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BOLOGNA
QUARTIERE FIERISTICO

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20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

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20 - 23 MARZO 2025

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA 2025 CONFIRMS ITS ROLE AS THE KEY EVENT FOR THE COSMETIC INDUSTRY

Thanks to the support of the Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency, the event remains the key meeting point for industry professionals.

February 13, 2025 – The 56th edition of Cosmoprof Worldwide Bologna is just around the corner: from **March 20 to 23, 2025**, Bologna will welcome **over 250,000 professionals and more than 3,000 companies from 65 countries representing over 10,000 brands**. "The event is the key reference for the entire cosmetic industry, recognized worldwide as a highly effective meeting point to facilitate networking and connect demand with supply," emphasizes **Gianpiero Calzolari, President of BolognaFiere**. "It is a crown jewel of our country, recognized as a business partner and a promoter of international business by the **Italian Ministry of Foreign Affairs and International Cooperation, ITA - Italian Trade Agency, Cosmetica Italia**, the Italian association of cosmetic companies, and the major public and private associations from leading markets."

The recognition of the event is backed by solid results, which continue to be consistently positive for the 2025 edition. Just weeks before the opening, the exhibition space is already sold out, with a **growth of 5,8% compared to the previous edition**, thanks in part to an expansion of the exhibition space that will exceed **170,000 square meters** for 2025. To date, **56% of exhibitors come from Europe, and 44% from non-European countries**, with **Italian brands covering 22% of the total companies**. Cosmoprof Worldwide Bologna continues to be a strategic event for launching new brands and products, as demonstrated by the **significant percentage of new exhibitors compared to 2024, with 35% of the total**. There will be 29 national pavilions at Bologna in March, bringing the characteristics and trends of beauty from **Australia, Brazil, China, South Korea, Estonia, France, Germany, Japan, Greece, Czech Republic, India, Indonesia, Ireland, Latvia, Norway, Pacific Islands, Poland, Romania, Spain, Sweden, Ukraine, UK, Taiwan Region, Turkey, USA**. New to the 2024 edition is the presence of **California and Tunisia**.

The collaboration with the **Italian Ministry of Foreign Affairs and International Cooperation** and with **ITA - Italian Trade Agency** will facilitate the participation of **over 80 delegations, including the most important importers, distributors, and retailers from around the world**. The incoming activities and promotion by ICE Agency's offices worldwide will primarily focus on the United States, Africa, and the Gulf and Middle East region.

"Cosmetics Confirmed as a Pillar of Made in Italy Excellence, Driving Innovation and Global Market Growth," declares **Matteo Zoppas, President of ITA Agency**. "Cosmetics continues to be a hallmark of Made in Italy, demonstrating dynamism, innovation, and an extraordinary ability to adapt to global market shifts," says Matteo Zoppas, President of ICE Agency. "From January to October 2024, Italian exports in the sector reached nearly 7 billion euros, marking a growth of over 10% compared to the same period in 2023, a year that had already seen an impressive 20.3% increase over 2022. These results confirm the leadership of our companies, which are at the forefront of research and innovation, anticipating the demands of international markets. Today, exports represent over 40% of the sector's revenue, with Italy solidifying its leadership in makeup production: 67% of products used in Europe and 55% of those worldwide are made in our country. ITA continues to support the sector's internationalization by collaborating with BolognaFiere to expand the Cosmoprof format into key foreign markets, further strengthening the role of Italian cosmetics as an ambassador of Made in Italy worldwide. For the 2025 edition of Cosmoprof, ITA is organizing the arrival of approximately 180 foreign buyers from over 80 countries, facilitating high-level business meetings between Italian companies and leading players from both established and emerging markets. Among the regions with the highest potential for short- and medium-term growth are Southeast Asia and Sub-Saharan Africa, where ICE has expanded its presence in alignment with the Mattei Plan promoted by the Meloni

Government, opening new offices in Kenya, Nigeria, and Senegal, bringing the total to 12 direct offices, complemented by 8 economic observatories."

Supporting the business activities of Cosmoprof Worldwide Bologna is also **Cosmetica Italia – the Italian association of cosmetic companies**, which will be present in Block D of the Service Center with an installation showcasing the industry's leading initiatives and projects in support of Made in Italy cosmetic excellence. "In synergy with the Cosmoprof exhibition system, Cosmetica Italia has always promoted the competitiveness and international expansion of its member companies," says **Benedetto Lavino, President of Cosmetica Italia**. "Italian cosmetic manufacturing is widely recognized and appreciated internationally for its innovation, high quality standards, flexibility, craftsmanship, creativity, and tradition. Italian cosmetic exports are a key competitive asset, contributing to a positive trade balance of nearly 4.6 billion euros by the end of 2024 (+12.5% compared to 2023)—a crucial factor in this phase of shifting paradigms in global markets. The most recent preliminary data indicate that the total revenue of the Italian cosmetics industry will reach 16.5 billion euros (growing by over 9%), with nearly half of this driven by exports. The Italian cosmetics system generates positive socio-economic impacts across the country, contributing 1.31% to the national GDP. The entirely Italian BolognaFiere Group format is a key driver of global business growth for companies in the sector. I am proud that, for over 50 years, in coordination with the government and institutions, a strategic partnership has been in place—one that highlights the winning combination of two Italian excellences: the world's leading trade fair in the beauty industry and an industry that benefits the country while continuously working for people's well-being."

For the upcoming edition, Cosmoprof has upgraded its IT systems, including the introduction of a new operational software for clients and visitors, as well as the implementation of a marketing cloud for promotional activities. The new available features and substantial investments in communication, both digital and media-related, have contributed to a significant increase in **new leads—up by 12,4% compared to last year, with a significant growth of new contacts from North America (+16%), Europe (+13,6%), Middle East (+20,4%) and Africa (+23,7%)**. The online ticketing system, which was activated in November, has shown very positive results, particularly in terms of international operator registrations. As of now, **visitors from 107 countries have already registered for the event**.

These results reflect the market's trust and optimism. As the 56th edition approaches, the event continues to be the only international gathering offering a comprehensive view of the latest trends in the beauty world, thanks to the presence of all industry sectors, from the supply chain to finished products, under one roof. **The coordinated opening of all the pavilions on the same day, Thursday, March 20th**, a formula that proved successful last year, will increase interaction between different channels and sectors. To meet the needs of both operators and exhibitors seeking more dynamic and immediate tools to navigate the market, Cosmoprof Worldwide Bologna 2025 will also feature a **new exhibition layout**. "This strategic choice will optimize operators' presence at the event and allow for the expansion of the exhibition offering to include new product categories, which are particularly influential in the market, thus adapting to the needs of our community," highlights **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

Cosmopack, the exhibition showcasing the excellence of the global supply chain, will welcome 596 companies from 34 countries. For the next edition, **Cosmopack will occupy the entire Pavilion 19, with a significant expansion of the machinery sector – over 90 companies present – as well as the inclusion of new players in robotics, digital services, and logistics solutions**. In Pavilion 20, the area dedicated to ingredients will expand to include **fragrance houses and creators of fragrances and scents for home**, facilitating a more direct exchange with contract manufacturers to enhance the connection between supply and demand. Cosmopack will also occupy the traditional pavilions 15, 18, 15A, and 28, showcasing the best of the entire production chain in formulation, packaging, private label, contract manufacturing, and full-service solutions.

Cosmo Perfumery & Cosmetics, with over 1,300 companies from 57 countries (44% of total exhibitors, + 6% compared to 2024), will see a revision of the layout for **the Cosmetics & Toiletries sector, which will be repositioned in Pavilions 26 and 36**. Pavilion 26 will house companies specializing in skincare and makeup, while fragrances and personal care products will be located in Pavilion 36. **The Country Pavilions from Australia, Japan, the UK, the USA, and part of the pavilions dedicated to South Korea and China will be repositioned in Pavilion 22**, with direct access from the Service Center and a connection to other National Collectives in Pavilion 16. For the **Green & Organic sector, Sana Beauty will feature a selection of natural and organic product companies between**

Pavilions 21 and 22, further expanding the exhibition and content offer for the herbal sector with a dedicated event calendar.

For the professional sector of **Cosmo Hair Nail & Beauty Salon**, with **more than 1,000 companies from 46 countries (35% of 2025 total exhibitors)**, the main novelty will be the repositioning of some B2B-focused nail companies within a new special area, **Professional Nail Avenue**, located in the Mall next to the beauty salon brands. The area dedicated to nail companies interested in direct sales, **Nailworld**, will be in Pavilion 35, alongside **Cosmoshop**, an area for exhibitors focusing on direct sales of hair and beauty products and equipment, as well as a barber section.

DYNAMIC AND FUNCTIONAL BUSINESS TOOLS FOR OPERATORS

Cosmoprof Worldwide Bologna continues to be a strategic event for stakeholders from all over the world. Cosmoprof also offers essential business opportunities for the growth of the industry, thanks to tools like **Cosmoprof My Match**, an exclusive matchmaking software available to professionals for organizing business meetings directly at the fair, and personalized consultancy services backed by the expertise of the Cosmoprof team to meet the needs of all distribution channels.

To optimize the presence of buyers from all major continents, the **Buyer Lounges** play a fundamental role, offering welcoming spaces and discreet, functional areas for interaction. They will be set up in **Pavilions 14 and 36**, catering to the premium and prestige channel of Cosmoprime and the Mass Market Fragrance and Cosmetics sector. In Pavilion **37**, the **Hair Lounge** will host hairstyling professionals. Additionally, a **lounge managed by the Group for Natural and Herbal Cosmetics of Cosmetica Italia** will be located in the mezzanine between Pavilions 21 and 22, dedicated to the herbal sector.

THE GROWTH OF THE GLOBAL COSMETIC MARKET

At the core of Cosmoprof continuous development is the growth of the global cosmetic market. The international agency EUROMONITOR INTERNATIONAL has released a forecast for 2024 data. The market value has reached over €568.2 billion, and the projections for 2025 indicate a turnover of over €612.8 billion, with an average annual growth rate of approximately 8% from 2023.

Looking at the top-performing countries, the USA remains at the forefront: the cosmetic market in the country is expected to exceed €115.5 billion by the end of 2024 (+5.2% compared to 2023), and in 2025, the turnover will reach €120.4 billion. Despite the global recession, the beauty sector in the United States continues to thrive, driven primarily by growing innovation and the development of organic and natural products.

China continues to slow its growth, but it remains the second-largest market worldwide: in 2024, the market value is projected to be €75.2 billion (+5% compared to 2023), with a predicted growth rate of 5% for 2025. Despite the challenges faced by international brands, the country is seeing a significant increase in local products and remains an inexhaustible source of new distribution methods, trends, and consumer sales tools, which influence the global industry's evolution.

In general, the Middle East, Africa, and Latin America are registering the highest growth percentages. Particularly notable for analysts are the results from the beauty sector in Africa, which, due to strong demographic growth, is positioning itself among the highest ranks globally.

For more details and to discover the latest news about Cosmoprof Worldwide Bologna 2025, www.cosmoprof.com