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**BOLOGNA, ITALY**  
FAIR DISTRICT  
•

**20 - 22 MARCH 2025**

**COSMOPACK**

**COSMO** PERFUMERY &  
COSMETICS

•  
**20 - 23 MARCH 2025**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

**COSMOPROF  
WORLDWIDE BOLOGNA  
2025 OPENS ITS DOORS:  
THE LEADER EVENT FOR  
THE COSMETICS  
INDUSTRY**

**Institutions, international  
leaders, and industry  
professionals gather in  
Bologna to inaugurate the  
56th edition of the event,  
focusing on innovation  
and new business  
opportunities.**

**COSMOPROF**  
WORLDWIDE BOLOGNA

March 20, 2025 – The 56th edition of Cosmoprof Worldwide Bologna, the benchmark event for the global cosmetics industry, kicks off with **over 3,000 companies from 65 countries, representing more than 10,000 brands**; the exhibition space exceeds 170,000 square meters, marking a **5.8% increase compared to the previous edition**. Cosmoprof Worldwide Bologna reaffirms its international scope, with **56% of exhibitors coming from Europe, 44% from non-European countries, and 22% from Italy**. A total of **29 national pavilions** are present in Bologna, showcasing the beauty trends and characteristics of countries such as **Australia, Brazil, China, South Korea, Estonia, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Norway, Pacific Islands, Poland, Czech Republic, Romania, Spain, Sweden, Ukraine, the UK, Taiwan, Turkey, and the USA**. New additions for 2025 include **California and Tunisia**.

Cosmoprof Worldwide Bologna remains a key platform for the launch of new brands and products. This is evident in the particularly high percentage of **new exhibitors compared to 2024, accounting for 35% of the total**. "Cosmoprof Worldwide Bologna continues to be a strategic platform for business and innovation. The number of participating companies and the growing interest from global industry players demonstrate the vitality and resilience of the sector," states **Gianpiero Calzolari, President of BolognaFiere**. "The success of this event is the result of a constant commitment to creating growth opportunities for the cosmetics industry by providing tools that facilitate networking, innovation, and collaboration among key players. Thanks to these characteristics, Cosmoprof remains the most internationally oriented trade fair, a strategic business partner recognized by the Ministry of Foreign Affairs and International Cooperation, ICE – Agency for the Promotion Abroad and the Internationalization of Italian Companies, as well as Cosmetica Italia, the national association of cosmetics companies, and public and private associations from key markets."

The collaboration with the **Ministry of Foreign Affairs and International Cooperation**, as well as **ITA – Italian Trade Agency**, has enabled the participation of **over 80 delegations, including major importers, distributors, and retailers from around the world**, with particular focus on the United States, Africa, and the Gulf and Middle Eastern regions. "Cosmetics continue to be an excellence of Made in Italy, demonstrating dynamism, innovation, and an extraordinary ability to adapt to changes in the global market," stated **Matteo Zoppas, President of ITA Agency**. "In 2024, Italian exports in the sector reached €8.4 billion, marking a growth of over 11% compared to 2023, a year in which the increase over 2022 was as high as 21.9%. These results confirm the leadership of our companies, which are at the forefront of research and innovation, anticipating the needs of the international market. Today, exports account for over 40% of total revenue, with Italy reaffirming its leadership in makeup production: 67% of the products used in Europe and 55% of those worldwide are made in our country. ITA also continues to support the internationalization of the sector by collaborating with Bologna Fiere to bring the Cosmoprof format to key foreign markets, further strengthening the role of Italian cosmetics as an ambassador of Made in Italy worldwide. For the 2025 edition of Cosmoprof, the Agency organized the incoming of more than 220 foreign operators and KOLs (Key Opinion Leaders) from about 80 countries and 3,500 B2B meetings between international buyers and Italian companies. Among the areas with the highest growth potential in the short and medium term, Southeast Asia and Sub-Saharan Africa stand out,

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where ICE has strengthened its presence in line with the Mattei Plan promoted by the Meloni Government, opening new offices in Kenya, Nigeria, and Senegal, bringing the number of direct offices to 12, alongside 8 Economic Observatories."

Supporting the business activities of Cosmoprof Worldwide Bologna is also **Cosmetica Italia – the National Association of Cosmetics Companies**, present at Block D of the Service Center with a dedicated installation. "Cosmetica Italia, through its longstanding alliance with the Cosmoprof trade fair system, enhances the competitiveness and supports the internationalization processes of its member companies," states Benedetto Lavino, President of Cosmetica Italia – the National Association of Cosmetic Companies. "Italian cosmetic production stands out and is unanimously appreciated beyond national borders for its innovation, high quality standards, flexibility, craftsmanship, creativity, and tradition. Italian cosmetic exports, which contribute to a positive trade balance of 4.7 billion euros by the end of 2024 (+12% compared to 2023), represent a key competitive lever, especially in this phase of paradigm shifts in international markets. The latest preliminary data indicate that the total turnover of the Italian cosmetics industry reaches 16.5 billion euros (growing by over 9%), with almost half linked to exports. And 2025 looks promising, with a further positive trend (close to +7%), bringing the turnover to 17.7 billion euros. The cosmetics sector in Italy is capable of generating positive socio-economic impacts for the entire country, contributing almost 1.5% to the national GDP. The all-Italian format of the BolognaFiere Group is a key driver for business growth worldwide for companies in the sector. I am pleased that, in coordination with the government and institutions, a strategic partnership is being implemented, one that showcases the value of a winning combination between two excellences: the world's leading cosmetics trade fair and an industry that benefits the country and works tirelessly for people's well-being."

#### **DYNAMIC AND FUNCTIONAL BUSINESS TOOLS AND NEW SOLUTIONS TO FACILITATE OPERATORS**

Cosmoprof Worldwide Bologna continues to be a strategic event for stakeholders from around the world. "The event remains the only international exhibition offering a comprehensive view of the latest developments in the beauty industry, thanks to the presence of all industry sectors in one location, from the supply chain to the finished product," highlights **Enrico Zannini, General Director of BolognaFiere Cosmoprof**. "The **coordinated opening of all pavilions on the same day, Thursday, March 20**, a formula successfully introduced last year, increases interaction between various channels and sectors. To meet the needs of operators and exhibitors looking for more dynamic and immediate tools to approach the market, this year's edition of Cosmoprof also introduces a **new exhibition layout**. This solution allowed us to expand the exhibition offering to include new product categories particularly influential for the market, adapting to the needs of our community."

Cosmoprof also provides essential business opportunities for the growth of the industry through services such as **Cosmoprof My Match**, an exclusive matchmaking software available to professionals to organize business meetings directly at the fair, and personalized consultancy services backed by the expertise of the Cosmoprof team to address the needs of all distribution

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channels. To optimize the participation of buyers from all major continents, **the Buyer Lounges**, set up in **Pavilions 14 and 36**, catering to the premium and prestige Cosmoprime channel and the mass market Fragrance and Cosmetics sector, play a crucial role by offering a welcoming and functional space for discreet interactions. **Pavilion 37** hosts the **Hair Lounge** for hairstyling professionals. There is also a **lounge curated by the Group of Cosmetics with Natural and Herbal Characteristics of Cosmetica Italia**, located in the mezzanine between Pavilions 21 and 22, dedicated to the herbal sector.

#### THE GROWTH OF THE GLOBAL COSMETIC MARKET

The ongoing development of Cosmoprof is rooted in the growth of the global cosmetic market. According to international agency EUROMONITOR INTERNATIONAL, **projections for 2025 indicate a turnover of over 612.8 billion euros, with an average annual growth rate of around 8% from 2023.**

Looking at the top-performing countries, the USA continues to lead the market: by 2025, the U.S. cosmetic market is expected to reach 120.4 billion euros. Despite a constantly evolving landscape, the beauty sector in the U.S. continues to thrive, mainly due to growing innovation, particularly in organic and natural products.

China remains the second-largest market worldwide, with a forecasted growth rate of 5% by 2025. Despite challenges for international brands, the country is experiencing a significant rise in local products and remains an endless source of new distribution methods, trends, and consumer sales tools that influence the global industry's evolution.

Overall, the Middle East, Africa, and Latin America are showing the highest growth percentages. Particularly noteworthy for analysts is the performance of the beauty sector in Africa, which, due to a strong demographic increase, is positioning itself among the top-ranking global markets.

For more details and to discover the latest updates on Cosmoprof Worldwide Bologna 2025, visit [www.cosmoprof.com](http://www.cosmoprof.com)

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