

BOLOGNA, ITALY  
FAIR DISTRICT

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

**FROM THE TRENDS OF THE  
PRESENT TO THE MACRO-  
TRENDS OF THE NEAR  
FUTURE:  
COSMOTRENDS AND  
COSMOVISION 2024 - 2029  
REVEAL HOW THE BEAUTY  
INDUSTRY IS EVOLVING**

February 14th, 2024 – Cosmoprof Worldwide Bologna is a remarkable setting for understanding how the cosmetics industry is transforming. From Thursday, 21 to Sunday, 24 March, the Service Centre of the fair district will become the hub for industry professionals attending Cosmoprof Worldwide Bologna interested in learning about current trends and the industry's future evolution.

For an overview of the most current trends among Cosmoprof exhibitors, **COSMOTRENDS**, the report curated and designed by BEAUTYSTREAMS, is an essential tool for trend-scouters, press, influencers and buyers to find their way around the aisles of the event. Each year, CosmoTrends Report showcases directional products from Cosmoprof Worldwide Bologna exhibitors and serves as an iconic roadmap for show attendees. The selected trends and products result from an in-depth analysis of the submissions from the companies exhibiting at Cosmoprof: revolutionary packaging, futuristic formulas or solutions that will lead the market. BEAUTYSTREAMS team will provide exclusive insights into "The CosmoTrends Report: Bologna 2024": key drivers such as lifestyle, statistics, and market trends will support each of the CosmoTrends showcased in the report.

Not to be missed at Cosmoprof Worldwide Bologna 2024 is the revolutionary **COSMOVISION** project, an essential insight which examines large-scale societal trends and their potential effects on the beauty industry. This forecast takes an in-depth look at future developments, focusing on the impact of technological innovation and social responsibility on global markets. These factors are expected to continue to significantly influence various sectors, including beauty. For the preparation of CosmoVision 2024-2029, BEAUTYSTREAMS has consulted its Future Collective, a group of experts from diverse fields such as biotechnology, sociology, art, design, digital technology, sustainability, and medical science. This collaboration aims to gather diverse outlooks on future global scenarios.

The 2024-2029 edition of CosmoVision focuses on "**VITALISM: Living Longer, Living Stronger**", a macro trend analysing longevity. The project will highlight implications across the most important beauty categories to give Cosmoprof Worldwide Bologna visitors vital insights into how the beauty industry is set to develop. All visitors are invited to discover an overview of market opportunities in Skin Care & Personal Care, Hair Care, Color Cosmetics, and Packaging Design.

In a changing landscape where the median age in many regions is projected to rise, it becomes crucial to engage consumers across their entire life journey rather than exclusively concentrating on younger demographics. While the emphasis may vary depending on the country or region, it is essential to recognize that in today's modern societies, physical needs and style preferences aren't solely determined by age. Within the beauty sector's diverse ecosystem, there is remarkable opportunity to offer solutions tailored to various age-related needs across all categories. From traditional methods that cater to those pursuing a youthful appearance to contemporary, age-inclusive strategies that embrace the natural changes in skin and hair as a celebration of life's journey, the landscape is in flux. The rise of age-inclusivity underscores a growing trend: consumers' empowerment on how they approach their age regardless of their generation. With such shifting mindsets, this will be a pivotal theme for the years ahead.

For further information, [www.cosmoprof.com](http://www.cosmoprof.com)

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**BEAUTYSTREAMS.**

BEAUTYSTREAMS is the global beauty industry reference and an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents.

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