THE LEADING EVENT IN ASIA PACIFIC FOR PERSONAL CARE INGREDIENTS



2023 Post-Show Report

BITEC Bangkok • 7-9 November 2023



In the business of building businesses









Record-breaking event draws 40% international visitors

As the leading event in Asia Pacific for personal care ingredients, in-cosmetics Asia reported record-breaking visitor numbers and 40% international attendance (vs 32% in 2022).

Bringing together top-tier suppliers, creators, and thought leaders from around the world, the event marked a significant milestone attracting **11,772 unique visitors**, an increase of 16% vs 2022.

The exhibition welcomed multinational powerhouses and leading local brands such as **Aesop**, **Amore Pacific**, **Beiersdorf**, **Boticario**, **Emami**, **Godrej**, **Himalaya Wellness**, **Kenvue**, **Meiyume**, **Unilever** and **Paragon** to name but a few.

Reflecting the industry's eagerness to engage with the latest advancements and trends in the sector and make the most of what the show has to offer, repeat attendee numbers surged by 33% year-on-year, reaching **17,615**.

Against this backdrop, a record **581 personal care ingredient exhibitors** showcased their innovations at the event, a **40% rise** on the previous year.

Among these were industry giants and the world's top 10 suppliers BASF, Dow, Croda, Evonik, Solvay, Clariant, Ashland, Lubrizol, Momentive and DSM-Firmenich underscoring the event's standing as an essential platform for innovation in Asia Pacific.

Total unique attendees

Key Statistics:





Thai Visitors

International Visitors



73 countries represented

TOP 20		ATTENDEES
	Thailand	7071
*1	China	694
	Indonesia	562
(*	Malaysia	442
* •*	South Korea	441
۲	India	432
	Philippines	338
*	Vietnam	306
٠	Japan	264
¢	Singapore	187
*	Taiwan	132
	Russia	92
*	Australia	73
C	Pakistan	73
*	Myanmar	64
	Sri Lanka	55
	United States	49
*	Hong Kong	47
	United Kingdom	30
AAA	Cambodia	27

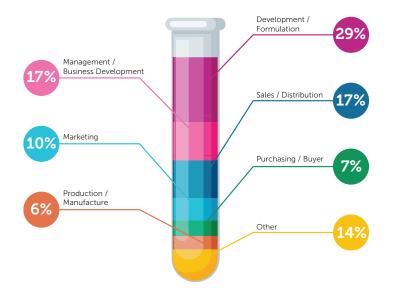
"I am able to network with my suppliers and peers within the industry while updating my knowledge on product trends. The show is very international and I'm glad to have a chance to attend an all-inclusive event like in-cosmetics Asia"

Visitor

Sommai Luangaram Associate Director & Technical Development Rubia Industries

Visitors by Company Activity Finished Product Cosmetic Manufacturer / Consumer / Indie Brand 30% Distributor OEM / ODM / E Contract Manufacturer / Private Label 12% Ingredient Manufacturer / Supplier 6% Consultancy 4% Fragrance House Other

Visitors by Job Description



Responsibility on buying/specifying products:

Direct responsibility

Influence

None



Exhibitor

"Since Covid the show has grown a lot. Last year was good, this year is even better. We saw a lot of local clients but also a lot of foreigners came over. It's very interesting."

Xavier Loubiat ASEAN Sales Manager Only Fragrances

Product Category Interests

(% of visitors who ticked this category)

Active ingredients70%Antioxidants37%UV filters, SPF boosters33%Anti-microbial agents31%Emulsifiers, co-emulsifiers31%Essential oils30%Vitamins, minerals28%Services and consulting27%Emolients, lipids, petrolatum27%Plant extracts26%Iaboratory equipment24%Furgrance ingredients, masking agents23%Silicones23%Silicones23%Oils, butters23%Conditioning agents23%Oils, butters23%Conditioning agents23%Colubilizers, dispersing agents23%Colubilizers, dispersing agents23%Colubulizers, dispersing agents20%Colourants, dycs, pigments20%Soap bases, syndets20%Formulation and R&D19%Film formers, styling agents19%Film formers, styling agents19%Suldaris, pigments19%Suldaris, pigments19%Film formers, styling agents19%Film formers, styling agents19%Film formers, styling agents15%Guidaring agents, elacioners19%Film formers, styling agents15%Film formers, styling agents15%Film formers, styling agents15%Film formers, styling agents15%Film former, styling agents15%Film former, styling agents15%Film former, styling age	(% of visitors who ticked this category)	
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Film formers, styling agents19%Film formers, styling agents19%Marine extracts17%Buffers, pH adjusting ingredients17%Physical exfoliants, scrubs17%Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tranning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%		19%
Enzymes19%Marine extracts17%Buffers, pH adjusting ingredients17%Physical exfoliants, scrubs17%Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Orying, mattifying, anti-tack agents15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Formulation and R&D	19%
Marine extracts17%Buffers, pH adjusting ingredients17%Physical exfoliants, scrubs17%Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Film formers, styling agents	19%
Buffers, pH adjusting ingredients17%Physical exfoliants, scrubs17%Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Enzymes	19%
Physical exfoliants, scrubs17%Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Oxidizing agents, reducing agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Marine extracts	17%
Chelating agents16%Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Buffers, pH adjusting ingredients	17%
Clays, talcs16%Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Physical exfoliants, scrubs	17%
Solvents, lacquers, aerosols, propellants16%Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Chelating agents	16%
Bulk manufacture16%Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Clays, talcs	16%
Oxidizing agents, reducing agents15%Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Solvents, lacquers, aerosols, propellants	16%
Drying, mattifying, anti-tack agents15%Testing, product evaluation15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Trade association and media8%Logistics, sample logistics8%	Bulk manufacture	16%
Testing, product evaluation15%Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Oxidizing agents, reducing agents	15%
Hair dyes, hair colourants15%Market research and insight15%Bulking, binding, anti-caking agents14%Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Drying, mattifying, anti-tack agents	15%
Market research and insight15%Bulking, binding, anti-caking agents14%Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Testing, product evaluation	15%
Bulking, binding, anti-caking agents14%Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Hair dyes, hair colourants	15%
Microspheres, delivery systems14%Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Market research and insight	15%
Opacifiers, pearlescents14%Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Bulking, binding, anti-caking agents	14%
Glitters, visual effect particles13%Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Microspheres, delivery systems	14%
Tanning agents11%Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Opacifiers, pearlescents	14%
Regulatory, compliance, certification10%Contract services10%Trade association and media8%Logistics, sample logistics8%	Glitters, visual effect particles	13%
Contract services10%Trade association and media8%Logistics, sample logistics8%	Tanning agents	11%
Trade association and media8%Logistics, sample logistics8%	Regulatory, compliance, certification	10%
Logistics, sample logistics 8%	Contract services	10%
	Trade association and media	8%
Website, software, training 8%	Logistics, sample logistics	8%
	Website, software, training	8%

EXHIBITOR PROFILE:

581 **Total exhibiting** companies (+40% vs 2022)

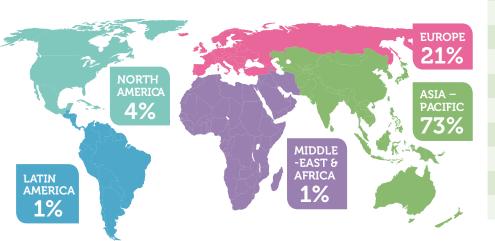
480 Main Stand Holders

101 Sharers

8,704 m² **Stand Space**

32 countries represented

Exhibitors by Country of Origin:



TOP 10		EXHIBITORS
*)	China	156
(•)*	South Korea	84
≡	Thailand	58
	France	46
	India	37
٠	Japan	31
0	Singapore	31
	USA	23
	Germany	18
秦	Spain	16

"The show has been great. We've had a lot of traffic, we've had a lot of interest, so it's all going really well. My favourite thing has been the energy. There's been fantastic energy, it's very full, it's very rich in terms of the visitors and the industry participants as well."

Ballwinder Rolley

Exhibitor

Regional Sales Director Eurofragrance

Exhibitor

"This whole week has been incredible, the last few days have been awesome, we've loved every second of it. Meeting people from all over the world, sharing our passion with them as well. We will definitely be back next year."

Carl Milburn **Export Sales Crew** O&3 – The Oli Family



2023 AWARDS WINNERS

With 87 innovative ingredients launched within the last eight months of the show, the hugely popular Innovation Zone once again served as the hub for new product development.

Helping to celebrate R&D excellence, exhibitors participating in the Zone were recognised in this year's Innovation Zone Best Ingredient Awards.

Joining the celebrations were the winners of the 2023 Spotlight On Formulation Awards. This year's Spotlight On themes spanned Sustainability and Haircare with all formulated ingredients fitting into these trending sectors



	ion Zone Actives gredient Category
AWARD	WINNER
Gold	Immunight™ by Lucas Meyer Cosmetics by IFF
Silver	REGETASTE by CODIF TN
Bronze	PERFELINE®-FIT by RAHN







WOULD YOU LIKE TO STAND OUT?

As an exhibitor at in-cosmetics Asia, in addition to a stand, you can take advantage of the following opportunities to promote your products and brand:



Introduce your new personal care ingredient (launched no earlier than March 2024). All entries confirmed by 1 October 2024 will be entered into the prestigious Innovation Zone Best Ingredient Award.



Present your technology or formulation research in a theatre – and receive the database of attendees.



Showcase your formulated ingredient on the 2024 theme – Skin Screen– and, as a bonus, you may also give presentation in an open theatre on that topic. All entries will be entered into the sought-after Spotlight On Formulation Award.



Teach up to 60 delegates (screened by you) how to work with your ingredients in a recreated Formulation Lab on the show floor – and receive the database of attendees.

"The Innovation Zone and Marketing Trends seminars provide lots of interesting topics to catch up with in this fast-paced industry and it is very important for new product development! It is the event I mark my calendar for every year."

Tanyanut Supkulsutra Marketing Manager Amway

See you at the next show!



Bangkok • 5-7 November 2024

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Visitor