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# in-cosmetics® korea

Seoul • Coex • 13-15 July 2022



## 2022 Post-Show Report





## Cosmetics and personal care professionals flocked to Seoul for the centre of innovation, in-cosmetics Korea

in-cosmetics Korea returned to Seoul this year and opened its door to a booming industry and many highly anticipating personal care professionals. Over the three day event, **203 personal care ingredient suppliers** and **8,519 beauty product creators** came together to network, learn and conduct business as a community. It was particularly heart-warming to witness the return of overseas attendees from Thailand, Indonesia, Philippines, Vietnam and United States.

Korean personal care industry continues to inspire the world with newly launched products and sturdy export. \*The K-beauty products market was assessed at \$10.3 billion in 2021 and is anticipated to reach over \$20.8 billion by 2026, developing with a CAGR of 11.3% between 2021 and 2026. However, consumer behaviours change rapidly, natural and sustainable beauty are being placed at the top of the agenda and personal care manufacturers are facing uncharted challenges. It is no surprise that the researchers and product creators behind this huge force of creativity turned up at in-cosmetics Korea to find new ingredients, innovative technologies and discover solutions in-person.

Join us next year at the only dedicated personal care ingredient exhibition in South Korea on **14-16 July 2023**. Come to be inspired, share insights and industry knowledge along with engaging in conversations that lead to new business and potential collaborations.

“It was nice to meet various companies in person at the booth after a long time. I was able to get introduced to various raw ingredients, and it was good to see the stability and texture of products.”

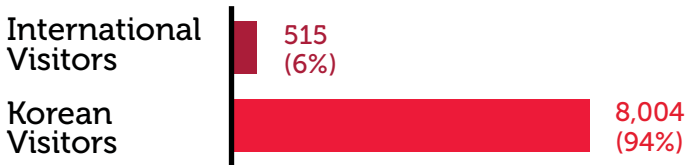
Heesun Park, Researcher, **Coreana Cosmetics** Visitor

## Key statistics

**9,878** Total visitors attendees (including re-visits)



**8,519** Total unique visitors attendees

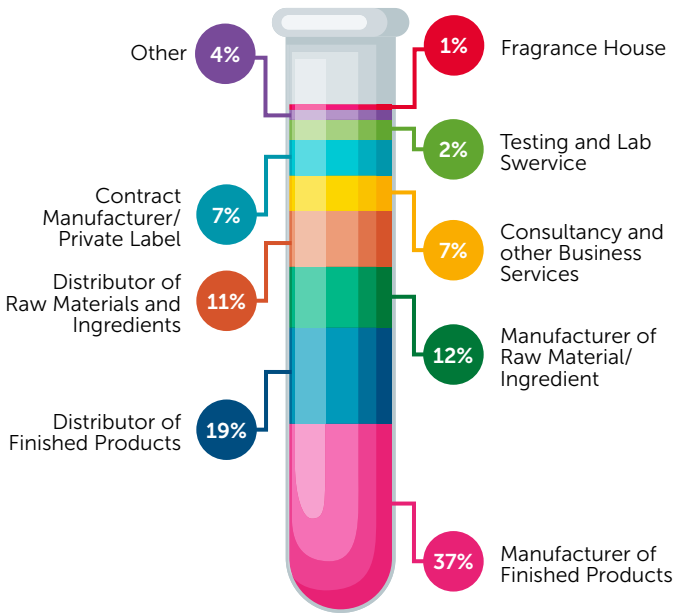


**44** Countries Represented

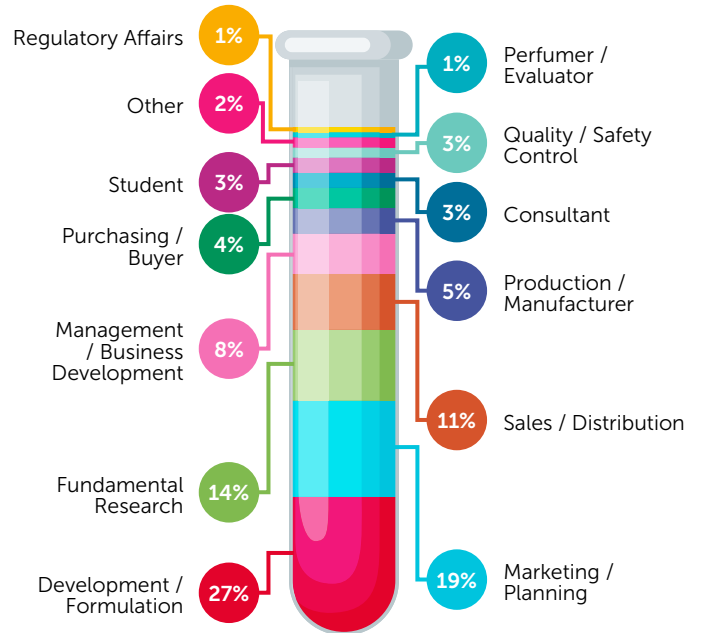
Top 10 Countries

Country	Attendees
South Korea	8,004
Thailand	114
Indonesia	81
Philippines	71
Vietnam	32
United States	28
India	19
Japan	19
Singapore	18
France	13

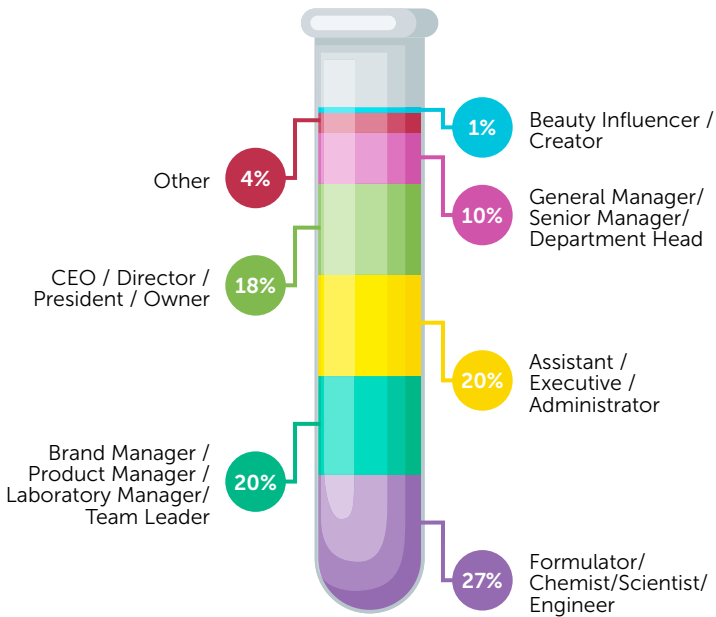
## Visitors by Company Activities



## Visitors by Job Description



## Visitors by Job Position



“ I liked that I could listen to each company’s patented materials and formulations in detail and ask questions immediately, and communicate directly with researchers, not salespeople. ”

Haeun Yu, Researcher,  
NB BIO Company Co., Ltd.

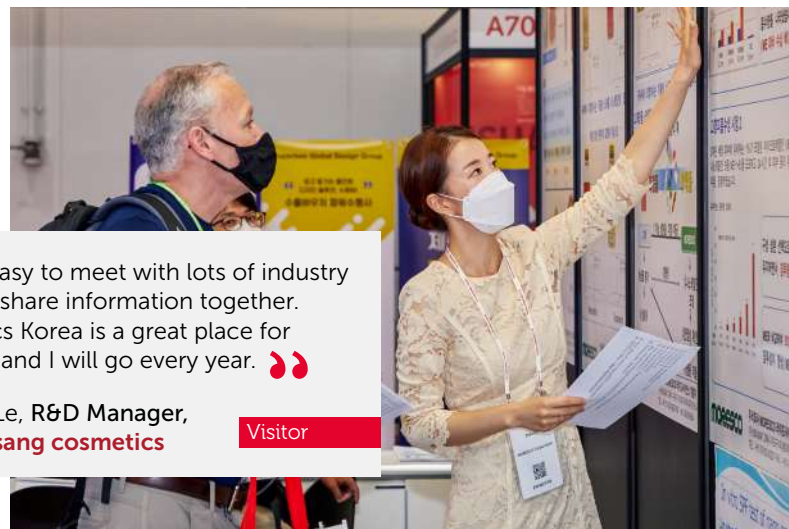
Visitor



“ It was easy to meet with lots of industry people and share information together. in-cosmetics Korea is a great place for networking and I will go every year. ”

Moonseok Le, R&D Manager,  
Gwoonsesang cosmetics

Visitor



# By Product Category Interest:

Product Categories	%
anti-ageing, anti-wrinkle	9.99%
Moisturizing, hydrating	6.39%
Improve skin barrier function	5.47%
Cleansing	4.50%
UV protection	4.08%
Brightening, lightening	4.00%
Blemish clearing	3.45%
Soothing, anti-inflammatory	3.17%
Exfoliating, resurfacing, smoothing	3.10%
Anti-microbial, sanitizing	3.07%
Anti-cellulite, slimming, toning	2.98%
Hair strength / repair, anti-split ends	2.94%
Hair growth, hair density	2.81%
Scalp care	2.71%
Cooling / warming effect	2.56%
Blurring, soft focus, pore minimising	2.52%
Hair conditioning, frizz control	2.49%
Firming, lifting, smoothing, tightening	2.47%
Reduces dark circles / puffiness	2.34%
Reduces hyperpigmentation / age spots	2.32%
Sebum control, mattifying	2.31%
anti-dandruff	2.24%
Anti-stretch marks	2.08%
Illuminating, glow effect	2.00%
Hair / heat / colour protection	1.96%
Pollution / environmental protection	1.96%
Hair Styling	1.82%
Hair removal, hair growth inhibition	1.74%
Blue / IR light protection	1.66%
Plumping, volumizing	1.50%

Product Categories	%
Water resistance	1.45%
Deodorising, antiperspirant	1.40%
Breath freshening	1.14%
Not applicable	1.12%
Nail repair / strength	0.93%
Self-tanning, tan enhancement	0.71%
Superfating	0.63%



I was very busy during the exhibition. I had so many visitors and they requested meetings so they could not even attend the seminar that they planned. We were also able to meet a lot of new customers. I've been satisfied with in-cosmetics Korea every year. The 2023 exhibition has already been booked.

Sora Park, Formulator,  
**KCC Silicone Corporation - South Korea**

Exhibitor



The show had a great attendance level and the right type of contacts that we were looking for- brand owner and formulator R&D and purchasing personnel. We will continue to promote our business in the Korean market with attendance in 2023.

Joe Power, First time exhibitor,  
Sales Director, **Biosyntia - Denmark**

Exhibitor



# Exhibitor Profile:

First Time Exhibitors:

42

Main stand holders:

163

Stand space:

3,171sqm

Total exhibiting companies:

203

Sharing companies:

40



It was a good opportunity to introduce skin clinical companies to renowned manufacturer researchers and marketers at in-cosmetics Korea. As Korean market grows, I am confident that good results will be expected and that there will be many developments in the future.

Hyeongbae Pyo, President a Doctor of Pharmacy, **Exhibitor**  
GFC Life Science Co - South Korea



Exhibitors by Country of Origin:

23

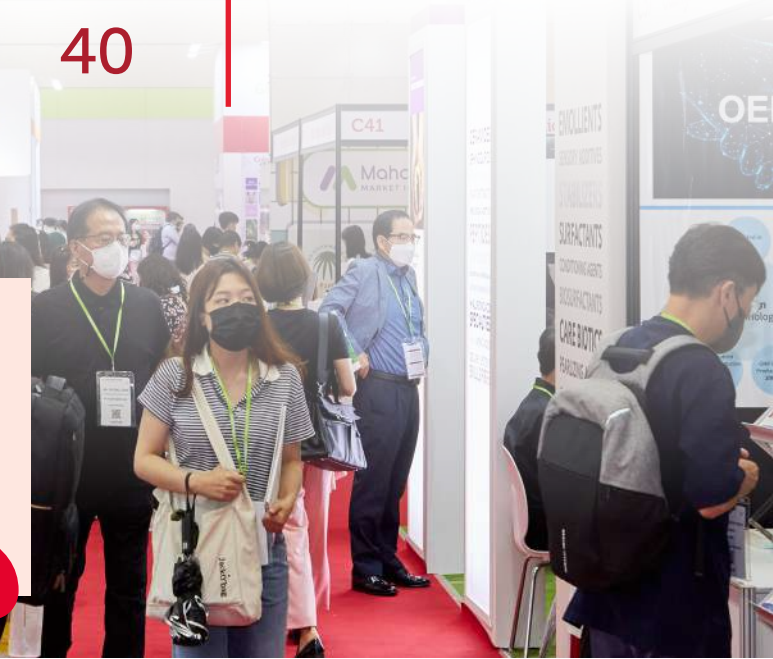
Top 10 countries & number of exhibitors

Country	Count of Exhibitor Status
Korea (South)	103
China	21
France	17
United States	15
India	8
Germany	4
Japan	4
Singapore	4
Switzerland	4
Belgium	3



It was a great event for post corona networking. It is a perfect way to stay on top of trending developments. We are satisfied with Diversity of vendors and customer base.

Jason Sapp, Sales, **Exhibitor**  
KOBO Products INC - USA



We managed to have more number of leads than expected at in-cosmetics Korea. I am happy that we were able to gather information on potential customers quickly and efficiently.

Christopher Thompson, **Exhibitor**  
Assistant Manager,  
Metrochem - India



# THE INNOVATION ZONE BEST INGREDIENT AWARDS 2022

Demonstrating the industry's ever-growing focus on excellence and innovation, the product areas at in-cosmetics Korea were also a source of celebration over the course of the event, with the award winners of 2022 announced.



 Innovation Zone Best Ingredient Award 2022 **Active Ingredient Category Winner Award**

**Myralys by Greentech**

"This technology has a very complete efficacy profile"

"Unique ingredient addressing the challenging area of Face-Eye area."



 Innovation Zone Best Ingredient Award 2022 **Active Ingredient Category Runner-up Award**

**Wastar Pink Berry by IFF-Lucas Meyer Cosmetics**

"Unique target to resolve specific demand of the market."

"Upcycling concepts continue to trend in the development of new skin care technology."



 Innovation Zone Best Ingredient Award 2022 **Functional Ingredient Category Winner Award**

**Antaron soja glyceride by Ashland**

"Naturally derived ingredient with great applicability and positive sensorial experience."



 Innovation Zone Best Ingredient Award 2022 **Functional Ingredient Category Winner Award**

**SeaBalance 2000 by Carbonwave**

"It is impressive in all categories, including emulsification stability that can be emulsified alone even with seaweed-derived emulsifier, oil polarity compatibility, wide range of viscosity and pH, sustainability, silky sensory and more."

## JUDGING PANEL

- Junseong Park, Associate Professor, **Chungbuk National University**
- Jihyeon Jeon, Senior Researcher, **Korea Kolmar**
- Yuri Choi, Researcher, **Amorepacific**
- Seungyong Song, Senior Researcher, **Cosmax**
- Seongmin Sohn, CEO, **REACH24H Korea**
- Ashley Kang, Global Beauty Director, **Worldpanel**
- John Jiménez, Senior Researcher, **Belcorp**
- Florence Bernardin, Founder, **Asiacosmelab**



## K-BEAUTY INSPIRATION



in-cosmetics® korea



**An inspiring zone where visitors discover how and what K-Beauty products have been recently launched around the world as well as the unique ingredients they use.**

### K-Beauty Inspiration Zone

Korean beauty is all about customization and the unique Korean cosmetic ingredients that inspire Korean manufacturers to formulate innovative new products that storm the world. You can attend the seminars that dive deep into analysing future trends or test and try to top 10 Korean skincare and makeup products successfully launched around the world.

### Future trends seminar

The K-beauty trend will quickly synchronize with the global trend. Seminars in the open theatre in the K-Beauty Inspiration Zone introduced the global trends in each category that would impact K-beauty in the future.

### Top 10 K-beauty products

Product showcases presented the popular K-Beauty products launched across the APAC region with highlighted marketing and technical insight. Visitors could browse, test and try the top 10 products from skincare and makeup categories. Live demos of these products by global market research agency Mintel further strengthened the understanding about the impact of K-beauty products across the region, particularly on trends and concepts, such as clean beauty, sustainability and 'skinification' makeup.



**Be part of this inspiring zone in 2023**

Exhibitors are welcome to present or demonstrate your innovative ingredients applied in K-Beauty products in the open theatre. Or you can showcase your ingredient in the exclusive Exhibitor's Recommendation in the K-Beauty Inspiration Zone.

The only exhibition dedicated to personal care ingredients in Korea

# in-cosmetics® korea

Seoul • Coex • 12-14 July 2023



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:  
**RX** In the business of  
building businesses

Book your stand at [in-cosmetics.com/korea](https://in-cosmetics.com/korea)



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