

Final report

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## Beautyworld Japan Osaka sees around 30% rise in buyer turnout and new record for exhibitor participation

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**More exhibitors, more buyers, more business results: by all metrics the 17th edition of Beautyworld Japan Osaka was the most successful yet, with the fair even surpassing pre-pandemic levels in terms of industry turnout. Wrapping up on 26 October, the fair hosted 400 exhibitors and 33,112 visitors which was a 17% and 29% increase respectively from 2021.**

Speaking as the fair concluded, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, commented: “These encouraging figures demonstrate that both exhibitors and visitors are truly in back-to-business mode, indicating that the industry is returning, and in some cases surpassing its pre-pandemic levels. Many new products were exhibited in the fields of cosmetics, femtech, supplements and functional foods. We are therefore confident of further growth in the industry and we expect the next edition to be even larger both in terms of exhibiting space and visitor numbers.”



Business discussions at Beautyworld Japan Osaka. Source: Messe Frankfurt Japan

Mr Atsushi Kumazawa, Senior Sales Manager, Stephen Knoll Professional Division, KOSE Corp, a first time exhibitor, reflected on his three-day experience: “Our brand is a range of premium styling and haircare products inspired by a New York aesthetic and powered by Japanese technology. We are here to meet new B2B customers from the Kansai region. The visitor flow was high and we received over 170 highly qualified leads. Beautyworld Japan Osaka definitely met our expectations.”

Equally pleased was Mr Soh Ito, Sales Manager, NBS Co Ltd, who commented: “We are a manufacturer of professional beauty equipment.

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We have been exhibiting at this show for many years and yet again the results have been excellent. After three very busy days and many business meetings, we have signed a lot of contracts here. We will definitely be back next year.”

An expansive range of beauty products and services for salon and retail businesses were displayed across seven product zones at this year’s fair, namely: “Cosmetics”, “Beauty equipment”, “Hair”, “Nail”, “Eyelash”, “Business support”, “Wellness+Beauty” and “NEXT”. While lifestyles have undoubtedly changed amid the pandemic, the Japanese beauty and health industry has remained vibrant, creating new value and becoming more lucrative. Participants were eager to identify the future trends that will shape the beauty industry and generate further growth.

The next edition will take place from 16 – 18 October 2023 at INTEX Osaka. For more details, please visit the official website at <https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan Fukuoka**  
6 – 8 February 2023, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia**  
**licensed to Al-Harithy Company for Exhibitions Ltd.**  
9 to 11 May 2023, Riyadh International Convention & Exhibition Center - RICEC, Saudi Arabia
- **Beautyworld Japan Tokyo**  
15 – 17 May 2023, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**  
24 – 26 July 2023, Portmesse Nagoya, Japan
- **Beautyworld Middle East**  
30 October – 1 November 2023, Dubai World Trade Centre, UAE

For more details please visit [www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt’s strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Beautyworld Japan Osaka  
INTEX Osaka  
24 – 26 October 2022