

DIGITAL WEEK

by **COSMOPROF**

ASIA HONG KONG
亞 太 區 美 容 展

8 – 16 NOVEMBER 2021

COSMOPROF-ASIA.COM/DIGITAL WEEK

POST SHOW REPORT

Organiser
Cosmoprof Asia Ltd



informamarkets

FACTS & FIGURES

EVENT PLATFORM

WWW.COSMOPROF-ASIA.COM/DIGITAL-WEEK

EVENT DATE

8-16 November 2021

EXHIBITOR ATTENDANCE

Total Number of Exhibitors

360 exhibitors from **23** countries and regions

National and Group Pavilions

13 country and group pavilions

EVENT ENGAGEMENT

Meetings and Chats

3,251 Confirmed Video Meetings | **1,075** Chat-Only Connections

21,033 Chat Messages Exchanged | **75,746** Platform Visits

VISITOR ATTENDANCE

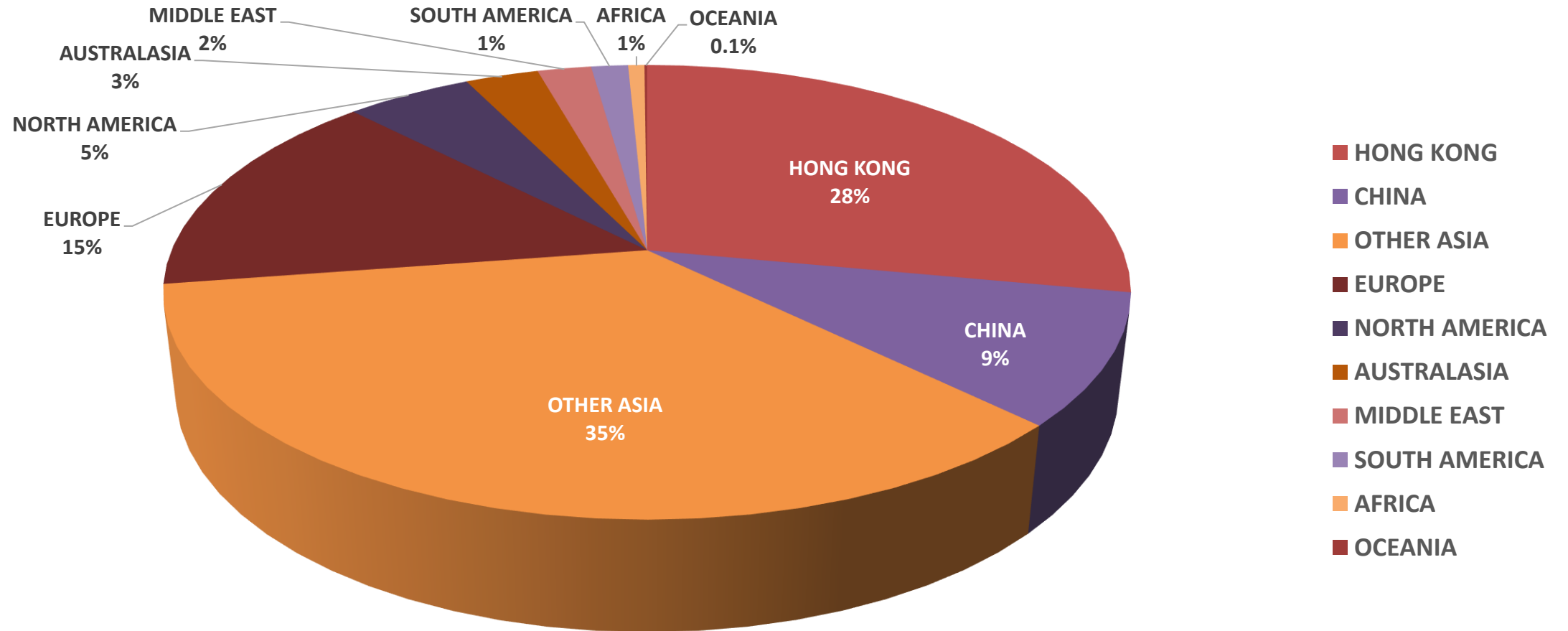
4,609 from **108** countries and regions

- **28%** Hong Kong SAR China
- **52%** China (exclude Hong Kong SAR), Asia & Other
- **20%** Europe/US



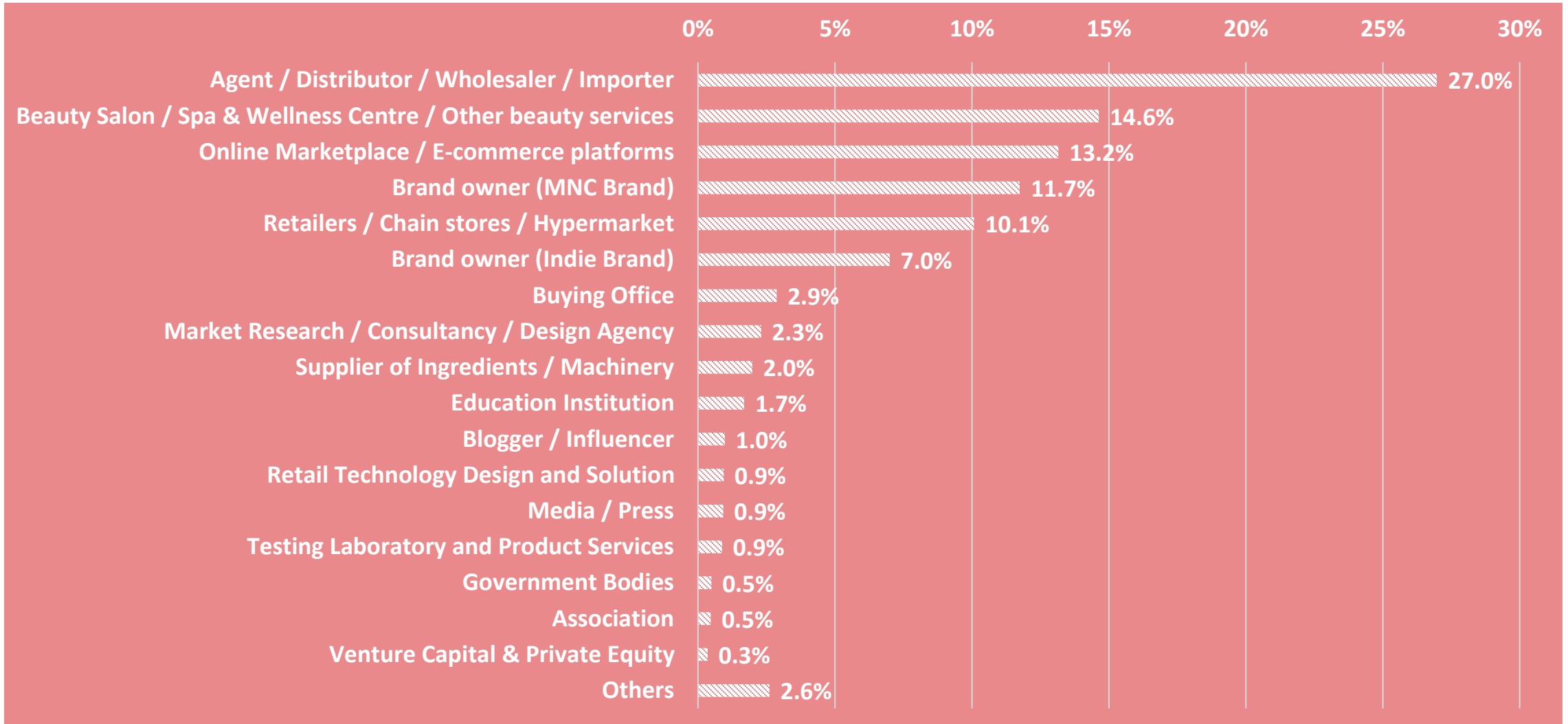
VISITOR ANALYSIS

PRE-REGISTERED VISITOR BREAKDOWN BY REGION



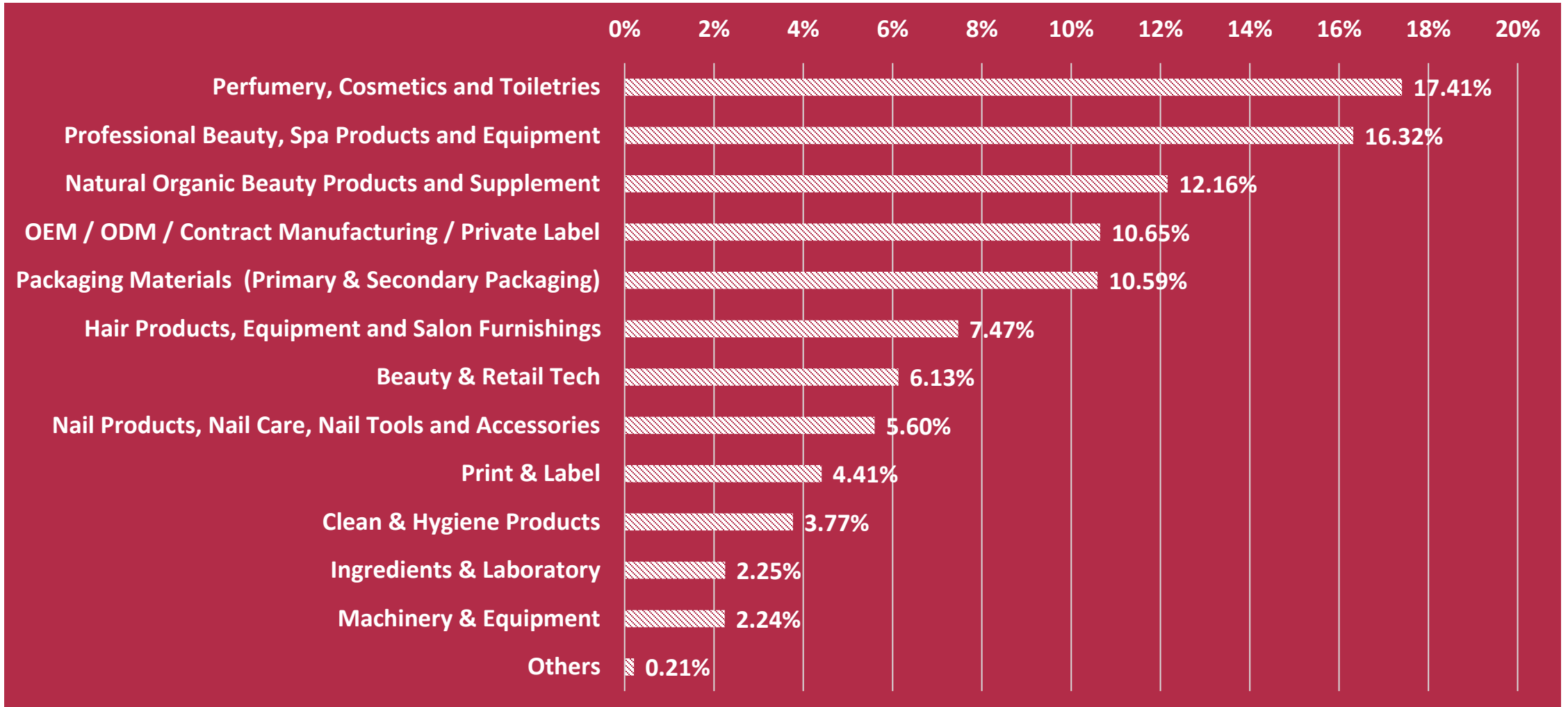
VISITOR ANALYSIS

PRE-REGISTERED VISITOR BUSINESS NATURE OVERVIEW



VISITOR ANALYSIS

PRE-REGISTERED VISITOR PRODUCT INTEREST OVERVIEW



MATCHING PLATFORM ACTIVITIES OVERVIEW

75,746
Platform Visits

3,251
Confirmed Video Meetings

21,033
Online Chats

1,381
Events Attendance

88%
Exhibitor Adoption Rate

69%
Buyer Adoption Rate

SPECIAL EVENTS OVERVIEW

7 Days | 11 Webinars | 27 Demos and Activities

8,144

Total Page Views

1,348

Session Bookmarks

1,673

Total Attendance

TOP WEBINARS

The 2021 CosmoTrends Asia Report | 217

Future of Skincare 2024 | 192

The Fascination of J-beauty and Japanese OEM/ODM cosmetic company | 169

Interpretation and Compliance Strategies of China's New Cosmetics Regulations | 106

A New Era for Digital Retail | 70

Spectrum of Sustainable Beauty: From Sustainability to Purpose | 70

TOP DEMOS & ACTIVITIES

#BeautyHunt with Kim Dao | 78

Anti-Age Hair Growth Treatment | 60

Hanbok-inspired K-Nail Bridal Art | 44

#BeautyHunt with Jennifer Harn | 39

Barberology | 27

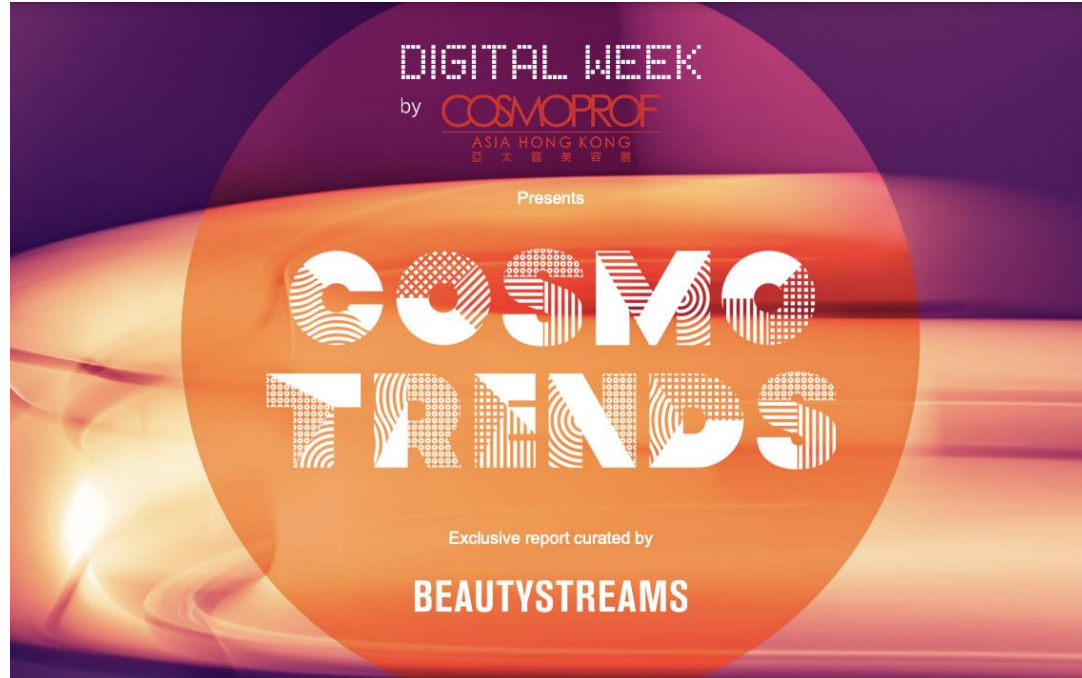
LE SFERE WELLNESS – The New Crystal Stone Therapy | 22

COSMO
TALKS

The virtual series

COSMO
VIRTUAL
STAGE

COSMOTRENDS REPORT



**TOTAL
VIDEO VIEWS**

217

**BOOKMARKED
131**

**TOTAL UNIQUE
SESSION
VIEWS**

371

**TOTAL
SESSION
VIEWS**

913