

PRESS RELEASE  
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## **COSMOBEAUTÉ INDONESIA 2025 RETURNS WITH A FOCUS ON SUSTAINABLE GROWTH**

Jakarta, 6 August 2025 - Cosmobeauté Indonesia, the Indonesia's largest B2B beauty trade exhibition, will return for its 18<sup>th</sup> edition on 9–11 October 2025 at Hall 5-8, Indonesia Convention Exhibition (ICE), BSD City. Recognised as a key platform for the aesthetic, beauty, cosmetic, hair, nail, spa, supply chain, and wellness industries, this year's exhibition will feature over 450 exhibiting companies from 16 countries/regions and welcome more than 17,000 professional visitors across 19,500 sqm of exhibition space. Cosmobeauté Indonesia connects brand owners, manufacturers, distributors, retailers, and professionals from across Southeast Asia and beyond.

In response to the industry's evolving needs, Cosmobeauté Indonesia 2025 introduces several new segments, including Dental Care, Senior Care, Mother & Baby, Wellness, and Transport & Logistics—reflecting a growing shift toward a more holistic and sustainable beauty ecosystem.

This year marks the debut of the Sustainability Awards, recognising exhibitors making meaningful progress in areas such as green product innovation, ethical sourcing, sustainable packaging, and carbon-conscious operations. The initiative reflects Cosmobeauté Indonesia's commitment to celebrating those driving real change and creating long-term impact across the beauty supply chain. This commitment extends to initiatives like Better Stands, which promotes the use of reusable booth structures, as well as waste management systems and carbon emission tracking throughout the show.

Cosmobeauté Indonesia also introduces the Wellness & Sustain Hub, where visitors can enjoy skin and hair checks, educational sessions, and massage therapy services provided by the disability community. As part of its ongoing mission to build a more inclusive industry, Cosmobeauté will also engage individuals with disabilities as part of its on-site manpower team.

In addition, the 2025 edition will introduce the Cosmo Inclusive Class, now expanded to include both makeup and barbering skills training. A charity grant will be awarded to the top participant, supporting their continued development in the beauty field. To nurture the next generation of professionals, group visits for students from beauty schools and educational institutions will also be facilitated, offering hands-on exposure to industry innovations. These initiatives complement the return of flagship programmes including the Beauté Meeting for curated B2B exclusive matchmaking program, Beauté Live, Beautéducation, Beauté Speak, Beauté Spot and Supply Chain Academy, along with a series of live demonstrations and competitions. Together, they make Cosmobeauté Indonesia 2025 not just an exhibition, but a platform for sustainable growth, education, and meaningful industry progress.

*"Indonesia's beauty market is projected to surpass USD 9.17 billion in 2024, but growth must go hand in hand with responsibility," said Juanita Soerakoesoemah, Portfolio Director at PT Pamerindo Indonesia. "Cosmobeauté Indonesia 2025 is proud to support industry players not only in discovering new business potential, but in building a future that is inclusive, responsible, and truly sustainable—not just in words, but through action. Sustainability shouldn't be performative, it should be real, intentional, and focused on long-term impact."*

Organised by PT Pamerindo Indonesia part of Informa Markets, Cosmobeauté Indonesia continues to be a trusted platform for industry advancement and cross-sector collaboration.

For more informations, please visit: <https://www.cosmobeauteasia.com/indonesia/>.



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