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BOLOGNA
QUARTIERE FIERISTICO

•
20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

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20 - 23 MARZO 2025

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

A 360° EXPERIENCE IN THE BEAUTY WORLD WITH COSMOPROF WORLDWIDE BOLOGNA 2025

The three halls of Cosmoprof – Cosmopack, Cosmo Perfumery & Cosmetics, Cosmo Hair Nail & Beauty Salon – create more functional pathways for attendees, facilitating the meeting between demand and supply.

February 13, 2025 – The 56th edition of Cosmoprof Worldwide Bologna is just around the corner, welcoming professionals from over 150 countries. With such a significant presence, it becomes crucial to offer functional solutions to facilitate the visiting experience for industry professionals, optimizing their time at the event while enhancing interconnection between distribution channels – a necessity in the new status quo of the industry.

The opening of all sectors on Thursday, March 20, and the segmentation of different product categories across the three main halls – **Cosmopack, Cosmo Perfumery & Cosmetics, and Cosmo Hair Nail & Beauty Salon** –, solutions that were also appreciated in past editions, will allow companies and stakeholders to optimize networking opportunities. The presence of special areas within the halls will also highlight the most interesting product categories for stakeholders.

COSMOPACK AND THE EXCELLENCE OF THE SUPPLY CHAIN

Cosmopack, the leading exhibition for the cosmetics supply chain, will welcome industry leaders and players **from Thursday, March 20 to Saturday, March 22, 2025**. Attendees will have the opportunity to explore the most innovative technologies and the latest collections in a journey through the novelties across all sectors of the supply chain.

For the upcoming edition, Cosmopack will host **596 companies from 34 countries**, once again recording **significant growth (+8%)**. The exhibition, located in pavilions 15, 15A, 18, 19, 20, and 28, is globally recognized as the only B2B event covering all segments of the cosmetics industry supply chain: raw materials and ingredients, formulation, private label, manufacturing solutions, packaging, quality control, identification, product handling, contract manufacturing, and full-service solutions. The event caters to the needs of any brand or operator interested in developing cosmetic products, regardless of the production volume, attracting stakeholders focused on creating beauty products or services. Moreover, the concurrent timing with Cosmoprof Worldwide Bologna, which hosts the biggest finished product brands, creates optimal networking conditions between suppliers and brands, increasing opportunities for new partnerships.

To further enhance global production excellence, the upcoming edition will feature a renewed exhibition layout, with more functional solutions and greater space for supply chain companies. Pavilion 19 will be entirely dedicated to Cosmopack, with a significant expansion of the machinery sector – over 90 participating companies – as well as the inclusion of new players in robotics, digital services, and logistics. Additionally, in Pavilion 20, the ingredient sector will expand to include fragrance houses and creators for both personal care and home fragrances, fostering an even more direct exchange with contract manufacturers to facilitate the connection between supply and demand.

COSMO PERFUMERY AND COSMETICS, INTERNATIONAL SHOWCASE FOR RETAIL

Cosmo Perfumery & Cosmetics will host companies and retail operators in the Perfumery and Cosmetics sector from **Thursday, March 20 to Saturday, March 22**. The exhibition will take place across pavilions 14, 14EG, 14BT, 16, 16A, 21, 21-22M, 22, 22B, 22T, 26, 26A, 26B and 36, featuring **over 1,300 companies from 57 countries (44% of the total exhibitors for the 2025 edition, +6% of exhibitors for mass market perfumery compared to last edition)**. The exhibition offer will gain fresh momentum from a renewed layout, with the exhibition area growing up to 18%, with a special focus on mass market fragrances.

For the 2025 edition, the pavilions dedicated to **the Cosmetics & Toiletries sector** will undergo the main transformations, being **repositioned in pavilions 26 and 36**. Pavilion 26 will host skincare and

makeup companies, while fragrances and personal care will be located in pavilion 36. The new configuration will allow for a larger number of fragrances, following the growth of the sector in recent months.

The **Country Pavilions of 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 connections to other National Pavilions in pavilion 16.

Regarding the **Green & Organic sector, Sana Beauty will host a selection of natural and organic product** companies in the mezzanine between pavilions 21 and 22, thus expanding the exhibition and content offering dedicated to the herbalism sector with a dedicated event calendar. In the Sana Green Gallery, there will also be specific in-depth sessions for herbalism channel operators.

Cosmoprime, in pavilion 14, will bring together premium and masstige brands with selective distribution for the retail segments of perfumery, cosmetics, and lifestyle beauty. To enrich the exhibition offer of the area, **Extraordinary Gallery** will be dedicated to established brands and a launchpad for emerging prestige and luxury brands. Also to discover is the **Beauty Tech Area**, with new AI, augmented reality, and virtual reality services offered both as sales solutions for brands and as applications for new forms of interaction with consumers and marketing tools. The **Italian Start-Up area**, in collaboration with ITA, will bring emerging Made in Italy businesses to Cosmoprime, emphasizing how innovation is the engine for future development.

THE NEWS FOR THE PROFESSIONAL CHANNEL AT COSMO HAIR NAIL & BEAUTY SALON

Cosmo Hair, Nail & Beauty Salon will open on **Thursday, March 20**, optimizing networking activities and commercial exchanges with professionals from other sectors, and will close on **Sunday, March 23**, with 4 days full of events for hairstylists, beauticians, and nail technicians until Sunday evening.

Cosmo Hair & Nail & Beauty Salon will offer an optimized path for distributors, owners, and professional operators from beauty centers, wellness, spas, hospitality, and hair salons. There will be **more than 1,000 exhibitors from 46 countries for the 2025 edition, 35% of the total exhibitors**, distributed across pavilions 25, 25B, 29, 29D, 30, 30A, MALL, MALLN, 31, 32, 32A, 33, 33A, 34, 35, 35N, 35B and 37.

Beauty Salon will be hosted in pavilions 29, 30, and MALL. The main news for this sector will involve some nail companies interested in B2B activities, which will be repositioned within a new special area, **Professional Nail Avenue**, in the Mall, next to beauty salon brands. In addition to a rich exhibition offer, with products, beauty salon technologies, equipment, and furniture for beauty and wellness centers, pavilions 29 and 30 will also host highly qualified training sessions. Beauty Forum Gallery, in collaboration with Beauty Forum, an international network dedicated to the sector, will host a representation of the leading European players.

The area dedicated to nail companies interested in direct sales, **Nailworld**, will be located in pavilion 35, alongside **Cosmoshop**, an area for exhibitors interested in the direct sale of products and equipment for hair and beauty, as well as the barber area.

New products and services, live demos with internationally recognized hairstylists, and workshops will animate pavilions 25, 31, 32, 33, and 37 dedicated to the hair universe. Hub45, the area dedicated to the barber sector in collaboration with YouBarber, will unveil the latest trends in the grooming market.

SERVICES AND HOSPITALITY FOR INTERNATIONAL BUYERS AND DISTRIBUTORS

At Cosmoprof Worldwide Bologna 2025, the most prestigious buyers from over 150 countries will be present. To facilitate their presence at the event, dedicated lounges will be set up in **pavilions 14 and 36**, respectively for the premium and prestige sector of Cosmoprime and the Perfumery and Cosmetics sector with a mass market target. In these areas, retailers and C-level players from the most recognized brands and distribution chains will be able to recharge, network with colleagues from around the world, and organize their B2B meetings with the guidance of the Cosmoprof incoming team.

On Thursday, March 20, at 5:30 PM, at the Buyer Lounge in pavilion 36, **Discover and Experience the Italian Beauty**, a cocktail organized in collaboration with Cosmetica Italia, will take place: international buyers attending Cosmoprof Worldwide Bologna 2025 will have the opportunity to meet the member companies of Cosmetica Italia.

In **pavilion 37**, the **Hair Lounge** will host hairdressing professionals, with spaces for business meetings and areas for professional updates, and an area dedicated to Adecco, HR Partner of Cosmoprof 2025.

For the first time, a **lounge curated by the Group for Natural and Herbal Cosmetics of Cosmetica Italia** will be positioned **between pavilions 21 and 22**, available for the herb-based cosmetics channel, with a calendar of dedicated in-depth sessions.

For further information, www.cosmoprof.com

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