news +++ Beautyworld Taipei
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beautyworld
TAIPEI

Beautyworld Taipei 2026 to debut SCENT Taipei and strengthen medical aesthetics focus

Taipei, 9 March 2026. Beautyworld Taipei 2026 will return to the Taipei World Trade Center Hall 1 from 20 – 23 March 2026, bringing together domestic and international suppliers across skincare, professional beauty, nails and lashes, wellness and emerging sectors. As Taiwan's 'full-body beauty' market accelerates and beauty consumption shifts from single-category routines to a broader 'full-body beauty' lifestyle, the fair will expand its cross-category sourcing offer with two key spotlights: SCENT Taipei, the market's first professional fragrance special showcase, and a strengthened focus on medical aesthetics, reflecting rising demand for clinic-facing solutions and post-procedure care.

Fragrance is gaining momentum as a daily lifestyle category in Taiwan, with demand growing beyond personal perfumery to include home scenting, scented lifestyle products, and corporate scent branding. Against this backdrop, Beautyworld Taipei 2026 will introduce SCENT Taipei, a dedicated professional showcase for fragrance and scent aesthetics.

According to Statista, Taiwan's fragrance market is estimated at around NT 20 billion (USD 632 million) and projected to grow at 6.4% CAGR (2025 – 2030). Against this backdrop, SCENT Taipei aims to support buyers seeking category growth opportunities across retail, spa and hospitality, lifestyle concepts, and brand collaboration projects. Co-organised by UDN.COM and Messe Frankfurt (HK) Ltd, Taiwan Branch, with support from the International Scent & Sense Association (ISSA), the special showcase is expected to gather over 20 domestic and international exhibitors and present 100+ unique products such as fine fragrance, essential oils, scented lifestyle products, and related applications.

To enhance sourcing efficiency, SCENT Taipei will be organised around four curated themes: Perfumer's Storybook, Code of Scent, Island Notes, and Scents of the World. These concepts will spotlight cross-border scent aesthetics from Taiwan, Thailand, China and Scandinavian markets, supported by a dedicated Scent Library immersive experience zone. Positioned as a bridge between creativity and commerce, SCENT Taipei will connect the value chain, from local ingredients and manufacturing to global brands and corporate procurement, helping buyers track trends, evaluate brand differentiation, and identify partnership opportunities in one venue.

Medical aesthetics: clinic ecosystems, procedure support and post-treatment care

Taiwan's medical aesthetics segment continues to expand, accompanied by rising interest in complete procedure ecosystems – spanning devices and consumables, regenerative concepts, clinic operations support, and post-treatment skincare and recovery**.** In response to this development, medical aesthetics will be presented through an ecosystem lens, helping buyers compare solutions across different parts of the clinic value chain. Exhibitor highlights range from clinic networks and the demand-side ecosystem (Starry Biotechnology Co Ltd and SunVenus), channel enablers such as devices and distribution (TBMS and Unico Medical), via regenerative biotech (YonHee Biomedical), clinic operations and infrastructure (Howway International Co Lttd and Metal Ware), to quality-driven extensions (Yung Shin). These exhibits will support distributors, clinic operators, and solution providers looking to build integrated offerings, improve operational consistency, and strengthen aftercare programmes that align with today's results-driven consumer expectations.

Discover the Taiwanese beauty market

Beautyworld Taipei 2026 will highlight Taiwanese products that reflect the country's manufacturing capabilities and brand creativity. In **skincare**, domestic companies (such as Ming Cheng Biotechnology and Natural Beauty Bio-Technology) will emphasise problem-solution products focused on hydration, barrier repair, acne care, and post-treatment recovery, showing a wider move toward results-driven clinical routines. The **professional beauty** category will feature integrated, scalable production with one-stop OEM / ODM partners supporting multi-format development, private label projects, and ready-to-sell assortments (including Giliebay Industry and New YJ International). **Nails and lashes** will also be represented, with brands supplying salons and studios through training systems and professional product ranges, such as Dawson Nail and Muco.

International beauty innovations at its best – Asia and beyond

The fair will also feature international exhibitors and pavilions that reflect innovation and sourcing demand across Asia and beyond. Highlights include:

- **China Pavilion:** Chinese exhibitors will present OEM sourcing for hair and salon products, permanent makeup solutions, and cosmetics packaging. Notable exhibitors include Guangzhou Shangpinjiayuan Cosmetics Co Ltd, Haifeng Packaging Co Ltd, and Perfect Group.

- **Japan Pavilion:** Japanese exhibitors will showcase the 'beauty x wellness' category, featuring concepts in both drinkable and topical formats, along with adaptable collaboration models through wholesalers and distributors. Notable exhibitors include Doctor Realize, Masama Co Ltd, and Sancho Corporation.

- **Korea Pavilion:** RH&B Brands Inc and Cellandir will highlight scalp solutions and routine-based haircare programmes. Visitors can also explore distributor-ready, procedure-led assortments spanning clinic consumables and professional skincare systems from exhibitors including Alfa Medical and Shinla Bio.

- **International Beauty Industry Trade Association (IBITA) Korea Pavilion:** this space will showcase distribution-ready skincare segments, lifestyle home fragrance solutions, and comprehensive private label and OEM partners. Exhibitors include Nextep / Fonewlev, Newgen Cosmetics, Pixelpure, Oceans Int'l, and Queens Cosmetic / Ssedam.

- **Cross-category sourcing beyond beauty:** the fair will showcase suppliers offering personal care manufacturing and oral care product lines, along with Thailand-based OEM capabilities for spa and wellness needs. Notable suppliers include DRC Global (Türkiye), KNS Asia Holdings (Singapore), O-Sod Herbal (Thailand), and Smile & Shine Essentials (USA).

Beautyworld Taipei 2026 will take place from 20 – 23 March 2026 at the Taipei World Trade Center. Exhibitor application and visitor registration are now open.

For more information about Beautyworld Taipei, please visit
www.beautyworldtaipei.com

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About Beautyworld Taipei
Entering its 36th edition, Beautyworld Taipei stands as Taiwan's longest-running and most prestigious beauty exhibition. Co-organised with UDN.COM, the event serves as a crucial platform for international brands to penetrate the Taiwan market, attracting a diverse range of visitors including distributors, retailers, salon owners, and beauty professionals. The curated exhibition space will seamlessly integrate various sectors of the beauty industry, from cutting-edge skincare innovations to revolutionary beauty tech solutions, advanced cosmetics formulations, professional hair care products, and specialised nail care offerings. The fair will also feature dedicated areas for packaging

innovations and OEM / ODM collaborations, creating a complete ecosystem for beauty industry professionals.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at:
www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and

the State of Hesse (40 percent).

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*Preliminary figures 2025

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information