’s great. ”

Arjan Verschoor, Commercial Director, ForestWise. (Exhibitor)



By Product Category interest:

By Product Category Interest

(% of visitors who ticked this segment)

Emulsifiers	39%
Anti-inflammatory, anti-irritants, soothing agents	37%
Anti-pollution	35%
Emollients, lipids	35%
Conditioners	35%
Anti-ageing/anti-wrinkle	34%
Antioxidants, radical scavengers	33%
Fragrances	33%
UV filters	32%
Preservatives	31%
Anti-acne	31%
Anti-bacterial	28%
Botanicals, essential oils, plant extracts	28%
Hydration/moisturising	28%
Film former	25%
Humectants	25%
Vitamins	25%
Biological, marine extracts, bio-fermentation	25%
Rheology modifiers, thickeners	24%
Acids/AHAs/BHAs	24%
Solubilisers	23%
Silicones	21%
Colourants, pigments, glitters	20%
Lightening/whitening	20%
Waxes	19%
Formulation	18%
Cooling, heating	18%
Surfactants	18%
Firming/lifting	17%
Opacifiers, pearlescents	16%
Petroleum jellies, vaselines	15%
Anti-dandruff	15%
Anti-cellulite, slimming, firming	15%
Exfoliants	15%
Soap bases, syndets	14%
Enzymes	14%
Product evaluation/testing	14%
Talcs, clays	13%
Fillers, extenders, binders	11%
Laboratory scale	10%
Superfatting	10%
Toning	10%
Bulk manufacture	9%
Regulatory	9%
Suspending agents	9%
Trade associations and media	7%
Hair dyes, colourants	7%
Deodorants, antiperspirants	5%
Styling agents	5%
Aerosols, propellants	4%
Oral care ingredients	4%
Nail polish ingredients	3%
Tanning agents	3%
Solvents	3%
Eco/green	0%



“ This year is very busy for us, we have had a lot of good visits here at the show, it's great. I think in-cosmetics Asia is very important for our industry here in the region because here we get a lot of customers from the whole region and they want to hear about the latest news. This is why we launch new products here. ”

*Fred Zuelli, Managing Director,
Mibelle Biochemistry (Exhibitor)*



“ We had a great edition this year, just like last year. It's always a good opportunity to meet all our clients. Being present locally is a great chance for us to expand our business. Basically it helps us strengthen our presence in the APAC region. ”

*Quentin Patourel, Events Project Manager,
Givaudan Active Beauty (Exhibitor)*



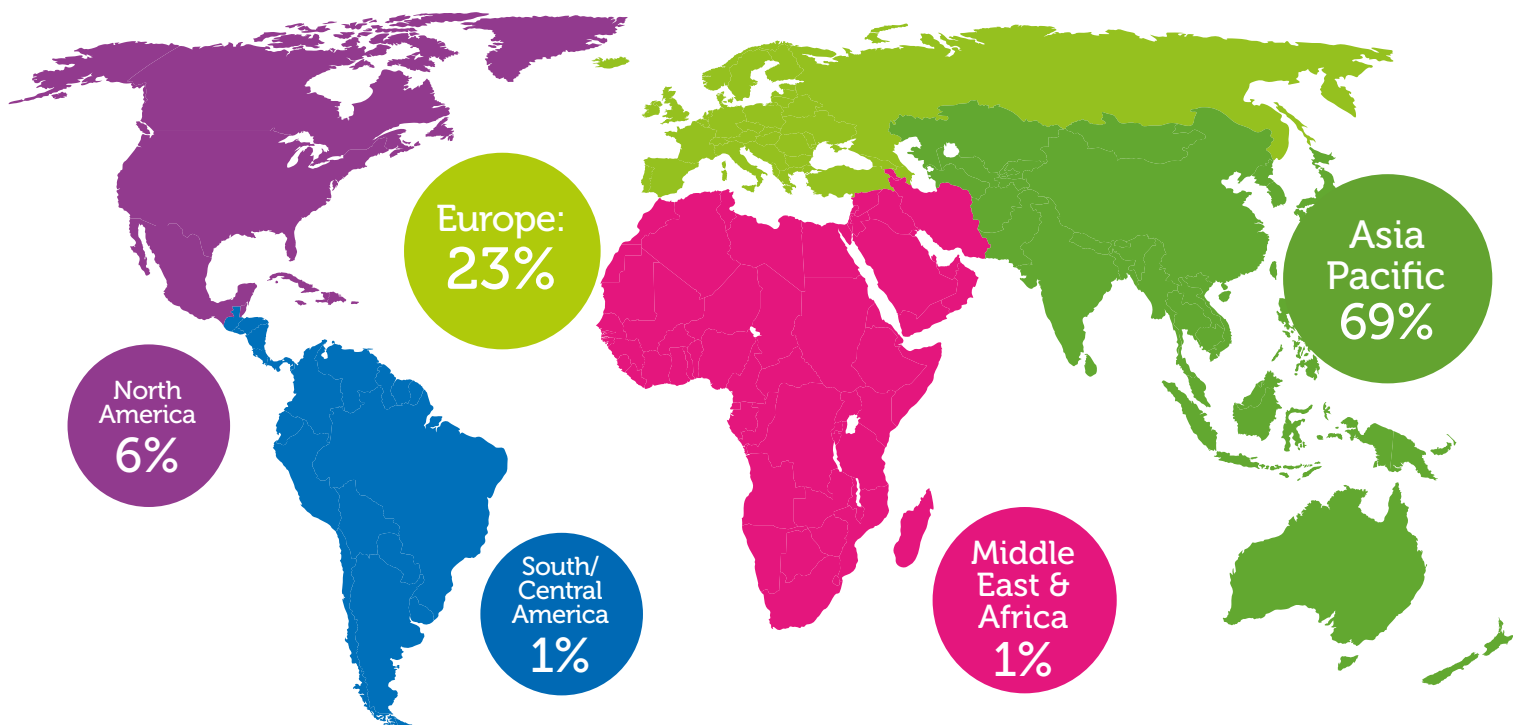
All statistics are based on the number of people that answered each segment during registration

Exhibitor Profile:

- Main stand holders: **427**
- Stand space: **7,723m²**
- Sharing companies: **94**
- First time exhibitors: **61**

Total: **521**

Exhibitors by Country of Origin:



Top 10 Countries	Count
China	117
South Korea	90
France	49
Thailand	45
Japan	40
USA	33
India	24
Singapore	20
Germany	17
Spain	16



2019 new activities and highlights

Innovation Zone

One of the most popular areas at the show, **the Innovation Zone showcases brand new personal care ingredients.**

There **were 89 innovations on showcase** this year, ranging from raw materials and ingredient technologies - each launched no more than **eight months beforehand.**

“ The Innovation Zone was beautiful – I loved it! It’s had all the actives we need. We also went to see the winners of the Innovation Zone Best Ingredient Award and now want to incorporate their ingredient in our formulations. How would I rate the show? 15 out of 10! ”

Pato Arlegui, CEO of Golden Age Research & Development in Australia, (Visitor)



Halal Cosmetic Zone

This new focus area highlighted the popularity of halal cosmetics. Packed full of premium educational insights, networking opportunities with specialist suppliers and the latest halal-certified ingredients which visitors had the opportunity to try first hand.

“ I attended one of the halal cosmetics seminars at the show. The speaker shared insights and explained how we can incorporate this into our products. This was invaluable. ”

Jason Chuah, a Product Development Manager at Tohtonku in Malaysia (Visitor)



R&D Tours

Three unique R&D Tours that covered some of the industry’s most pertinent subjects – Urban Lifestyle: Defend and Protect (sponsored by Mibelle Biochemistry); Skin Health and Microbiota: Enhance & Repair (sponsored by CODIF); and Timeless Beauty: Rejuvenate and Maintain, gave participants an opportunity to quickly identify some of the most exciting and innovative ingredients on display at in-cosmetics Asia. The carefully curated tours visited relevant exhibitors, where R&D professionals met new contacts and were given exclusive presentations or demonstrations.

“ We participated in the R&D Tour, which brought a lot of very interesting customers. ”

Isabelle Lacasse, Global Marketing Director, Lucas Meyer Cosmetics (Exhibitor)



2019 new activities and highlights



Mintel Live Demonstrations

The Mintel Beauty & Personal Care team revealed innovative finished products through a series of live demonstrations on the topic of Powering the Mind: Innovations for Asia-Pacific's Cerebral Age. Taking place twice daily, Mintel focussed on three specific areas: work, rest and play.



Spotlight On

Again, the spotlight was placed on three key topics– skincare, clean beauty and transforming formulations. Visitors were able to improve their knowledge about these exciting trends and quickly identify more ingredients that can enhance their next beauty creations.



Trends, Updates & Learning



Formulation Lab

Providing cosmetic chemists with an opportunity to learn about new ingredients and experiment with them first-hand. The lab hosted 11 executive sessions over three days, where the regions R&D professionals came together to create new formulations with leading ingredient suppliers under the guidance of in-cosmetics Asia advisor, Lorna Radford.



Technical Seminars Theatre

16 hours of free-to-attend presentations focused on new ingredients, claims and formulation techniques directly from exhibiting ingredient suppliers.

Across three full days of seminars, visitors gained in depth knowledge of ingredients, learning of their scientific claims and how to get the most out of them in new product development.

“ I love attending the Formulation Lab at in-cosmetics Asia. I started attending three years ago – I started from zero and have learnt so much there that I am now formulating for 200 brand owners in Malaysia and now have 80,000 Instagram followers. This show is the ultimate experience. ”

Siti Jamilah, Director of Technology Division at BlossomLab International (Visitor)



Halal Discovery Theatre

10 international speakers at the forefront of Halal ingredients, products and regulations delivered insights from certified bodies. Ingredient suppliers and beauty brands with specially curated presentations to help product manufacturers achieve new halal certified product development.



Marketing Trends & Regulations

These 19 unique presentations delivered by industry experts and award-winning providers of market research provided attendees with insights into the latest industry trends, facts, figures, market analysis and research data. They also shed light on the latest regulatory changes affecting personal care manufacturing.

Awards & Celebration

Innovation Zone
Best Ingredient
Award 2019
FUNCTIONAL



SpecPure® BTS Saponins

HYDRALIXIR™

Sensolene® Light ET

Innovation Zone
Best Ingredient
Award 2019
ACTIVE



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AnnonaSense CLR™

SKINectura™

Ciste'M®

Spotlight On
Formulation
Award 2019



SUNCARE

Emulium® Illustro



TRANSFORMING FORMULATIONS

Hydrating Green Caviar Jelly Orbs



CLEAN BEAUTY

Fiber Design Sensation



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The leading event in Asia Pacific for
personal care ingredients



where personal care ingredients
and creators come together

- **Cultivate** and consolidate existing business relationships under one roof
 - **Network** with new partners and generate lucrative new leads
- **Showcase** your products and your brand to the entire personal care industry
- **Create** a memorable brand impression to existing and potential customers

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