

The future of fragrance comes into focus at in-cosmetics Asia 2026

New Fragrance Zone gives Japanese manufacturers a window into scent innovation and trends across Asia Pacific

16 September 2026: As fragrance becomes a powerful tool for emotion, storytelling and product differentiation, in-cosmetics Asia, organised by RX, will return to BITEC, Bangkok, from 3–5 November 2026 with the launch of its new Fragrance Zone.

With new opportunities developing across Asia Pacific, manufacturers also need visibility of how consumer expectations, ingredients and product formats are evolving beyond the domestic market. For Japanese cosmetic manufacturers, the Fragrance Zone offers a window into markets from China and South Korea to Southeast Asia and India, helping teams benchmark their own R&D against the direction of fragrance across the region.

The show will bring together more than 770 exhibitors from across Asia Pacific, Europe and beyond. For Japanese R&D and product development teams looking to source and benchmark innovation in 2026, it provides an opportunity to compare new actives and delivery systems, natural and sustainable ingredients, sensory and fragrance technologies, formulation concepts, testing and regulatory solutions in one place.

Through the Innovation Zone, Formulation Lab, Technical Seminars, Marketing Trends sessions and Spotlight On Multisensory, visitors can follow emerging ingredients and consumer trends through to formulation and sensory experience. With the event running alongside COSMEX, they can also explore manufacturing technology, packaging and OEM/ODM solutions, providing a broader view of the product development pipeline.

Discover the next generation of fragrance

Once regarded primarily as a functional ingredient, fragrance is becoming increasingly important to product identity, grooming and individuality across Asia Pacific. For Japanese manufacturers, the Fragrance Zone offers insight into the scents, sensory experiences and product formats gaining ground across the region.

Great Nation will showcase personal care, homecare and wellness formulations, while Kanha Nature Oils will present botanical extracts, essential oils and hydrosols responding to demand for plant-based fragrance solutions.

Scent Bar, The Evolution of Fragrance and Creators' Forum

More than 50 international suppliers will join the Fragrance Zone. At the Scent Bar, visitors will be able to smell and compare fragrance prototypes, while the inaugural Fragrance Awards will recognise the most innovative concepts. Entries will be assessed by an international panel and through visitor voting, with the winners announced during the in-cosmetics Asia Awards.

Visitors can also explore The Evolution of Fragrance, an interactive journey through fragrance's origins, its role in modern beauty and the innovations shaping its future, while discovering their personalised Fragrance DNA. The experience will be curated by Yves Dombrowsky, whose international fragrance career spans more than three decades. Creators' Forum sessions will also provide practical insights into fragrance trends, formulation and product development.

Sarah Gibson, Event Director at in-cosmetics Asia said: “

For Japanese visitors, the Fragrance Zone provides an APAC benchmark for fragrance, showing how international trends are being interpreted across Asian markets and where the next opportunities may lie for products aimed at both domestic and regional consumers. By bringing suppliers, concepts and expertise together in one place, it will help R&D teams compare different approaches and identify ideas for future formulations.”

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