**CosmeticBusiness**

**International Trade Show of the Cosmetics Supplying Industry**

**14 to 15 June 2023**

Leipzig, 26 June 2023

**CosmeticBusiness 2023: Leading Event Provides Powerful Inspiration for the International Cosmetics Industry**

**CosmeticBusiness 2023 closed on 15 June with very satisfied exhibitors and visitors. At the international trade show of the cosmetics supplying industry, 414 exhibitors and represented companies from 27 countries presented innovations and trends for the creation of future cosmetics products in three fully-booked exhibition halls at MOC Munich. A major focus of the event was sustainable product solutions. Trade visitors travelled to this top industry event from 43 countries and were impressed by its scope which included the Spotlight novelty show, several themed routes and a broad conference programme offering inspiration for product development.**

"Three fully-booked exhibition halls, more than 70 new exhibitors, numerous start-ups and very satisfied exhibitors: CosmeticBusiness is continuing its success story", reports a satisfied Markus Geisenberger, Managing Director of Leipziger Messe. "Exhibitors and visitors alike have made this international industry get-together a place for exchanging expertise, developing new business contacts and coordinating project details", he adds. "CosmeticBusiness is the cosmetics industry's main event and a fixed item in the trade show calendar."

**Expanded Exhibition Area for Ingredients and Increased International Participation**

From ingredients and manufacturing to packaging, CosmeticBusiness combines every aspect of cosmetics manufacturing and packaging at one central venue, thereby reflecting the industry's entire value chain. At this year's edition of the international trade show, 414 exhibitors and represented companies from 27 countries presented their range of products and services across 11,000 m² of exhibition space. This represents an increase of 25 per cent compared to the last edition of CosmeticBusiness. The proportion of exhibitors from abroad rose from 32 per cent in 2022 to 37 per cent this year.

Another noteworthy development was the larger exhibition area for ingredients. With a total of 148 exhibitors and represented companies, this was a third larger than at last year's event, offering industry visitors even more inspiration.

Dr Oliver Reimelt, Country Sales Manager at Croda GmbH, says: "At CosmeticBusiness, we were able to meet our regular customers and acquire new ones. The mix at CosmeticBusiness is ideal because it includes everything from procurement and research to logistics and packaging. We can meet customers we otherwise wouldn't have the opportunity to speak with."

**Positive Mood Among Exhibitors**

The vast majority of exhibitors say they are very satisfied with their participation at CosmeticBusiness. A survey conducted by the independent marketing research company Gelszus Messe-Marktforschung found that 9 of 10 exhibitors regarded their presence at the trade show as a success and were optimistic about good post-trade-show business. 94 per cent of respondents praised the visitors' expert qualifications and 91 per cent were pleased with the quality of their contacts.

Johannes Schick, CEO of the Linhardt Group, also confirms this: "CosmeticBusiness is the most important trade show for us. It's much better this year than last year which still had a pandemic aftertaste. This year, everyone's enthusiasm for the trade show is back. All the products and services are concentrated in three halls, and everyone who really has something to exhibit is here. With regard to participation and visitor frequency, it was a very successful trade show. I am very satisfied with it."

Klaus Grabowsky is the CEO of Cosmetic Service GmbH and was pleased to make numerous new business contacts: "We are exhibiting at CosmeticBusiness for the first time and have made a huge number of contacts here so far. We certainly achieved our quantitive goals – we couldn't possibly have had more conversations. It's also important for us to meet customers we have previously only seen digitally or were finding it difficult to arrange meetings with."

**Positive Visitor Reviews**

The visitor survey conducted during the event showed that 97 per cent of respondents would recommend CosmeticBusiness to others. Nearly as many visitors (92 per cent) hope to attend the trade show again next year, and 90 per cent say their attendance at this year's event was worth it.

The overwhelming majority (85 per cent) say they achieved their goals for the trade show. The most important goals for visitors included making business contacts, finding out about new products and industry trends as well as gaining a general overview of the market. Inspiration was provided by the well-established Spotlight novelty show with product presentations from 32 companies, themed routes for sustainable solutions as well as innovations and a comprehensive conference programme.

Visitors came to CosmeticBusiness this year from a total of 43 countries. Most of them travelled from Austria, Switzerland, Italy, the Netherlands, Poland, the Czech Republic, Spain, France and Belgium.

Trade visitor Sebastian Wölke, Managing Director of no planet b, reports: "Once again, it was truly an industry get-together and I met many former colleagues from the FMCG sector. When it comes to product-related suppliers (packaging, formulating, filling), CosmeticBusiness is by far the most significant event in German-speaking Europe. In my experience, other industry players feel the same way."

**Launching Pad for Industry Newcomers**

For the second time, CosmeticBusiness fulfilled its role as a hub of innovation for the cosmetics industry by offering start-ups a platform in the Innovation Corner for exchange with the international trade audience. Newcomers to the industry presented their innovations in detailed lectures, inspiring visitors with fresh new ideas. Julie Cortal, Head of Business Development at NoPalm Ingredients, says: "We are a young start-up and are still in the early stages of our journey to bring innovative ingredients to the cosmetics industry. For us, CosmeticBusiness offers the opportunity to meet potential new industry and market partners who could work together with us and demonstrate the potential of our ingredients to them. We haven't yet broken into the German market. Here, we can find the industry experts and partners to help us do so."

**Optimistic Industry Outlook for the Future**

The cosmetics industry rates the current business climate considerably more positively than last year. 70 per cent of respondents regard the current situation as positive which is six per cent higher than in 2022. The view of the coming months is also optimistic. More than half of the respondents expect their business to improve this year, a third expect no change, and only six per cent expect conditions to worsen.

**Date for CosmeticBusiness 2024**

The next CosmeticBusiness will take place from 5 to 6 June 2024 at MOC Munich.

**About CosmeticBusiness**

CosmeticBusiness is the only international trade show in Europe where the cosmetics industry meets exclusively with its suppliers and finds solutions for the development of all cosmetic products, from active ingredients to manufacturing and packaging. As the only industry meeting place in Germany, the largest cosmetics market in Europe, the B2B trade show exhibition is a trend barometer for decision-makers from management, product management and development, marketing, as well as purchasing and production. The next edition of CosmeticBusiness will take place from 5 to 6 June 2024 at MOC Munich.

**About Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2022 voted the Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the ninth time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, over 270 events take place – from trade fairs, exhibitions and congresses to events. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in the Leipziger Messe's corporate activities.

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