news +++ Beautyworld Osaka
Osaka, Japan, 19 – 21 October 2026

beautyworld
OSAKA

Beautyworld Osaka attracts a record 37,561 trade visitors, with 573 exhibitors and the debut of the Sleep + Recovery zone

Osaka, 2 November 2026. Beautyworld Osaka concluded its three-day run from 19 – 21 October 2026 at INTEX Osaka, welcoming a record 37,561 trade visitors, up 7.3% from the previous year. A total of 573 exhibitors from Japan and overseas showcased products and services across the aesthetic, hair, nail, eyelash, wellness and other beauty-related sectors, reflecting current industry trends. The international beauty trade fair for western Japan provided a platform for business negotiations, sourcing and networking among beauty industry professionals, medical practitioners, distributors, retailers and buyers.



Participants connect at Beautyworld Osaka 2026. Source: Messe Frankfurt Japan Ltd

International participation included 91 exhibitors from six countries and regions: China, Hong Kong, Ireland, Korea, Taiwan and Thailand. The Korean Pavilion also returned, offering international companies opportunities to connect with potential business partners and explore sales channels in the Japanese market.

New zones and business opportunities

The fair featured 12 zones, including the newly introduced Sleep + Recovery zone, showcasing recovery wear and sleep-related products and services. The Premier Hall provided an environment focused on business negotiations, while its dedicated Clinic Care zone catered exclusively to medical professionals. The Osaka Nail Forum, organised by the Japan Nailist Association (JNA), was also held concurrently.

Exhibitors reported positive business outcomes and opportunities to expand their networks. Ms Seira Eguchi, Director of Coeur Joli Inc, exhibiting in the Premier Hall Cosmetics zone, commented: “We continue to exhibit in Osaka because, compared with the Tokyo fair, it also provides opportunities to connect with overseas buyers, particularly from Asia. This year, we participated in the organisers business matching programme for the first time and held discussions with a buyer from Malaysia. It was a valuable opportunity to gather market information and establish new business connections.”

Ms Asami Tsuji, General Manager of nagu Co Ltd participating in Osaka for the second time, shared: “We decided to exhibit again to expand our sales channels among aesthetic salons. As salons are private spaces, it can be difficult to approach them through direct sales visits. Beautyworld offers a relevant platform to meet salon owners face to face. This year, we exchanged business cards with 20 salon owners and identified 10 promising leads that could develop into business deals. We are very pleased with the results.”

Fringe programme delivers practical industry insights

The fair offered 31 programmes across seven stages and seminar venues, covering aesthetics, hair, nails, medical aesthetics and other areas of the beauty industry. These included the Esthetic Stage, Hair & Nail Stage, Association Seminars and dedicated Clinic Care seminars. The Premium Seminar programme featured hands-on training in small groups. Seminars led by industry specialists attracted strong interest from visitors seeking practical techniques and insights into current beauty trends.

Ms Keiko Nishizawa, owner of the aesthetic salon Rapu+, attended a seminar by Ms Junko Shirasaki and commented: “I attended because I wanted to introduce body treatment techniques in addition to Ms Shirasakis facial techniques, which I already use at my salon. The techniques are well suited to my existing clientele, and I feel I can incorporate them into a new treatment menu immediately. It was a highly worthwhile seminar.”

Ms Maki Oyama, an aesthetician working at a beauty clinic and salon, who visited the fair for the third time, also shared her experience: “I came to learn techniques for new treatment menus and source products for my own salon, which I am preparing to open. I was also able to finalise an agreement directly with an exhibitor at the fair. It was a very productive visit.”

Messe Frankfurt organises Beautyworld events across nine locations worldwide: Dubai, Fukuoka, Grasse, Nagoya, Osaka, Riyadh, Taipei, Tashkent and Tokyo. The next edition of Beautyworld Osaka will take place from 18 – 20 October 2027 at INTEX Osaka, Halls 1, 2, 4, 5, 6A and 6B.

Further shows in the Beautyworld worldwide network:

- **Beautyworld Tashkent licensed to LLC BMC-LLP**
  19 – 21 November 2026, Central Asian Expo, Tashkent, Uzbekistan
- **Notes Dubai**
  21 – 23 January 2027, Dubai World Trade Centre, UAE
- **Beautyworld Fukuoka**
  8 – 10 February 2027, Marine Messe Fukuoka, Japan

- **Beautyworld Taipei**
  26 – 29 March 2027, Taipei World Trade Centre, Taiwan
- **Beautyworld Summit Grasse**
  10 – 11 May 2027, Palais des Congrès, France
- **Beautyworld Tokyo**
  17 – 19 May 2027, Tokyo Big Sight, Japan
- **Beautyworld Riyadh**
  21 – 23 June 2027, Riyadh Front Exhibition & Conference Center, Saudi Arabia
- **Beautyworld Nagoya**
  12 – 14 July 2027, Port Messe Nagoya, Japan
- **Beautyworld Osaka**
  18 – 20 October 2027, INTEX Osaka, Japan
- **Beautyworld Dubai**
  19 – 21 October 2027, Dubai Exhibition Centre, UAE

Press information and photographic material:
https://beautyworld-japan-osaka.jp.messefrankfurt.com/osaka/en/press/photos.html

Links to websites:
https://beautyworld-japan-osaka.jp.messefrankfurt.com/osaka/en.html

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