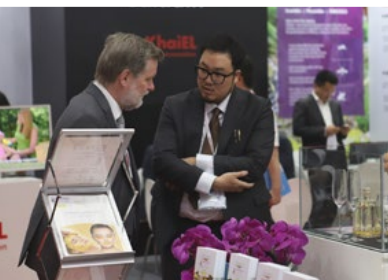


in-cosmetics® korea

Seoul • Coex • 26-28 June 2019



2019 Post-Show Report



Organised by:



Celebrating K-Beauty: in-cosmetics Korea inspires visitors in record numbers

Korean ingenuity met with international innovation as in-cosmetics Korea returned to Seoul this year for its 5th edition. Over the three days of the show, more than 9,044 visitors (+29% vs 2018) arrived at COEX in search of personal care ingredients from the event's 288 exhibitors - 25% of which were exhibiting for the very first time. The selection of products on offer was vast, with the Innovation Zone displaying a total of 34 new materials from across the world - more than ever before at in-cosmetics Korea. The new K-Beauty Inspiration Zone also put on an impressive display, as Korean and international visitors flocked to the feature to grasp the essence of what makes K-Beauty so extraordinary within the beauty industry. As a country, South Korea provides an immensely beauty-rich platform. And with 88% of visitors attending the event from within the region, it is clear that local industry professionals recognise that innovation is happening on their very doorstep. Until the next in-cosmetics Korea, the worldwide cosmetics market will continue to look at Seoul for inspiration.



Join us next year, where the show will return with its renowned education programme and business and formulating solutions to Coex C Hall, Seoul from 17th June – 19th June 2020.

Key Statistics

Unique visitor attendance:
9,044 (+29% vs 2018)

Total (including re-visits):
10,984

- Day 1: **3,640**
- Day 2: **4,524**
- Day 3: **2,820**



“ This was my first time at in-cosmetics Korea. I visited to source raw materials and new formulations and also to learn more about the Korean market. The show was very diverse and interesting and I would sum it up in one word: amazing! ”

ke Indrawanti, Innovation Lab Senior Manager, Erha Clinic, Indonesia (visitor)

Korean visitors vs International visitors



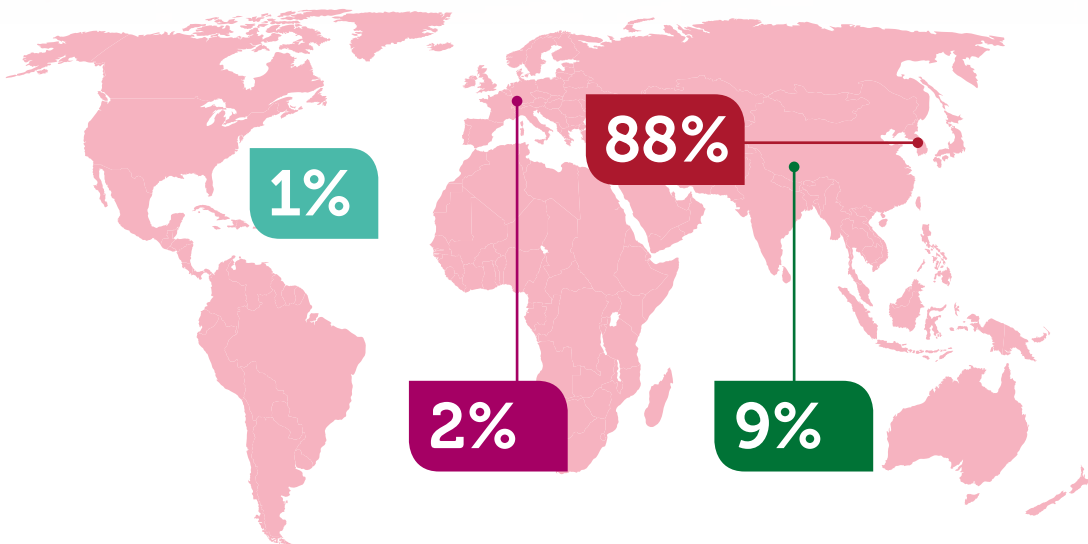
Visitor Profile – geographical breakdown:

Top 30 Countries Represented

Country	Count
REPUBLIC OF KOREA	7,965
CHINA	271
JAPAN	135
THAILAND	97
MALAYSIA	69
TAIWAN	57
USA	44
PHILIPPINES	39
INDONESIA	37
FRANCE	31
VIETNAM	30
SINGAPORE	30
RUSSIA	28
HONG KONG	22
INDIA	18
GERMANY	14
UNITED KINGDOM	13
SPAIN	13
ITALY	13
SOUTH AFRICA	9
AUSTRALIA	8
TURKEY	8
POLAND	8
SWITZERLAND	6
NETHERLANDS	6
BRAZIL	5
CANADA	5
PERU	4
KAZAKHSTAN	4
BANGLADESH	4

52

COUNTRIES REPRESENTED



South Korea **88%**
Asia - Pacific **9%**

Europe **2%**
Rest of the World **1%**

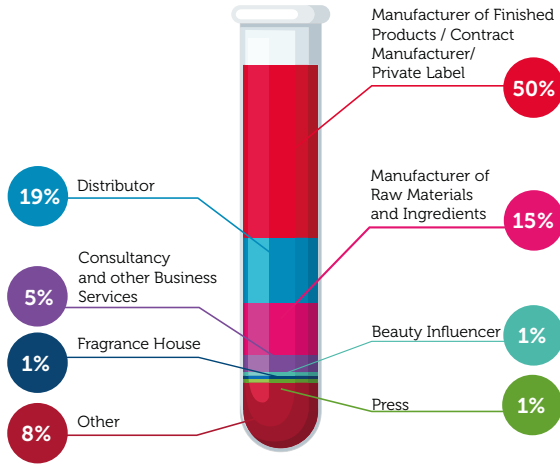
“ I came to discover the new trends that will be making their way to Europe soon. The show, as well as the K-Beauty Inspiration Zone, were very inspiring ”

Patrizia Blago, Global Marketing and Communication Director, Equivalenzia, Spain (visitor)

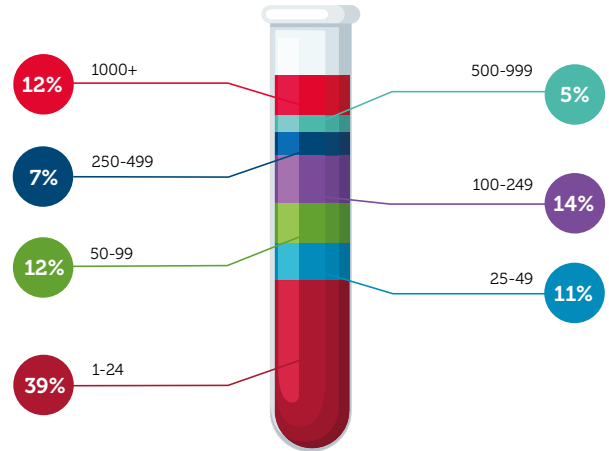


Visitor Profile and Interests:

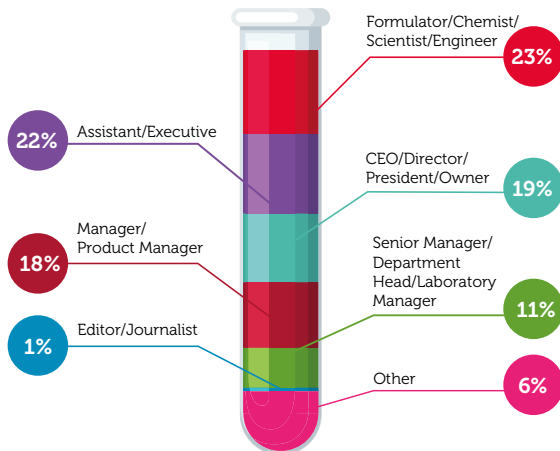
Visitors by Company Activity



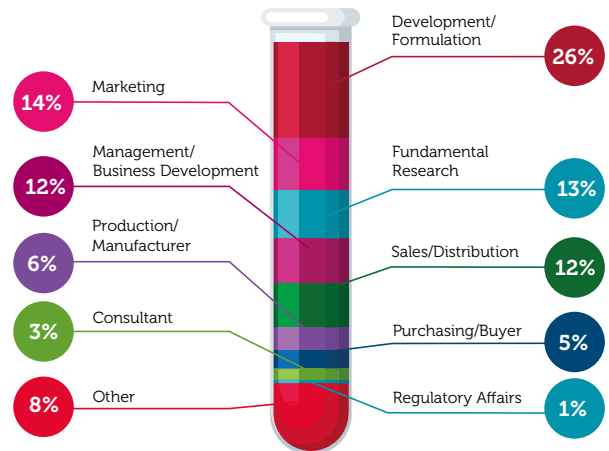
Visitors by Number of Employees



Visitors by Job Description



Visitors by Company Function



“ This was our first time visiting in-cosmetics Korea. We decided to attend because Korea is clearly the driving market in the cosmetics industry and this gave us an opportunity to see how the industry is developing. The show was more international than we expected. The best thing about it is the variety of exhibitors and the educational sessions on trends and R&D. ”

Nicole Weber, General Manager, Medskin Solutions DR. Suwelack, Germany (visitor)



By Product Category interest:

By Product Category Interest

(% of registered visitors who ticked this segment)

Conditioners	59%
Fragrances	53%
Preservatives	52%
Emulsifiers	52%
Solubilisers	42%
Emollients, lipids	41%
Humectants	36%
Film former	34%
Anti-inflammatory, anti-irritants, soothing agents	34%
Silicones	33%
Hydration/moisturising	31%
Antioxidants, radical scavengers	30%
Rheology modifiers, thickeners	29%
Botanicals, essential oils, plant extracts	29%
UV filters	28%
Anti-ageing/anti-wrinkle	28%
Colourants, pigments, glitters	26%
Anti-pollution	25%
Biological, marine extracts, bio-fermentation	24%
Waxes	23%
Anti-acne	23%
Acids/AHAs/BHAs	23%
Vitamins	23%
Anti-bacterial	23%
Opacifiers, pearlescents	19%
Surfactants	19%
Petroleum jellies, vaselines	17%
Lightening/whitening	15%
Exfoliants	14%
Firming/lifting	13%
Enzymes	11%
Fillers, extenders, binders	10%
Cooling, heating	10%
Talcs, clays	9%
Soap bases, syndets	9%
Superfatting	8%
Formulation	7%
Suspending agents	7%
Product evaluation/testing	6%
Anti-cellulite, slimming, firming	6%
Anti-dandruff	5%
Regulatory	4%
Toning	4%
Bulk manufacture	3%
Hair dyes, colourants	2%
Laboratory scale	2%
Deodorants, antiperspirants	2%
Nail polish ingredients	1%
Oral care ingredients	1%
Styling agents	1%
Solvents	1%
Tanning agents	4%
Nail polish ingredients	3%
Solvents	3%



“ The stands at in-cosmetics Korea are well laid out and the participating companies and visitors are very professional in comparison with other exhibitions. I was impressed with the number of seminars and Formulation Lab sessions. This is the best exhibition ever! ”

Hyein Kim, Assistant Manager, HP&C, South Korea (visitor)



“ I think that in-cosmetics Korea is one of the best beauty events – and a great asset if you work in the industry. I was able to see manufacturers, lab specialists and consultants and managed to obtain great insights into the beauty industry and the trends in the market. I always come back for the seminars and presentations. ”

Fama Ndiaye, CEO, Agaskin, France (visitor)

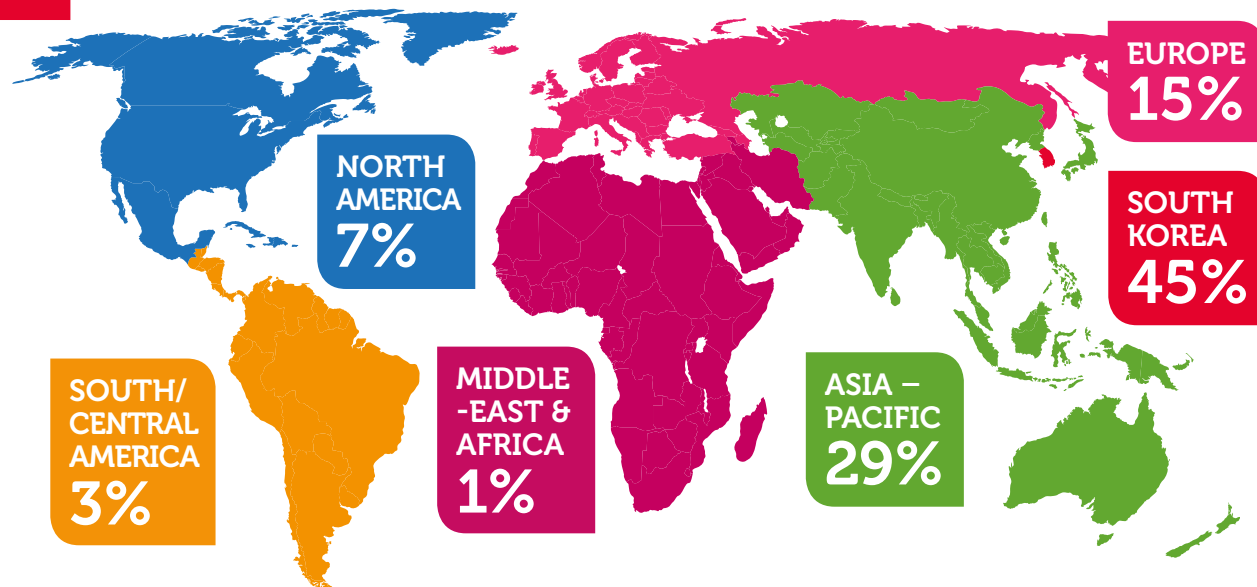
Exhibitor Profile:

- Main stand holders: **216**
- Stand space: **3,867 m²**
- Sharing companies: **72**
- First Time Exhibitors: **73**

TOTAL EXHIBITING COMPANIES: 288

Exhibitors by Country of Origin:

27 COUNTRIES REPRESENTED



“ in-cosmetics Korea attracts many visitors from overseas. As the awards ceremony is held at the Innovation Zone, it generates a lot of traffic and therefore we fully accomplished our objectives. As K-Beauty draws so much attention from various parts of the world, the event attracted a large number of potential customers, which makes the show special.

Keedon Park, President & CEO, Incospharm, South Korea (exhibitor)

“ This show is the place to meet Korean customers, watch new trends in Korea and discuss all the formulation problems they encounter and offer them solutions. This year’s show was great. We met a lot of great Korean companies – big and small - and were able to discuss formulation issues and solutions.

Anais Bonnefoy, Regional Marketing Manager, Gattefossé Asia Pacific (exhibitor)



TOP 10 Countries	Count
Republic of Korea	129
China	54
United States	20
France	17
Germany	10
India	9
Japan	9
Spain	5
Peru	4
United Kingdom	4



in-cosmetics® korea

Seoul • Coex • 17-19 June 2020


The only event in Korea for personal care ingredients



where personal care ingredients
and creators come together

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- **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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Book your stand at korea.in-cosmetics.com



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