

•
BOLOGNA, ITALY
FAIR DISTRICT
•

20 - 22 MARCH 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARCH 2025

COSMO HAIR & NAIL &
BEAUTY SALON

**INNOVATION, NEW
PRODUCT
CATEGORIES, AND
TAILOR-MADE
PATHWAYS: THE
SECTORS AND
EXHIBITION AREAS
OF COSMOPROF
WORLDWIDE
BOLOGNA 2025**

COSMOPROF
WORLDWIDE BOLOGNA

20 March 2025 – Cosmoprof Worldwide Bologna 2025 once again presents a rich and diversified exhibition offering, designed to highlight the latest innovations, emerging trends, and market excellence. From raw materials to packaging solutions, from established brands to innovative start-ups, Cosmoprof offers a unique opportunity to discover the sector's developments and create new business opportunities. The opening of all sectors on Thursday, March 20, and the segmentation of different product categories into three main halls – **Cosmopack, Cosmo Perfumery & Cosmetics, and Cosmo Hair Nail & Beauty Salon** – solutions that were well-received in past editions, enable companies and stakeholders to optimize networking opportunities and explore the future of the industry through targeted pathways and exclusive initiatives.

COSMOPACK AND THE EXCELLENCE OF THE SUPPLY CHAIN

Cosmopack, the leading trade show for the cosmetic supply chain, will welcome industry leaders and players **from Thursday, March 20, to Saturday, March 22, 2025**, for a deep dive into the most innovative technologies and the latest collections across all sectors of the supply chain. For the 2025 edition, Cosmopack will host **600 companies from 36 countries, with an 8% growth rate**. The exhibition spans pavilions 15, 15A, 18, 19, 20, and 28 and is recognized globally as the only B2B event covering all segments of the cosmetic supply chain, including raw materials, ingredients, formulation, private label, processing, packaging, contract manufacturing, and full-service solutions. The event meets the needs of any brand or operator interested in developing a cosmetic product, regardless of the quantity required. The coinciding Cosmoprof Worldwide Bologna provides the perfect networking conditions for suppliers and brands to foster new partnerships. The new exhibition layout offers more functional solutions and increased visibility for supply chain companies, with Pavilion 19 fully dedicated to Cosmopack, expanding the machinery section, which includes over 90 companies and the presence of new players in robotics, digital services, and logistics. In Pavilion 20, the area dedicated to the ingredients sector also includes fragrance houses and creators of fragrances and scents for the environment, fostering an increasingly direct exchange with third-party manufacturers to facilitate the connection between supply and demand.

COSMO PERFUMERY AND COSMETICS: A GLOBAL 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 event will be spread across pavilions 14, 14EG, 14BT, 16, 16A, 21, 21-22M, 22, 22B, 22T, 26, 26A, 26B, and 36, with more **than 1,300 companies from 57 countries (44% of the total exhibitors for the 2025 edition)**. The new layout offers growth in the mass-market segment, which **has increased by 6% in exhibitors and 18% in exhibition area, with a focus on mass-market fragrances**. The **Cosmetics & Toiletries** sector will see the most significant transformations, with exhibitors **moving to Pavilions 26 and 36**. Pavilion 26 will host skincare and makeup brands, while fragrances and personal care will be in Pavilion 36. The new layout allows for the accommodation of a larger number of fragrances, thus following the growth of the sector in recent months.

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The **Country Pavilions** of Australia, Japan, the UK, the USA, and part of the pavilions dedicated to South Korea and China have been relocated to Pavilion 22, with direct access from the Service Center and connection to the other National Pavilions in Pavilion 16.

Additionally, the **Green & Organic** sector will be represented **at Sana Beauty, at the mezzanine between pavilion 21 and 22** and will feature **natural and organic product companies**, further expanding the herbal sector's exhibition and event content.

In Pavilion 14, **Cosmoprime** will showcase premium and masstige brands with selective distribution in the perfumery, cosmetics, and lifestyle beauty retail segments. This area will also feature the **Extraordinary Gallery**, a platform for well-established and emerging prestige and luxury brands. The **Beauty Tech Area** will present new AI, augmented and virtual reality services, both as sales solutions for brands and as interactive consumer tools. The **Italian Start-Up area**, in collaboration with ITA, hosts emerging players from the Made in Italy industry, highlighting how innovation is the driving force for future development. For this edition, the following companies are present: Acqualaï, Ballangi, Bonnie Beauty, C.I.L. PHARMA SRLS – MARTHA HEALTH CARE, Dermaself, GeneS, Lagalene Milano, Lamares, Natural You, Proke, Skean Beauty, UVIA by Planbio Cosmetics.

INNOVATIONS FOR THE PROFESSIONAL CHANNEL AT COSMO HAIR NAIL & BEAUTY SALON. Cosmo Hair, Nail & Beauty Salon will open on **Thursday, March 20**, and run **until Sunday, March 23, 2025**, optimizing networking activities and business exchanges for professionals. **With over 1,100 companies from 47 countries (35% of the total exhibitors)**, the salon will cover aesthetics, wellness, spas, and hair salons across pavilions 25, 25B, 29, 29D, 30, 30A, MALL, MALLN, 31, 32, 32A, 33, 33A, 34, 35, 35N, 35B, and 37.

Professional aesthetic sector is located in pavilions 29, 30, and MALL. For this sector, the main innovation involves a portion of nail companies interested in B2B activities, which have been repositioned within a new special area, **Professional Nail Avenue**, in the **Mall**, next to the Applied Aesthetics pavilions. In addition to a rich exhibition offering, with products, machinery, equipment, furniture, and structures for beauty and wellness centers, pavilions 29 and 30 also host highly qualified training sessions. The special Beauty Forum Gallery, in collaboration with Beauty Forum, an international network of events dedicated to the sector, hosts a representation of the main European players.

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

New products and services, live demos with renowned international hairstylists, and workshops are scheduled in pavilions 25, 31, 32, 33, and 37, dedicated to the hair universe. Hub45, the area dedicated to the barber sector in collaboration with YouBarber, presents the latest grooming market trends.


SERVICES AND RECEPTION FOR INTERNATIONAL BUYERS AND DISTRIBUTORS

At Cosmoprof Worldwide Bologna 2025, the most prestigious buyers from over 150 countries are present. To facilitate their presence at the event, dedicated lounges are set up in **pavilions 14 and 36**, referring respectively to the premium and prestige channel of Cosmoprime and the Perfumery

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and Cosmetics sector targeting the mass market. In these areas, retailers and managerial figures from the most recognized brands and major international chains can recharge, network with colleagues from around the world, and organize their meeting schedules with the support of the Cosmoprof incoming team.

On Thursday, March 20th at 5:30 PM, the **Discover and Experience the Italian Beauty** cocktail will take place at the Buyer Lounge in pavilion 36, organized in collaboration with Cosmetica Italia. 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** hosts hairdressing professionals, with spaces for business meetings as well as areas for training updates. The Hair Lounge also hosts the **CosmoJobs** recruiting initiative, created in collaboration with Adecco, HR Partner of Cosmoprof 2025. The project aims to connect the demand and supply of jobs across all beauty sectors. For the first time, there will also be a **lounge managed by the Natural and Herbal Cosmetics Group of Cosmetica Italia**, located on the mezzanine between **pavilions 21 and 22**, available for the herbal sector, with a calendar of dedicated in-depth sessions.

For more information, visit www.cosmoprof.com.

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