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**CosmeticBusiness  
International Trade Fair of the Cosmetics Supplying Industry  
6 to 7 June 2018**

Leipzig, 14 June 2018

**CosmeticBusiness 2018 with top ratings - trade fair larger and more international than ever**

**The CosmeticBusiness 2018 from June 6 to 7 was the largest and most international edition to date: 419 exhibitors and represented companies from 19 countries presented new ideas and solutions for the creation of the cosmetic products of the future at the MOC Munich. For the first time, the trade fair occupied all four halls, welcoming visitors from 55 countries. This year, the quality of the international trade fair of the cosmetics supplying industry was also impressive: Exhibitors and visitors gave CosmeticBusiness very good feedback.**

"This year's CosmeticBusiness was a total success. More exhibitors, a larger exhibition area, more international, and with new trade fair highlights - our trade fair has shown itself at its best," explains Markus Geisenberger, Chief Executive Officer of Leipziger Messe, and adds: "As the most important industry platform for Germany, Austria, Switzerland, and increasingly also their neighbouring countries, CosmeticBusiness is indispensable for decision-makers and suppliers in the cosmetics industry. The increased internationality of exhibitors and visitors shows that the trade fair is becoming more and more attractive and is firmly anchored in the international trade fair calendar."

**Expanded exhibition offer and more exhibitors from abroad**

This year's CosmeticBusiness was the largest to date: Across four halls of the MOC Munich, a total of 12,000 square meters of exhibition space were occupied. 419 exhibitors and represented companies from 19 countries presented their innovative, new solutions for the efficient development of cosmetic products. This included 70 new exhibitors across all exhibition domains - raw materials, manufacturing, packaging, and service.

CosmeticBusiness also showed its international side: 37 percent of the exhibitors came from abroad - two percent more than during the last edition. This meant that more than 150 foreign companies were represented at the trade fair. Most of the international exhibitors were from France, Italy, the Netherlands, Poland and Switzerland.

**CosmeticBusiness 2018 receives good reviews from exhibitors**

The exhibitors were very happy with the CosmeticBusiness 2018: In a survey conducted by the independent market research company Gelszus Messe-Marktforschung, 98 percent of those surveyed praised the professional qualifications

of the visitors and 97 percent praised the high quality of the discussions. In addition, 96 percent said they expected good post-fair business. 94 percent of those surveyed plan to exhibit again at the next CosmeticBusiness.

"CosmeticBusiness has grown a lot. Both visitors and exhibitors are increasingly being drawn to the trade fair. It's an industry meeting place you simply can't miss. CosmeticBusiness is also important for us as a company. We are very happy with how the trade fair went this year. We met many existing customers and made new contacts," says Eric Firmin, President of HCP Packaging France.

### **High internationality and decision-making competence among trade visitors**

The visitors of the CosmeticBusiness also got a lot more international: Visitors from 55 countries (2017: visitors from 48 countries) visited the trade fair, which had an international share of 31 percent (2017: 26 percent). A particularly large number of visitors came from Austria, Switzerland, Poland and Italy. Volker Kloubert, Managing Director of inspira:cosmetics: "CosmeticBusiness is getting more and more international. For example, we met visitors from Belgium and the Netherlands."

CosmeticBusiness 2018 exhibited a high level of decision-making authority: 91 percent of visitors are involved in the decision-making processes in their companies. The trade fair also distinguished itself through a large variety of trade visitors: There were employees from global market leaders, private label producers and chemists, niche suppliers and specialist cosmetics brands through to start-ups.

### **Nine out of ten visitors would visit the CosmeticBusiness again**

After the trade fair, visitors were also very positive: According to the official survey, 92 percent of visitors would recommend CosmeticBusiness to others and 92 percent would like to attend the B2B trade fair again next year. Visitors' main goals were gathering information about new products and industry trends, gaining market orientation, and initiating and maintaining business contacts.

"For me, CosmeticBusiness is one of the most important and concentrated trade fairs. I've regularly visited the trade fair in Munich since 2010 and I am always very happy with my visits. CosmeticBusiness is the place to talk with the right people and business contacts from the packaging sector," says Philipp Keil, Head of Packaging at Kneipp GmbH.

### **This year's CosmeticBusiness offered many new trade fair highlights**

"The new trade fair highlights, such as the exhibition section Colour Cosmetics and the Distributors Lounge, were very well received by exhibitors and visitors. For us, this confirms that the constant development of our trade fair keeps us at the heart of the industry," says Project Director Ivonne Simons.

In the new exhibition section Colour Cosmetics, suppliers of colour cosmetics presented their product range to the trade visitors. Kirsten Luz, General Manager at

F+P trading GmbH, shares: "This year, we decided to exhibit in the new exhibition section Colour Cosmetics in hall 1. We're very happy with this decision. From our point of view, it is an advantage that exhibitors from the colour cosmetics sector have now been bundled together. It meant that we had more visitors at our stand than last year. Hall 1 is a real trade fair highlight for us."

The Distributors Lounge, which hosted over 50 matchmaking sessions, also celebrated its premiere. Jan Zwoferink, owner of the Dutch company Corrective Cosmetics, reports: "I especially liked the new Distributors Lounge, where I participated in three matchmaking sessions. We had very promising talks that could lead to collaborations for our German business." The service particularly supported foreign suppliers and cosmetic brands in finding distributors from Germany, Austria and Switzerland.

### **Conference programme: Room to discover trends and innovations**

The accompanying and comprehensive conference programme offered plenty of room to discover trends, new developments and innovations from the cosmetics and supplying industry. On both days of the trade fair, the trend and specialist presentations - for example on current industry topics such as colour and material trends, packaging design 4.0, and developments in the field of natural cosmetics - were very well attended. The newly introduced trend workshops from the Carlin Creative Trend Bureau were also very well received. The special SPOTLIGHT show featured 32 new products from exhibitors - more than in previous years. In addition, the conference programme focused on several of these exhibitor spotlights.

The next CosmeticBusiness will take place from 5 to 6 June 2019 in the MOC Munich.

### **About CosmeticBusiness**

In 2018, 419 exhibitors and represented companies from inside and outside Germany presented themselves, their products and services at CosmeticBusiness, the international trade fair of the cosmetics supplying industry. CosmeticBusiness is the only international trade fair in Europe, at which the cosmetics industry meets up exclusively with its suppliers and finds the wherewithal for the development of all kinds of cosmetic products, from the raw materials and manufacture to packaging. The only sector meeting place in Germany, Europe's largest cosmetics market, this B2B trade fair is indispensable as a trend barometer for decision makers in senior management positions, in product management and development, as well as those in marketing, purchasing and production. CosmeticBusiness 2019 will take place from 5 to 6 June in the MOC Munich.

### **About Leipziger Messe**

Leipziger Messe is one of the ten leading trade fair companies in Germany and numbers among the Top 50 worldwide. It stages events in Leipzig and in various locations elsewhere in Germany and abroad. With five subsidiaries and the Congress Center Leipzig (CCL) the Leipziger Messe corporate group offers integrated event expertise that is exemplary for the organisation of state-of-the-art trade fairs, conventions and events. Thanks to this range of services, in 2017 clients and visitors voted Leipziger Messe the Service Champion of the trade fair industry – for the fourth time in the row – in Germany's biggest service ranking. The Leipzig trade fair centre takes in an exhibition area of 111,900 m<sup>2</sup> and has open-air grounds

of 70,000 m<sup>2</sup>. Around 280 events take place here every year – trade fairs, exhibitions, conventions and functions – attended by up to 12,000 exhibitors and over 1.2 million visitors from all over the world. Leipziger Messe was the first German trade fair company to be certified to Green Globe Standard. Sustainability is one of the guiding principles for Leipziger Messe's business activities.

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