

BEAUTYASIA 2025

17-19 FEBRUARY 2025
MARINA BAY SANDS, SINGAPORE

Post Show Report



YOUR GATEWAY TO SOUTHEAST ASIA

The **27th edition** of BeautyAsia was held at the Marina Bay Sands, Sands Expo and Convention Centre, Singapore from 17-19 February 2025.

BeautyAsia 2025 welcomed close to 4,600 trade visitors and attracted international exhibitors from **21 countries**.

Leading pavilions from Japan, Poland, Singapore and Taiwan, as well as notable participants from Australia, China, Germany, Hong Kong, Israel, Italy, Japan, Macau, Malaysia, Poland, Singapore, South Korea, Switzerland, Taiwan, UAE and USA, displayed an exciting showcase of the newest trends and vast range of products.

BeautyAsia Singapore continues to thrive as a driving force into the beauty and wellness market and the gateway into the Southeast Asian region.





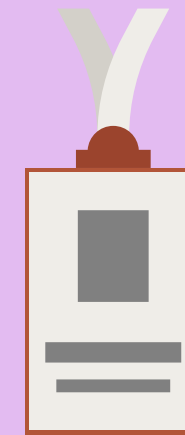
OVERVIEW



100+
Exhibitors

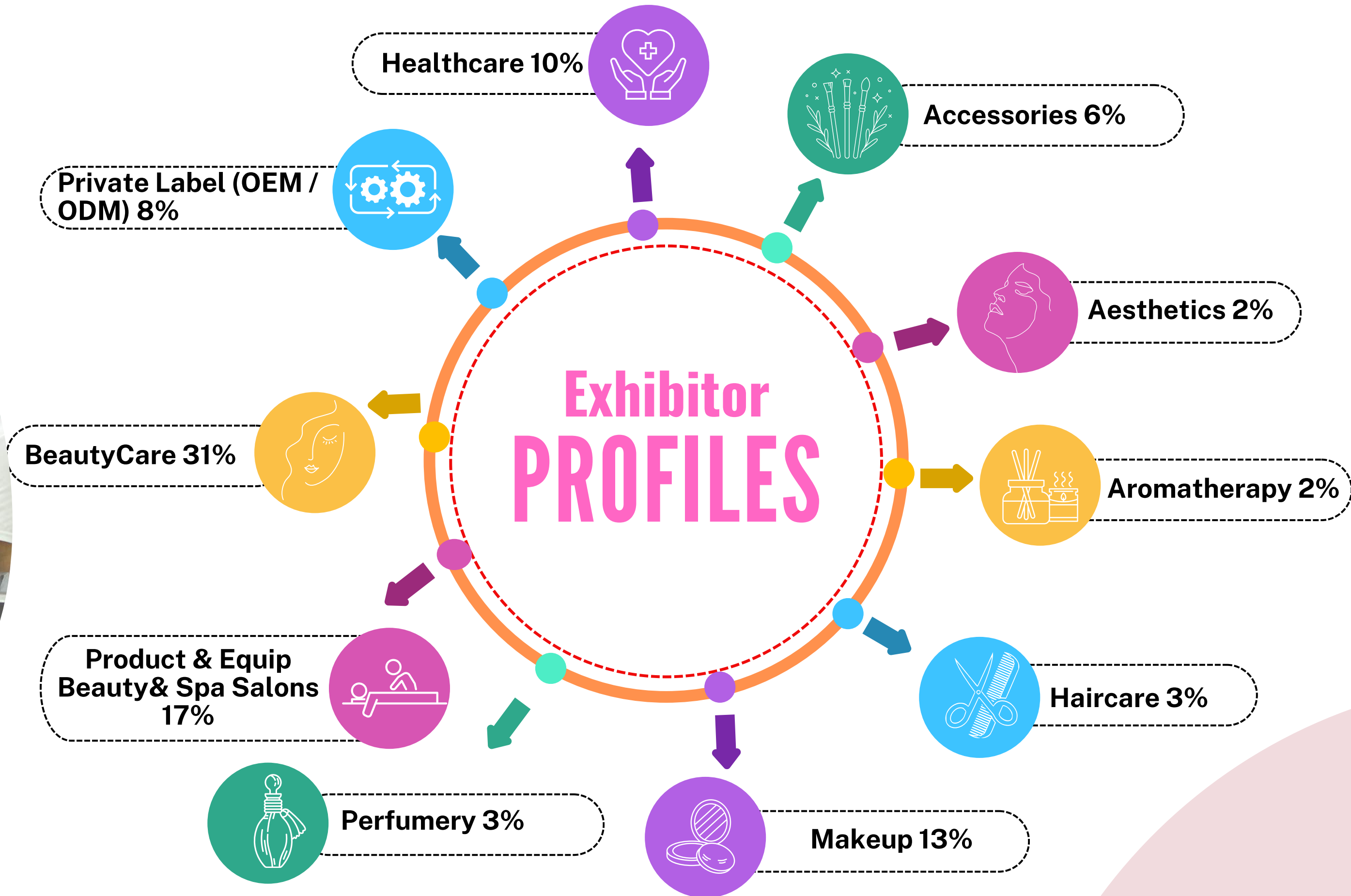


21
Represented
Countries

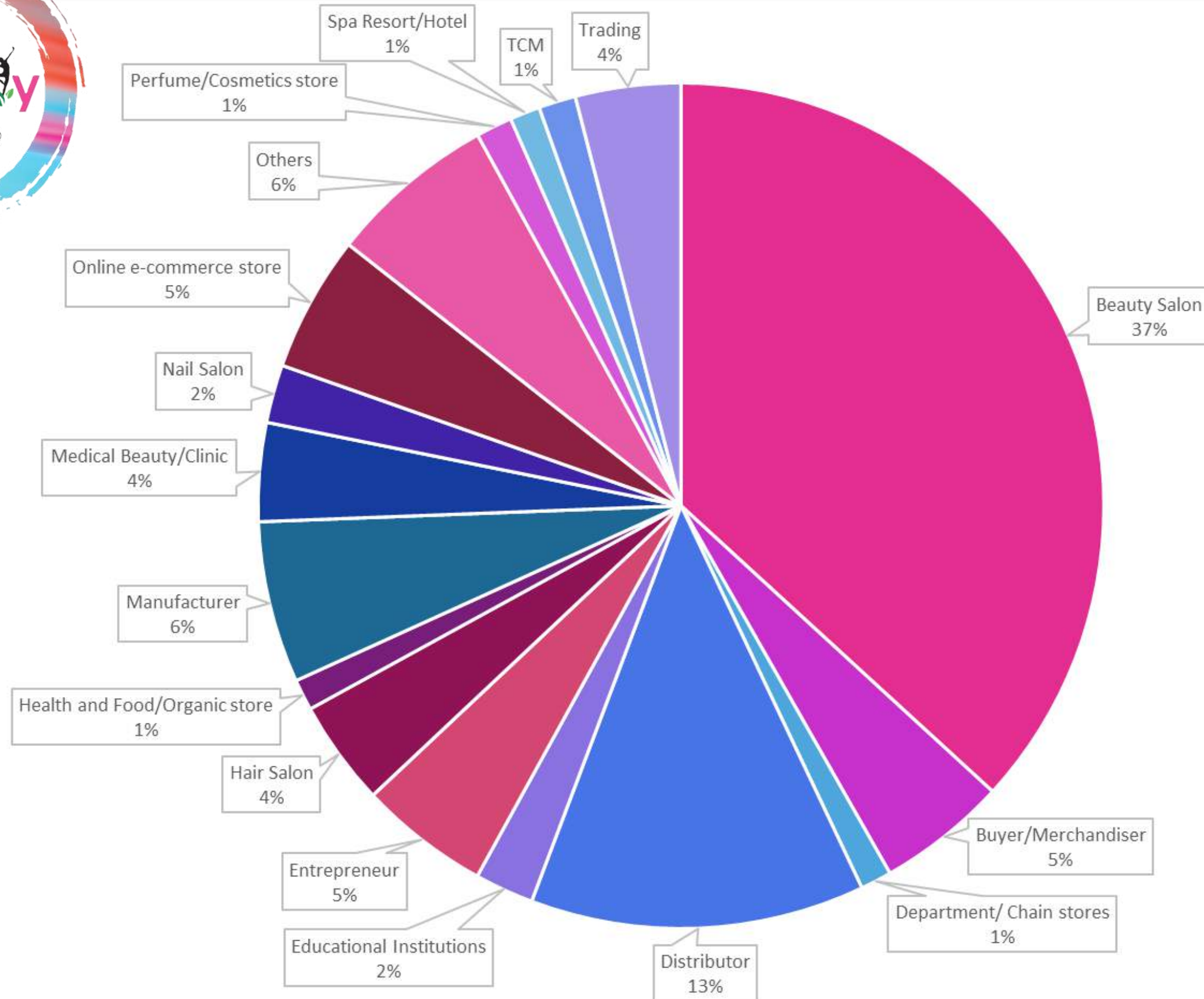


Visitors from
45 Countries





VISITORS' PROFILE

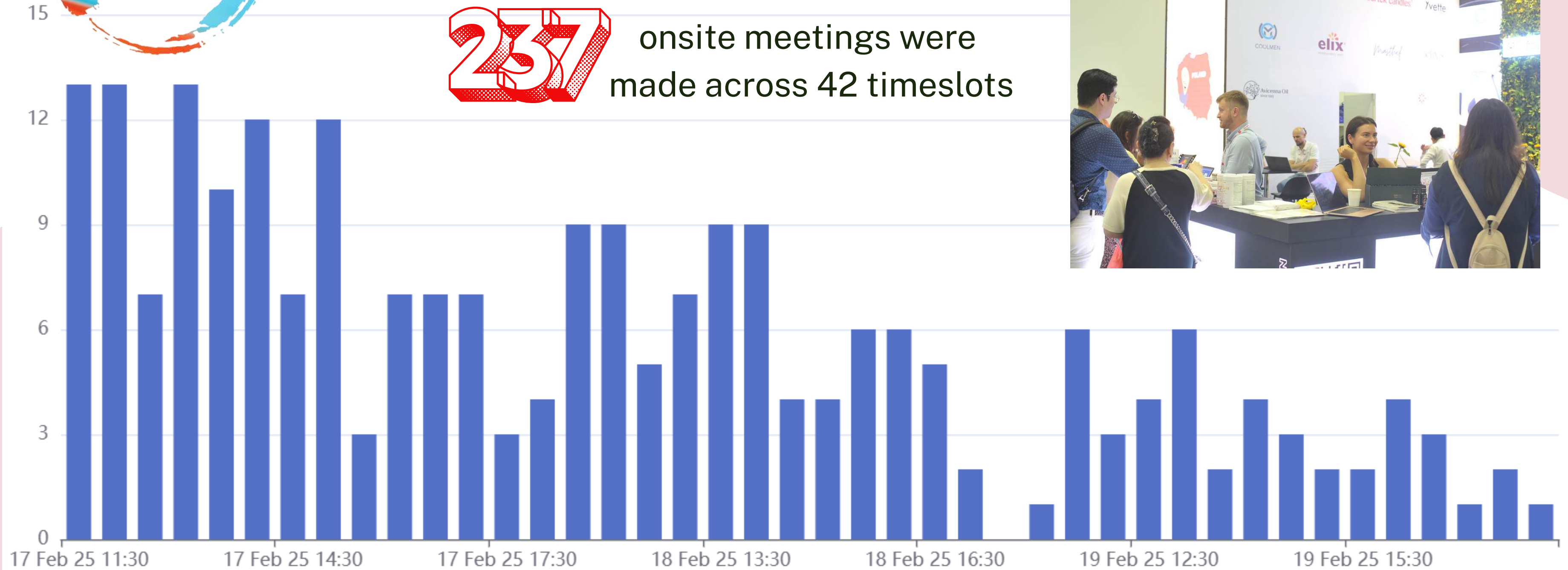




BUSINESS MEETINGS

237

onsite meetings were
made across 42 timeslots



PRODUCT INTEREST





KEY DECISION MAKERS

14%

Not Involved

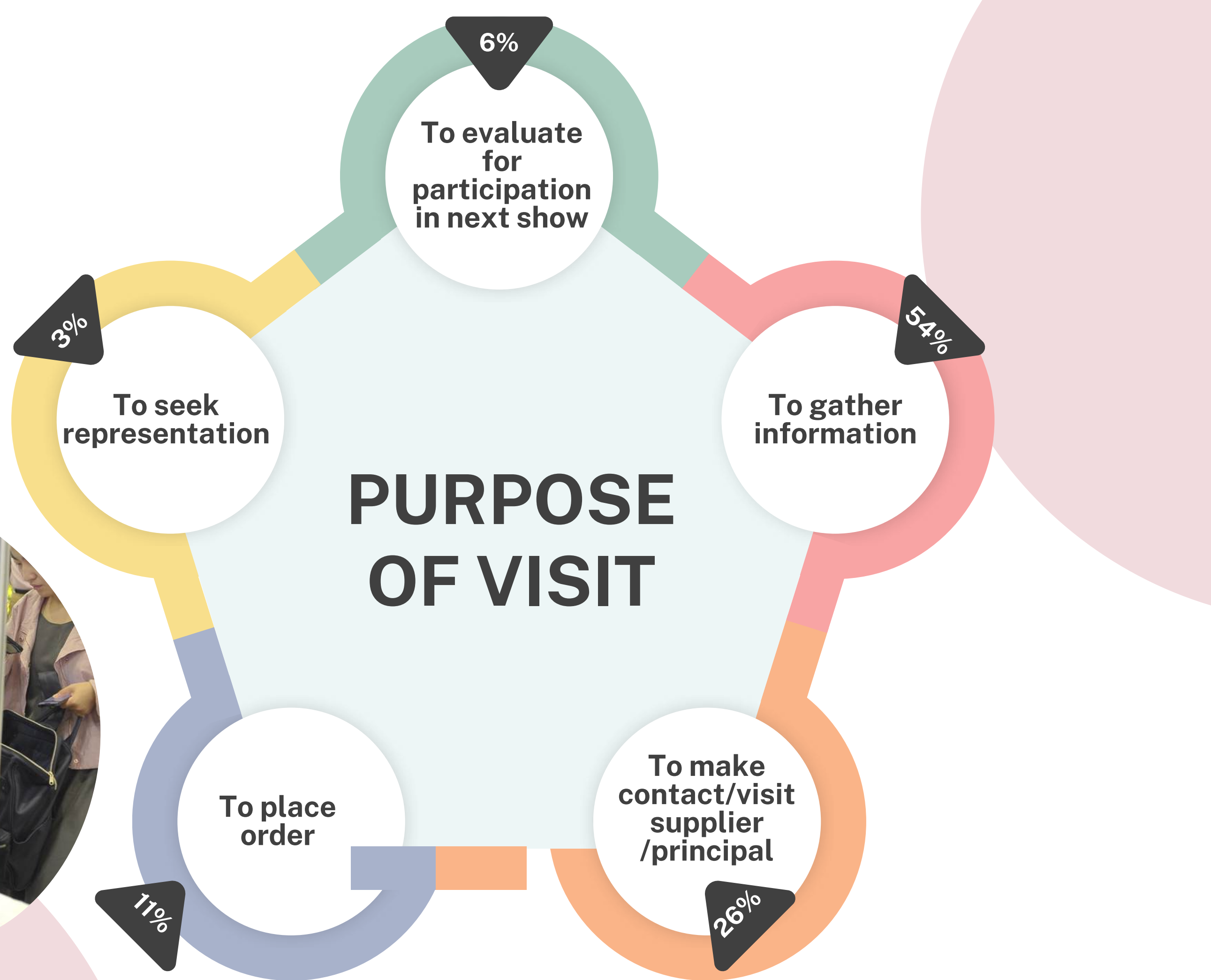
29%

I Advise/Influence

57%

I Decide







MEET & CONNECT



@ BEAUTYASIA SINGAPORE

ABOUT US



Over the years, Lines Exhibition in affiliation with Lines Exposition has a track record of staging successful trade and consumer exhibitions and it has seen Lines grow from strength to strength with each profile. Led by a management with more than 40 years experience, it has always been creating and organizing shows that meets the needs and directions of various industries.

BeautyAsia is its most prominent trade exhibition for the beauty, spa, health and natural wellness industries to be held in Singapore. BeautyAsia is well received and has enjoyed consistent growth over the years.

This international exhibition is a good barometer for the beauty service industry.