

THE LEADING EVENT IN ASIA PACIFIC FOR PERSONAL CARE INGREDIENTS

# in-cosmetics™ asia



## 2023 Post-Show Report

BITEC Bangkok • 7-9 November 2023

Built by  
**RX** In the business of  
building businesses

Co-located with  
**COSMEX**

 **INDIA  
COUNTRY  
FOCUS**

 **TCEB**

 **#incosAsia**



## 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.

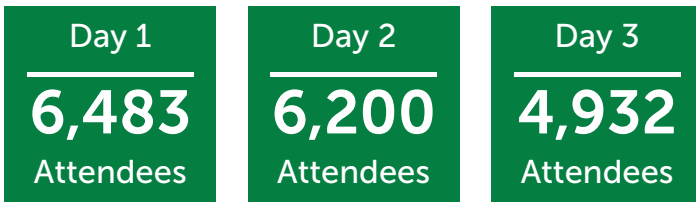
Among these were industry giants and the world's top 10 suppliers **BASF, Dow, Croda, Evonik, Solvay, Clariant, Ashland, Lubrizol, Momentive** and **DSM-Firmenich** underscoring the event's standing as an essential platform for innovation in Asia Pacific.

## 73 countries represented

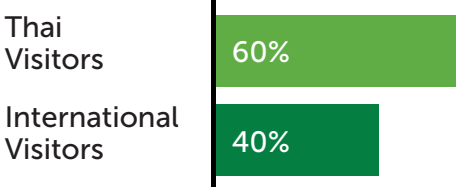
TOP 20	ATTENDEES
Thailand	7071
China	694
Indonesia	562
Malaysia	442
South Korea	441
India	432
Philippines	338
Vietnam	306
Japan	264
Singapore	187
Taiwan	132
Russia	92
Australia	73
Pakistan	73
Myanmar	64
Sri Lanka	55
United States	49
Hong Kong	47
United Kingdom	30
Cambodia	27

## Key Statistics:

**17,615** Total attendees  
(including re-visits)



**11,772** Total unique attendees



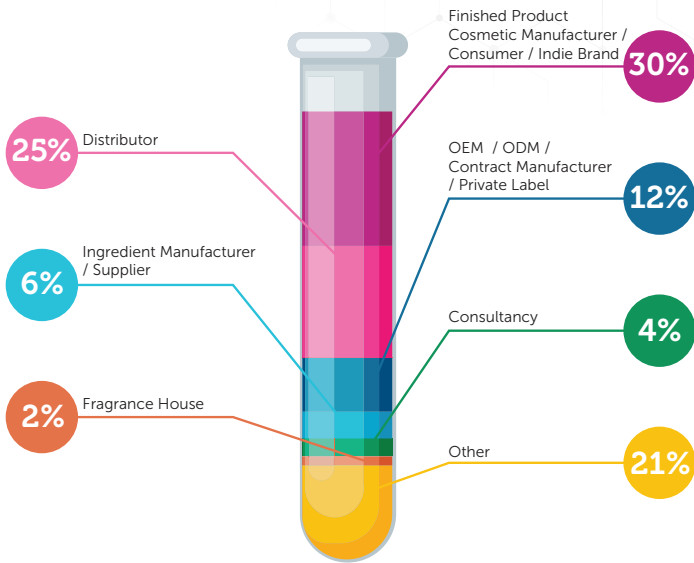
"I am able to network with my suppliers and peers within the industry while updating my knowledge on product trends. The show is very international and I'm glad to have a chance to attend an all-inclusive event like in-cosmetics Asia"

Visitor

Sommai Luangaram  
Associate Director & Technical Development  
Rubia Industries



## Visitors by Company Activity

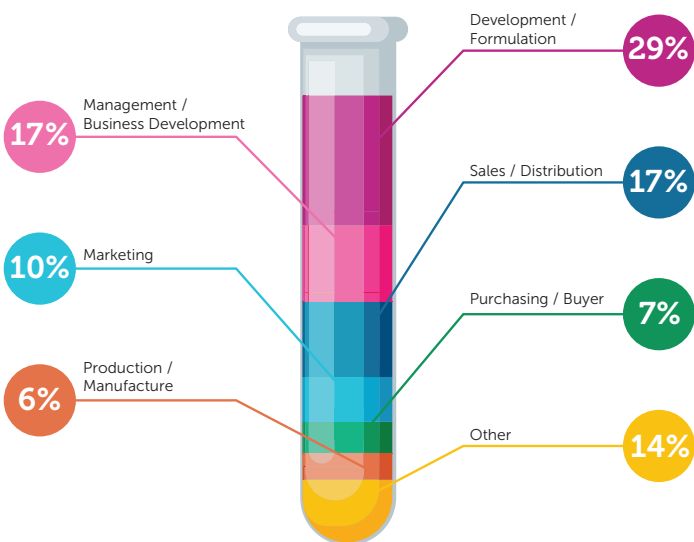


## Product Category Interests

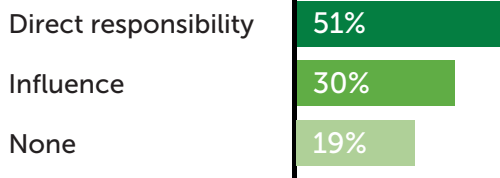
(% of visitors who ticked this category)

Active ingredients	70%
Antioxidants	37%
UV filters, SPF boosters	33%
Anti-microbial agents	31%
Emulsifiers, co-emulsifiers	31%
Essential oils	30%
Vitamins, minerals	28%
Services and consulting	27%
Surfactants, foaming agents	27%
Emollients, lipids, petrolatum	27%
Plant extracts	26%
Laboratory equipment	24%
Fragrance ingredients, masking agents	24%
Humectants	23%
Silicones	23%
Chemical exfoliants, AHA/BHA/acids	23%
Bio-fermentation ingredients	23%
Formulation bases	23%
Oils, butters	23%
Conditioning agents	22%
Preservatives, preservative boosters	21%
Solubilizers, dispersing agents	20%
Laboratory scale	20%
Colourants, dyes, pigments	20%
Soap bases, syndets	20%
Waxes, structuring agents, elastomers	19%
Rheology modifiers, thickeners	19%
Formulation and R&D	19%
Film formers, styling agents	19%
Enzymes	19%
Marine extracts	17%
Buffers, pH adjusting ingredients	17%
Physical exfoliants, scrubs	17%
Chelating agents	16%
Clays, talcs	16%
Solvents, lacquers, aerosols, propellants	16%
Bulk manufacture	16%
Oxidizing agents, reducing agents	15%
Drying, mattifying, anti-tack agents	15%
Testing, product evaluation	15%
Hair dyes, hair colourants	15%
Market research and insight	15%
Bulking, binding, anti-caking agents	14%
Microspheres, delivery systems	14%
Opacifiers, pearlescents	14%
Glitters, visual effect particles	13%
Tanning agents	11%
Regulatory, compliance, certification	10%
Contract services	10%
Trade association and media	8%
Logistics, sample logistics	8%
Website, software, training	8%

## Visitors by Job Description



## Responsibility on buying/specifying products:



“

“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.”

Exhibitor

Xavier Loubiat  
ASEAN Sales Manager  
Only Fragrances

”

# EXHIBITOR PROFILE:

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

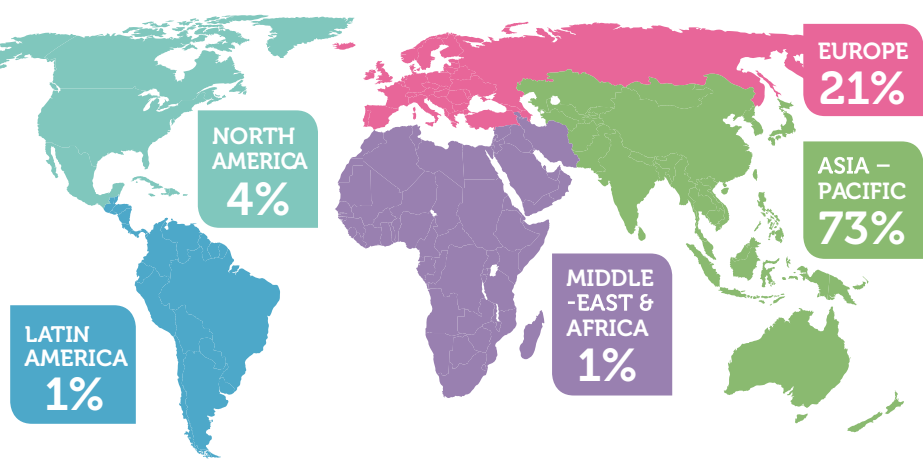
**480**  
Main Stand Holders

**101**  
Sharers

**8,704 m<sup>2</sup>**  
Stand Space

**32** countries represented

## Exhibitors by Country of Origin:



TOP 10		EXHIBITORS
	China	156
	South Korea	84
	Thailand	58
	France	46
	India	37
	Japan	31
	Singapore	31
	USA	23
	Germany	18
	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.”

**Exhibitor**

Ballwinder Rolley  
Regional Sales Director  
Eurofragrance

“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.”

**Exhibitor**

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



IN-COSMETICS AWARDS	
Innovation Zone Best Ingredient Award	
Actives Category	
AWARD	WINNER
Gold	Immunight™ by Lucas Meyer Cosmetics by IFF
Silver	REGETASTE by CODIF TN
Bronze	PERFELINE®-FIT by RAHN



IN-COSMETICS AWARDS	
Innovation Zone Best Ingredient Award	
Functional Category	
AWARD	WINNER
Gold	Emulium Dermolea MB by Gattefossé
Silver	SOFTISAN® MagicPOWDER S by IOI Oleo
Bronze	BENTONE® PLUS GLOW - Radiance unleashed! by Elementis



IN-COSMETICS AWARDS	
Spotlight On Formulation Award	
Sustainability Category	
AWARD	WINNER
Gold	SunCat JCW03 by BIO-NEST Biochemical Technology
Silver	Lotion with Neosolue™-Aqualio by Nippon Fine Chemical
Bronze	BioSyn-Bisabolol by Soho Aneco Chemicals



IN-COSMETICS AWARDS	
Spotlight On Formulation Award	
Haircare Category	
AWARD	WINNER
Gold	Detox Scalp Butter Mask by Azelis
Gold	BURGEON-UP(HS) by ICHIMARU PHARCOS

# 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:



## INNOVATION ZONE

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.



## TECHNICAL SEMINARS

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



## SPOTLIGHT ON

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.



## FORMULATION LAB

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."

Visitor

Tanyanut Supkulsutra  
**Marketing Manager**  
Amway



## See you at the next show!

# in-cosmetics™ asia

Bangkok • 5-7 November 2024



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[in-cosmetics.com/asia](https://in-cosmetics.com/asia)