

**beautyexpo** | **cosmobeauté**  
Malaysia 2025

[www.beautyexpo.com.my](http://www.beautyexpo.com.my)

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)



**30<sup>SEP</sup>**  
**03<sup>OCT</sup>**  
**2025**

**KUALA LUMPUR**  
**CONVENTION CENTRE**

**MALAYSIA'S**  
LARGEST &  
LONGEST-RUNNING  
BEAUTY TRADE SHOWS

Organised by:



Powered by:



# Sustainable Beauty, *Infinite Possibilities*

beautyexpo & Cosmobeauté Malaysia returns in 2025 as Malaysia's largest and longest-running beauty trade shows, serving as the ultimate business hub where all facets of the beauty industry converge. Featuring 400 exhibitors and 1,000 cutting-edge brands, the event will shape local and regional markets. Spanning Hall 1 to Hall 5 at the Kuala Lumpur Convention Centre, it is set to welcome 15,000 attendees from over 60 countries & regions, solidifying its status as a global platform for business growth, networking, and innovation.

Under the transformative theme, "**Sustainable Beauty, Infinite Possibilities**" the 23rd edition of beautyexpo and the 20th edition of Cosmobeauté Malaysia 2025 aim to reshape the future of the beauty industry. This year's event is committed to championing innovation, inclusivity, and sustainability, empowering the global beauty community to drive change and create a brighter future. By unlocking new opportunities, this event will positively impact both the industry and society, ensuring long-term growth and success for the beauty sector.





# WHY

# Exhibit

Ignite Your  
Beauty  
Business Potential



"The global halal cosmetics market is experiencing unprecedented growth. Malaysia stands proudly as one of the top players in this market, ranking fifth globally.

By introducing Halal Beauty Zone at this year's expo, we are not just showcasing products, we are opening doors to immense opportunities."

**Ybrs. Khairul Azwan Harun, Chairman of Halal Development Corporation (HDC)**



#### MAXIMISE BRAND IMPACT

Boost your presence with strategic marketing initiatives and support from local and international industry associations, positioning your brand as a global leader.



#### CONNECT WITH INDUSTRY PLAYERS

Build impactful relationships with top-tier trade visitors, including key decision-makers, to turn interactions into profitable partnerships.



#### ACCESS STRATEGIC OPPORTUNITIES

Strategically located in Asia Pacific, our event offers prime opportunities to grow in Malaysia and Southeast Asia.



#### HALAL BEAUTY MARKET

By 2030, Malaysia's Halal Cosmetic & Personal Care market is projected to reach **USD 10.5 billion**, underscoring the surging demand in this thriving sector.

(Source: Halal Industry Master Plan 2030)



#### CONSUMER SPENDING POWER

Malaysia's spending power is set to grow by 5%, reaching **USD 250.7 billion** in 2025, solidifying its position as a top beauty import market.

(Source: Bernama, 2024)



#### MALAYSIA'S ECONOMIC GROWTH

Malaysia's GDP is expected to grow by **4.5-5.5%** in 2025, reflecting positive economic momentum.

(Source: Bernama, 2024)

## EXHIBITOR PROFILE

- Academy
- Aesthetic Products, Accessories, Tools & Equipment
- Association & Government Body
- Barber Products, Accessories, Tools, Equipment & Furnishing
- Cosmetics & Accessories
- Embroidery, Tattoo & Eyelash
- Eye Care
- Foot Care
- Hair, Scalp Care Products, Accessories, Tools & Furnishing
- Halal Products
- Health Care, Supplements Products & Tools
- Hotel Amenities
- Lingerie
- Nail Products, Accessories & Equipment
- OEM / ODM / Contract Manufacturing
- Oral Hygiene & Dental care
- Organic and Natural Skincare Products
- Packaging & Labelling
- Perfume & Aromatherapy Products
- Personal Care Products
- Publication
- Raw Materials & Ingredients
- Skincare Products
- Skincare Tools & Equipment
- Slimming Products, Body Enhancement & Fitness
- Spa Care Products, Tools, Equipment & Furnishing
- Toiletries
- Waxing Products, Accessories & Tools

## VISITOR PROFILE

- Aesthetic Centre
- Association
- Barber
- Beauty Academy & School
- Beauty Salon
- Bridal Studio
- Department Store
- Exporter / Importer
- Fitness Centre & Club
- Hair Academy & School
- Hair Salon & Studio
- Health Centre
- Hotel
- Makeup Studio
- Medical Beauty Centre
- Nail Salon
- OEM / ODM / Manufacturer
- Perfumery & Cosmetics
- Pharmacy & Chain Store
- Retailer / Agent
- Slimming Centre
- Spa & Wellness Centre
- Supermarket
- Trade Publication
- Supplier / Distributor / Wholesaler

# IMPRESSIVE TRACK RECORD OF SUCCESS 2024

**12,622**

On-Floor  
Attendees

**63**

Visiting Countries  
& Regions

**48%**

First Time  
Visitors

**52%**

Returning  
Visitors

## Visitors' Primary Business Nature



\*Data from beautyexpo & Cosmobeauté Malaysia 2024

## PURPOSE OF VISITING



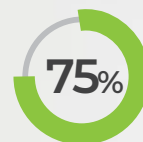
Find new  
suppliers



Seek  
franchisors  
/ principals



Research  
new product  
trends



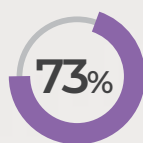
Learn about  
competitors' products  
and marketing practice



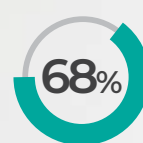
Meet with  
existing  
suppliers



Source new  
products



Place  
orders



Consolidate contacts  
/ Maintain connections  
with suppliers /  
business partners

## EXHIBITORS' TESTIMONIAL



**Keefe Chie**  
Beauty High Point  
Sdn Bhd, Malaysia

BECBM has always been the pinnacle of what defines a professional beauty exhibition. It's a place where we reconnect with old friends, make new ones, and watch the experience continue to grow. I hope to see your continued success so we can return even stronger together.



**Lee Bom**  
Deluxe Beauty  
Co., Ltd,  
South Korea

I think this is a very good exhibition because, in just two days, several influential distributors in Malaysia's market approached us and offered significant contracts. Additionally, many visitors stopped by to try our products, which has been very helpful in expanding our market reach.

## VISITORS' TESTIMONIAL



**Abdul Rahman**  
Royal Empire Oudh  
Pte Ltd, Singapore

BECBM is a one-stop solution for sourcing your cosmetic products. I've seen a wide variety of items here and am excited to connect with people from South Korea, who offer a vast selection of cosmetics and equipment. That's why I emphasise that it's a one-stop solution—you don't have to travel far to find cosmetics; you can come here first to explore everything you need.



**Siti ZH**  
Cosmogram Clinic,  
Malaysia

I'm looking for new trends and technologies, especially from Korea, and I've found some that will really help me expand my clinic by offering more advanced technology and services in the beauty industry, including new products.



# Experience

the best of the beauty industry

## 1 HALAL BEAUTY

With the growing demand for Halal-certified beauty products, beautyexpo & Cosmobeauté Malaysia 2025 provides an ideal platform to showcase your Halal-compliant skincare, cosmetics, and wellness solutions to a diverse, conscientious audience. Strengthen your market presence and position your brand at the forefront of this rapidly growing sector.



## 2 SPECTACULAR BEAUTY & HAIR SHOWS

Witness the fusion of artistry and innovation in our renowned Beauty & Hair Shows. International masters and local talents unite to showcase groundbreaking techniques and emerging trends through dynamic live demonstrations.

Experience firsthand the latest transformations in hairstyling, makeup artistry, and beauty treatments that are setting tomorrow's industry standards.

## 3 VIP BUYER PROGRAMME

Elevate your business potential with our VIP Buyer Programme at beautyexpo & Cosmobeauté Malaysia 2025.

Our meticulously designed business matchmaking initiative strategically connects exhibitors with high-profile buyers, fostering a platform for meaningful and enduring business collaborations.



## 4 THE FUTURE OF BEAUTY: EDUCATIONAL SEMINARS, BREAKFAST TALK

Accelerate your industry knowledge through power-packed educational sessions led by global beauty experts. Our curated seminars and breakfast talks deliver actionable insights into market trends, sustainable practices, and technological innovations.

Network with industry leaders for valuable perspectives on growth strategies and emerging opportunities, equipping you to excel in today's competitive landscape.

## 5 CUTTING-EDGE INTERNATIONAL COMPETITIONS: SKIN, HAIR & NAIL

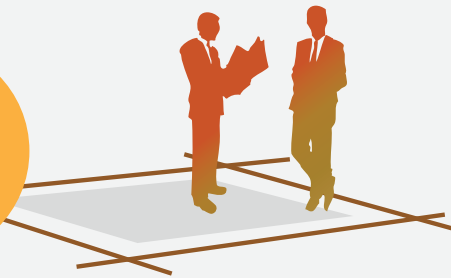
Experience excellence in action at our international competitions showcasing the best in skin, hair, and nail artistry. Watch as global talents compete before an esteemed panel of judges, demonstrating innovative techniques and creative mastery.

These high-calibre competitions not only celebrate exceptional skill but also unveil breakthrough approaches that are redefining industry standards.



# PARTICIPATING PACKAGES

USD  
**372**  
/sqm



## RAW SPACE

(MIN. 18SQM)

USD  
**405**  
/sqm



## STANDARD

### SHELL SCHEME BOOTH (MIN. 9SQM)

- System partition and structures
- Fascia board with company name & booth no.
- Needle punch carpet
- 1x Lockable Cabinet
- 1x Round table
- 3x Folding chairs
- 1x Waste basket
- 2x Fluorescent lights
- 1x 13-amp power point

USD  
**425**  
/sqm



## UPGRADED

### SHELL SCHEME BOOTH (MIN. 9SQM)

- System partition and structures
- Fascia board with company name & booth no.
- Needle punch carpet
- 1x Low showcase (lockable)
- 3x Shelves
- 1x Round table
- 3x Folding chairs
- 1x Waste basket
- 2x Spotlights
- 1x 13-amp power point

## Be Part of Our Social Media Community!



beautyexpo  
Cosmobeauté



beautyexpo.malaysia  
cosmobeautemalaysia



Beautyexpo &  
Cosmobeauté Malaysia  
(Official Page)



Beautyexpo & Cosmobeauté



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For more information, please contact: \_\_\_\_\_

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