

news +++ Beautyworld Japan Fukuoka
Fukuoka Japan, 3 – 5 February 2025

beautyworld JAPAN FUKUOKA

Adding two new zones, Beautyworld Japan Fukuoka will showcase future of region's beauty industry

Fukuoka, 16 December 2024. Set to host around 200 exhibitors, the largest B2B event dedicated to the beauty industry in the Kyushu region will take place from 3 – 5 February 2025 at the Marine Messe Fukuoka. Reflecting fairgoers' demands, next year's show will launch two new zones, 'Fem more' and 'Tasty'. Meanwhile, a variety of newly established brands, also first-time exhibitors at the Fukuoka fair, will showcase in the 'NEXT' area. Amidst significant anticipation and a growing market, the 12th edition will bring a diverse array of new products and cutting-edge techniques together, and provide unparalleled business networking opportunities for industry professionals.



Beautyworld Japan Fukuoka 2024. Source: Messe Frankfurt Japan Ltd

According to a survey of the Japanese cosmetics market for fiscal year 2024, consumer demand is expected to continue to grow, and surpass its pre-pandemic size. The world's third largest cosmetics market¹ is expected to grow to JPY 2.6 trillion² (USD 17.3 billion), with the natural and organic segment growing faster than the average³. The haircare

¹ Cosmetics - Worldwide, November 2024, Statista Market Insights, <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/worldwide#global-comparison>

² Cosmetics Market in Japan: Key Research Findings 2024, October 2024, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3627

³ Natural & Organic Cosmetics Market in Japan: Key Research Findings 2024, November 2024, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3665

segment will grow to JPY 533 billion⁴ (USD 3.6 billion), while the female care and femtech segment is predicted to rise by 6.3%⁵.

In response to industry demand, the show launched its 'Fem more' zone, featuring the latest trends and products in the femcare and femtech fields, and its 'Tasty' zone, offering healthy foods, spices, ingredients, and supplements. The rest of the show's seven zones include 'Cosmetics', 'Beauty Equipment', 'Nail & Eyelash', and 'Hair', displaying a wide range of products and services covering aesthetics, cosmetics, hair, nails, eyelashes, female care, skincare, and beauty equipment for professional salons. Moreover, in the 'NEXT' area, over 20 newly established companies are ready to showcase their brands in the Kyushu region, an indication of the show actively creating opportunities for companies seeking to enter the beauty industry.

Throughout the three-day fair, a total of 20 seminars will be held in four venues across the show floor. At the 'Main Stage', seminars will be conducted for visitors to absorb the latest techniques and information covering aesthetics, hair, nails, eyelashes, acupuncture and moxibustion therapy and salon management. In addition, the fair's fringe programme will allow attendees to learn about providing general wellbeing, which has recently gained renewed attention, and the correct approach to femcare from a medical perspective. Eight of the seminars will be making their debuts at Beautyworld Japan Fukuoka, including Three Strategies for Becoming the Salon of Choice, supplementing the business conducted across the show floor.

Further shows in the Beautyworld worldwide network:

- **Beauty Expo**
27 – 30 March 2025, Taipei World Trade Centre, Taiwan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**
21 – 23 April 2025, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**
28 – 30 April 2025, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**
14 – 16 July 2025, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
20 – 22 October 2025, INTEX Osaka, Japan
- **Beautyworld Middle East**
27 – 29 October 2025, Dubai World Trade Centre, UAE
- **Beautyworld Central Asia licensed by Messe Frankfurt Exhibition GmbH**
20 – 22 November 2025, Central Asian Expo, Tashkent, Uzbekistan

⁴ Haircare Market in Japan: Key Research Findings 2024, November 2024, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3681

⁵ Feminine Care and Femtech Market (Consumer Goods & Services) in Japan: Key Research Findings 2024, November 2024, Yano Research Institute Ltd, https://www.yanoresearch.com/en/press-release/show/press_id/3666

Press information and photographic material:

<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en/press.html>

Links to websites:

<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en.html>



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