**CosmeticBusiness**

**International Supplier Event for the Cosmetics Industry**

**04 to 05 June 2025**

Leipzig, 22 May 2025

**CosmeticBusiness 2025: more diversity, a high level of internationality and an anniversary programme**

**The international supplier event for the cosmetics industry is in the starting blocks for its anniversary edition: from 4 to 5 June, the industry will meet for the 20th edition of CosmeticBusiness in Munich. In three exhibition halls, 429 exhibitors and represented companies from 29 countries will present innovations and trends along the value chain. The programme features top-class keynotes, panel talks and start-up impulse lectures. New formats such as the Sustainability Tour and the Community Award provide additional highlights.**

CosmeticBusiness is the platform for holistic product development - from ingredients to production and packaging. The entire supply chain of the cosmetics industry comes together at the annual industry get-together in Munich. For its anniversary edition, the supplier event is more diverse than ever: with an expanded range of exhibits and an even more comprehensive programme.

**High proportion of foreign exhibitors and numerous new exhibitors**

At the exhibition, 429 exhibitors and represented companies from 29 countries will provide an up-to-date overview of the market. Compared to the previous year, this represents an increase of five per cent. The 20th edition underlines above all its international relevance with a foreign share of 41 per cent. Companies from the Netherlands, Poland, Italy, France and China are particularly well represented.

A total of **90 new exhibitors** are celebrating their premiere in Munich this year, including a joint stand with six Romanian cosmetics manufacturers. Other new exhibitors include Marchesini (Italy) from the machinery and filling sector, NELE Kosmetik (Germany) from the decorative cosmetics segment, NEXUS (Belgium) as a contract manufacturer and BIO ON (Italy) as a raw materials supplier.

In the **START-UP Area** in the INNOVATION CORNER, ten innovative companies will also be presenting their pioneering ideas for the cosmetic products of tomorrow, including Meadow (Sweden) with a circular packaging technology, matrihealth (Germany) with a revolutionary method for obtaining highly pure, water-soluble elastin on a large scale and RAIKU (Estonia) with fully compostable and aesthetically pleasing wood-based packaging material.

**Trade fair highlights and new formats**

The **SPOTLIGHT novelty show** will once again put product innovations in the spotlight this year. For the first time, the most innovative SPOTLIGHT product will be honoured with the CosmeticBusiness Community Award. The award ceremony will take place on 5 June at 3 p.m. in the INNOVATION CORNER.

Another new feature is the **Sustainability Tour**, which provides an overview of exhibitors' particularly sustainable product solutions. The participating companies are selected by an expert jury based on various criteria such as degree of innovation, material savings or resource utilisation. The guided tour takes place daily from 10 am.

Top speakers will shed light on current industry topics, best practices and trends on **stage** in the INNOVATION CORNER:

* Caroline Kroll (founder of Nø Cosmetics): "How cosmetics brands create real impact - and why it's time for a rethink"
* Felix Behm (GenZ expert): "Winning the next generation of customers: What Gen Z & Alpha really want"
* forewood Expert-Talk with Philipp Keil (forewood GmbH), Teja Staats (nkm Naturkosmetik München) and Judith Fiedler (oneRD GmbH): "PPWR & Co.: How the cosmetics industry contributes to the European Green Deal - Perspectives"
* Veronika Glaubermann (Beiersdorf) with insights into the initiative "The Value of Beauty - insights from and for the cosmetics industry"

The full [programme](https://www.cosmetic-business.com/en/program/agenda/?limitSearchResults=10) can be found on the CosmeticBusiness website.

**Offers for start-ups**

CosmeticBusiness offers start-ups professional support for a successful market launch. In addition to targeted networking opportunities via the *"start-up friendly"* filter function in the list of exhibitors, the trade fair offers practice-orientated workshops on the topics of "Cosmetics start-ups 2025: legally compliant, safe & successful on the market" and "Decorative cosmetics - the perfect addition to your product range or the launch of your own brand!". Participation is only possible with pre-registration due to limited places.

**Focus on sustainability at the trade fair**

At CosmeticBusiness, sustainability plays a major role both in front of and behind the scenes. The Association of the German Trade Fair Industry (AUMA) recently analysed the added value of trade fair visits. The study shows how efficiently trade fair visits can bundle business trips. On average, a visit to a trade fair replaces five individual trips, and for international trade fair visitors it is as many as eight. As a trade fair organiser, Leipziger Messe also focuses on sustainability when organising the event with modular and reusable stand construction concepts, recyclable carpeting and green energy.

**Accreditation**

Media representatives can apply for [accreditation](https://www.cosmetic-business.com/en/media/akkreditierung/) for CosmeticBusiness 2025 online in advance.

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