

THE ONLY EXHIBITION DEDICATED TO
PERSONAL CARE INGREDIENTS IN KOREA

in-cosmetics® korea



2023 Post-Show Report

Seoul • 12-14 July 2023



In the business of
building businesses



#incosKorea

www.in-cosmetics.com/korea



in-cosmetics Korea demonstrates it is THE place to pioneer products with the largest show on record

in-cosmetics Korea returned to the spiritual home of cosmetics innovation in July, recording its largest and highest international attendance since its inception in 2015. Coming to a close in Seoul, South Korea on 14 July, the event attracted 10,823 unique visitors - a 27% increase on the previous year - for three days of unrivalled knowledge sharing, ingredient sourcing, and networking with industry pioneers and experts.

Demonstrating the event's global focus, 56% of the 284 ingredient suppliers and manufacturers and 1 in 10 visitors (13%) to the event had travelled from outside Korea. The K-Beauty Inspiration Zone and the new Natural Extract Zone provided the perfect platforms for formulators and cosmetic scientists to identify the most prominent trends. The Marketing Trends and Regulations Seminars brought together leaders in the space. Each theatre, zone, and corner of the event were packed with enthused visitors in a way like never before. With 95% of next year's exhibition space sold already, in-cosmetics Korea is showing no signs of slowing.

Join us next year at the only dedicated personal care ingredients show in Korea to inspire and provide industry insights and knowledge, along with engaging in conversations that lead to new business and potential collaborations at Coex, 24 – 26 July 2024.

“It was a great opportunity to encounter various ingredients and to also learn about global market trends in cosmetic's industry.”

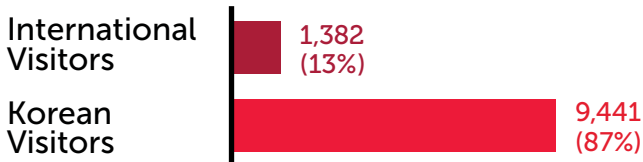
Seora Yun, Formulation Scientist
LG Health and Household Visitor

Key Statistics

12,901 Total visitors
 (including re-visits)

Day 1	Day 2	Day 3
4,905 Attendees	4,888 Attendees	3,108 Attendees

10,823 Total unique visitors



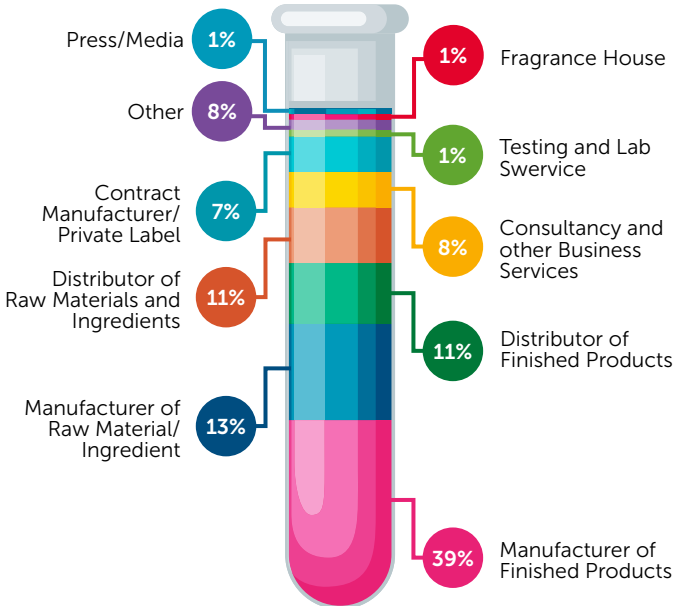
66 Countries Represented

Top 10 Countries

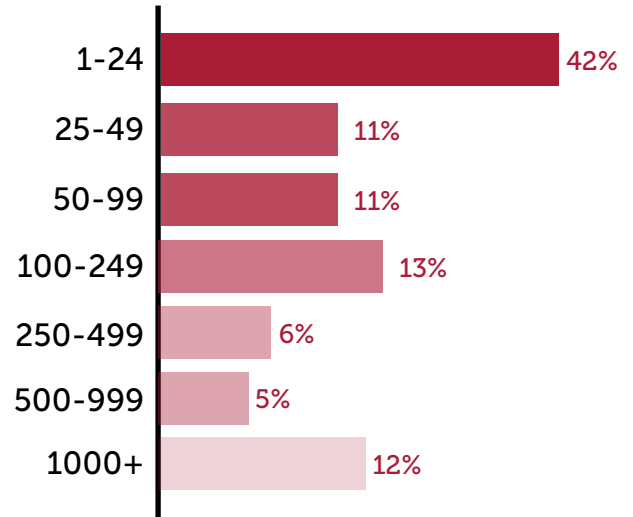
Country	Attendees
Republic of Korea	9,441
China	263
Thailand	178
Japan	150
Indonesia	146
Philippines	84
USA	63
India	57
Vietnam	50
Singapore	46

Visitor Profile & Interests

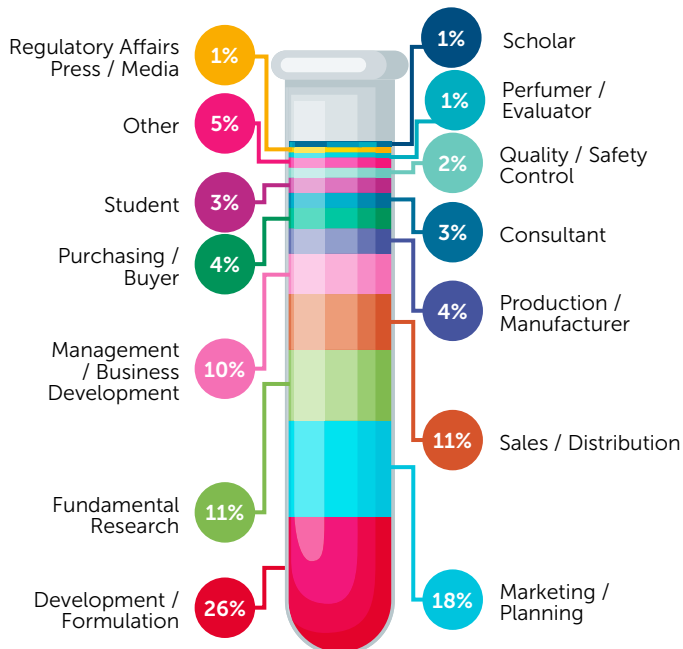
Visitors by Company Activities



Visitors by Number of Employees



Visitors by Job Function



“It was a fantastic opportunity to meet various domestic and international ingredient suppliers in one place. in-cosmetics Korea is the perfect place to explore and study new ingredients.”

Jae Hyup Park, Researcher
Imine Visitor

“I visit in-cosmetics Korea every year because ingredient trends lead the cosmetic trends, and so having many kinds of ingredients in one place is very important. in-cosmetics is the best place to visit to understand the cosmetics.”

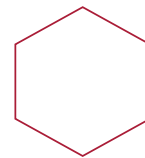
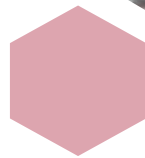
Hongseok Kim, CEO
Dercent Visitor



By Product Category Interest:

Product Categories and Services	%
Active ingredients	49.40%
Humectants	27.10%
Emulsifiers/co-emulsifiers	20%
Antioxidants	20%
Surfactants/foaming agents	19.30%
Plant extracts	18.30%
Essential oils	15.50%
Oils/butters	14.10%
Solubilizers/dispersing agents	13.90%
Formulation bases	13.90%
Vitamins/minerals	12.80%
Conditioning agents	12.70%
Fragrance ingredients/masking agents	12.20%
Silicones	12.00%
Preservatives/preservative boosters	11.80%
UV filters/SPF boosters	11.80%
Contract Services	10.40%
Anti-microbial agents	10.20%
Film formers/styling agents	9.80%
Chemical exfoliants/AHA/BHA acids	9.00%
Colourants/Dyes/Pigments	8.90%
Soap Bases/Syndets	8.80%
Market research and insights	8.70%
Waxes/structuring agents/elastomers	8.60%
Bio-fermentation ingredients	8.40%
Marine extracts	8.10%
Physical exfoliants/scrubs	7.90%
Emollients/lipids/petrolatum	7.40%
Enzymes	7.40%
Formulation and R&D	6.80%
Testing/Product Evaluation	6.40%
Hair dyes/colourants	5.60%
Rheology modifiers/thickeners	4.80%
Regulatory/compliance/certification	4.70%
Oxidizing agents/reducing agents	4.70%
Microspheres/delivery systems	4.50%
Bulking/binding/anti-caking agents	4.40%
Glitters/visual effect particles	4.40%
Buffers/pH adjusting ingredients	4.20%
Chelating agents	4.00%
Clays/talcs	3.90%
Drying/mattifying/anti-tack agents	3.80%
Logistics/sample logistics	3.60%
Bulk manufacture	3.30%
Opacifiers/pearlescents	3.30%
Laboratory scale	3.10%
Solvents/lacquers/aerosols/propellants	2.90%
Trade association and media	2.90%
Website/software/training	2.40%
Tanning agents	2.00%

Ingredient Benefits	%
anti-ageing/anti-wrinkle	7.82%
Antioxidants	7.42%
Moisturizing/hydrating	5.54%
Brightening/lightening	4.96%
Blemish clearing	4.50%
Cleansing	4.47%
Improve skin barrier function	4.31%
Blurring/soft focus/pore minimising	4.18%
UV protection	3.81%
Anti-cellulite/slimming/toning	3.80%
Exfoliating/resurfacing/smoothing	3.70%
Anti-microbial/sanitizing	3.19%
Cooling/warming effect	3.16%
Soothing/anti-inflammatory	3.14%
Hair growth/hair density	2.66%
Hair conditioning/frizz control	2.39%
Hair strength/repair/anti-split ends	2.38%
Sebum control/mattifying	2.25%
Scalp care	2.19%
Hair/heat/color protection	2.06%



“By arranging meetings with ingredient suppliers that were not on our radar, we were able to connect with new businesses and learn about various ingredient trends.”

In young Kim, Assistant Researcher, **Corea Cosmedical Center** Visitor

Exhibitor Profile

First Time Exhibitors: **82** | Main stand holders: **229**
 Total exhibiting companies: **284** | Sharing companies: **55**

“ We attend in-cosmetics Korea to discover the Korean market and seek a local partner. From the high quality and quantity of visitors, in-cosmetics Korea has been an incredibly positive experience for us. ”











Laura Bertrand, Business Development Manager
Microphyt, France Exhibitor

“ This year’s show far exceeded my expectations and has presented us with a myriad of new projects and opportunities with great potential for us. It’s all been very exciting and could not have been better. ”

May Yuan, Suzhou Sunland Pharmatech
China Exhibitor

Countries Represented **23**

Top 10 countries & number of exhibitors

Country	Count of Exhibitor Status
 Korea (South)	126
 China	61
 France	21
 United States	13
 India	11
 Germany	6
 Japan	11
 Singapore	7
 Spain	5
 Italy	4

“ With in-cosmetics Korea, we were able to promote our company and business to very targeted industry professionals. ”

Hyeong Bae Pyo, President
Korea Dermatology Research Institute, South Korea Exhibitor

“ This is the must-visit show if you are working in the cosmetic’s industry. ”

Jae Hong Park, Sales Manager
KAICOSTECH, South Korea Exhibitor

“ We could meet lots of visitors at our booth this year. Especially, we could see that number of international visitors increased significantly. in-cosmetics Korea is a very professional show dedicated cosmetic ingredients. ”

Neo Jang, General Manager
WELLPEP, South Korea Exhibitor

THE INNOVATION ZONE BEST INGREDIENT AWARDS 2023

Demonstrating the industry's ever-growing focus on excellence and innovation, product areas at in-cosmetics Korea was also a source of celebration over the course of the event, with the award winners of 2023 announced.



Innovation Zone Best Ingredient Award 2023 **Active Ingredient Category Gold Winner**

Gold: PrimalHyal™ Hydra[+] by Givaudan Active Beauty

'Innovative way to bring popular Hyaluronic Acid into rinse-off skincare.'



Innovation Zone Best Ingredient Award 2023 **Active Ingredient Category Silver Winner**

SILVER: PERFELINE®-FIT by RAHN AG

'Very Interesting ingredient that combines blood circulation improvement with skin care.'



Innovation Zone Best Ingredient Award 2023 **Active Ingredient Category Bronze (Joint Winner)**

PHOTOBIOME – The microbiota photoprotector by Vytrus Biotech

'Very innovative idea and good execution. Thorough data pack for a new material so far.'



Innovation Zone Best Ingredient Award 2023 **Active Ingredient Category Bronze (Joint Winner)**

RedoxySense™ W by TriBeaute Inc.

'Ticks lots of boxes - very relevant for current trends in its sourcing/creation and application/performance'



Innovation Zone Best Ingredient Award 2023 **Functional Ingredient Category Winner Award**

Emulium Dermolea MB by Gattefossé SAS

"Excellent combo of functional meets active."

JUDGING PANEL

- Lorna Radford**, Managing Director ENKOS and in-cosmetics Korea's Official Technical Advisor
- John Jimenez**, Senior Researcher, Belcorp
- Seongmin(Mike) Sohn**, CEO & Principal, REACH24H
- Junho Choi**, Chief Researcher, Amorepacific
- Youah Kim**, Chief Researcher, Korea Kolmar
- Junbae Lee**, Research Director, Cosmax
- Sangwook Park**, Project Leader, LG Health & Household



K-Beauty Inspiration Zone

K-Beauty Inspiration Zone

This zone is a key feature of in-cosmetics Korea, where Korean and international researchers can visit and view the inspiring trends and ingredients. The top 21 K-Beauty products showcased at the zone alongside its key ingredients. This year, there was an additional section called Exhibitor's recommendation, where visitors could browse the ingredients that exhibitors recommend for future K-Beauty products.

K-Beauty seminars and demo sessions

In the open theatre, multiple sessions were successfully run including live formulation demos across the three days by industry professionals. Visitors learnt about the future beauty trends that will affect K-Beauty in the coming years and explored formulations that could be used for their next products.



“ I found the k-beauty inspiration zone very interesting because we could see all the top products and ingredients in Korea, so we can know these products much better. It's the perfect place to get a lot of knowledge and learn about the global beauty world too. ”

Danitza Irahola
CEO, Braver Beauty, Chile **Visitor**

“ When we went out to research cosmetic products at stores in Seoul, we were overwhelmed with all the products. Every brand looks so interesting but then the K-Beauty zone is more filtered, and we get detailed information. We have plans to launch a new product line including the ingredients we chose from our research at the K-Beauty zone and it's great. ”

Pranchalee Khajai
Co-founder Friends of Busabar, Thailand **Visitor**

Be part of this inspiring zone in 2024

Exhibitors are welcome to present or demonstrate their innovative ingredients applied in K-Beauty products in the open theatre. Or showcase ingredients in the exclusive Exhibitor's Recommendation section in the K-Beauty Inspiration Zone. Contact your sales representative and be part of this inspiring zone in 2024.

The only exhibition dedicated to personal care ingredients in Korea

in-cosmetics® korea

Seoul • Coex • 24-26 July 2024



Where personal care ingredients and creators come together

- **Source** ingredients from international and local suppliers
 - **Touch** and try the latest innovations
- **Gather** supply chain intelligence for new product launch
- **Learn** about fast-changing K-beauty and global beauty trends
 - **Establish** profitable business networks

Built by:
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