

news +++ Beautyworld Taipei

Taipei World Trade Center, Taiwan, 20 – 23 March 2026

beautyworld

TAIPEI

Beautyworld Taipei 2026 to spotlight Taiwan's USD 6 billion beauty transformation with new fragrance and medical aesthetics showcases

Taipei, 20 January 2026. The latest market news reveals a transformative beauty shift, with Messe Frankfurt (HK) Ltd, Taiwan Branch sharing highlights from the Taiwan Beauty Market White Paper 2025 – 2026 by the Cosmetic Marketing Research Institution (CMRI). This report uncovers significant changes across skincare, body care, fragrance, and cosmetics, reshaping one of Asia's most sophisticated beauty markets. These insights provide a strategic backdrop for Beautyworld Taipei, taking place 20 – 23 March 2026 at the Taipei World Trade Center. Notably, SCENT Taipei – is set to debut as a special fragrance showcase at Beautyworld Taipei, while the Medical & Aesthetics Forum will bring together six leading medical societies.

Ms Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd, Taiwan Branch, points out: "Taiwan's USD 6 billion beauty market stands apart for its consumer sophistication and appetite for innovation. This year's white paper confirms a decisive pivot toward full-body beauty – integrating fragrance, body care and wellness into daily routines. For international brands, Beautyworld Taipei 2026 offers unmatched access to a market that serves as both a proving ground and gateway into greater Asia."

Market white paper reveals full-body beauty revolution

Taiwan's beauty and personal care industry reached USD 6 billion in 2025, with a projected CAGR of 5% compound annual growth rate through 2030. The white paper documents a fundamental market restructuring: while facial skincare and cosmetics remain the largest categories, growth momentum has shifted decisively toward body care, fragrance and hair segments.

Body care emerged as a standout performer, expanding from 9.5% to 10.6% market share with 11.5% year-on-year growth – driven by consumer demand for sensory rituals, targeted treatments and wellness-infused routines. Fragrance recorded equally impressive 10.3% annual growth, signalling scent's evolution from occasional luxury to daily lifestyle essential.

Channel dynamics are also shifting. Online platforms surged 19.7% in the cosmetics segment alone, while medical channels grew steadily to 7.1% market share –

reflecting rising consumer investment in active-ingredient serums, medical-grade skincare, and professional treatments. Traditional department stores and drugstores, while still dominant, are experiencing pressure from these emerging channels.

SCENT Taipei

Responding to fragrance's accelerating growth trajectory, Beautyworld Taipei 2026 will debut SCENT Taipei – a special showcase space dedicated to fragrance and scent aesthetics. Designed to connect the full value chain from raw materials to global brands, this platform aims to capitalise on the island's USD 650 million olfactory economy.

Co-organised by UDN.com and Messe Frankfurt (HK) Ltd in partnership with the International Scent & Sense Association (ISSA), SCENT Taipei will feature four immersive zones bridging local industry with international markets:

- **Global Notes:** curated lifestyle settings allowing international brands to showcase products directly to retail chains and department store buyers – offering immediate market access in Taiwan's premium fragrance channel.
- **Formosa Terroir:** a spotlight on local ingredients and manufacturers developing Asia-market-ready products that feature Taiwan's signature scents – from indigenous botanicals to unique regional aromatics.
- **Scent X ESG:** a dedicated area highlighting sustainable practices and connecting exhibitors with buyers prioritising ethical and eco-conscious procurement across their fragrance supply chains.
- **Scent Library & Signature:** showcasing B2B scent solutions tailored for corporate procurement teams across hospitality, aviation, real estate and automotive sectors – where ambient scenting has become a strategic brand differentiator.

Medical Aesthetics Industry Innovation Pavillion and Medical & Aesthetics Forum

With Taiwan's medical aesthetics channels recording consistent growth and the convergence of beauty and medical science accelerating, Beautyworld Taipei 2026 will feature an expanded Medical Aesthetics Industry Innovation Pavillion alongside the inaugural Medical & Aesthetics Forum.

The forum will bring together an unprecedented coalition of Taiwan's leading medical societies, including the Taiwan Association of Aesthetic Plastic Surgery, The Taiwanese Menopause Society, Taiwan Academy of Facial Plastic and Reconstructive Surgery, Taiwan Micro Invasive Aesthetic Society, Laser and Photonics Medicine Society of Taiwan, and Taiwan Society of Aesthetic Plastic Surgery – co-organised with Taiwan Aesthetic Medicine Industry Association. The Medical Aesthetics Industry Innovation Pavillion will spotlight:

- Exosome and PRP (platelet-rich plasma) technologies representing the frontier of regenerative beauty

- Energy-based facial and body devices driving non-invasive treatment innovation
- Medical-grade skincare and cosmeceuticals bridging clinical efficacy with consumer accessibility
- Taiwanese R&D breakthroughs demonstrating the island's clinical-to-commercial pipeline

The forum programme combines expert-led discussions, case-driven insights, and dedicated B2B matchmaking sessions connecting international buyers with Taiwan's medical aesthetics suppliers and distributors.

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



Your contact:

Chiela Pun

Phone: +852 2230 9281

chiela.pun@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong

www.messefrankfurt.com.hk

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 eco-system 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).

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

*Preliminary figures 2025

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information