

COSMOPROF'S INTERNATIONAL NETWORK SUPPORTS THE GROWTH OF THE BEAUTY SECTOR

Cosmoprof's international network continues to be a strategic business partner for operators and companies seeking new opportunities in major global markets.

February 13, 2025 – The Cosmoprof network continues to be a strategic business partner for stakeholders worldwide: the events in Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok, and Miami continue to deliver excellent results, welcoming companies and operators with functional and high-performing business services.

"The strong international focus and the ability to adapt the format to different markets are the key factors that make Cosmoprof Worldwide Bologna a leading platform for **over 10,000 companies and more than 500,000 professionals across five continents**," says **Gianpiero Calzolari, President of BolognaFiere**. "The network evolves to meet the needs of this ever-changing industry, developing innovative digital projects and services that support industry professionals, anticipating trends and industrial solutions. Thanks to our international partnerships and the support of the **Italian Ministry of Foreign Affairs and International Cooperation, ITA - Italian Trade Agency, and our partner Cosmetica Italia**, Cosmoprof has become a globally recognized brand, enabling us to continue offering advanced business solutions to support the growth of the industry."

Cosmoprof-branded events stand out for their ability to combine a rich exhibition offering, the latest innovations from around the world, and high-quality training opportunities, thanks to the contribution of prestigious experts and opinion leaders. Additionally, tailored digital services and the expertise of a highly qualified team help stakeholders expand their business relationships, making Cosmoprof events an increasingly strategic experience for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and professionals seeking new solutions to grow their business.

THE INTERNATIONAL SCENARIO

At the core of Cosmoprof's continuous development is the growth of the cosmetics market. The international agency EUROMONITOR INTERNATIONAL forecasts the market's value for 2024 to reach €568.2 billion, with projections for 2025 indicating a turnover of over €612.8 billion, reflecting an average annual growth rate of about 8% from 2023.

The United States remains the highest-performing market. In 2024, turnover is expected to reach €115.5 billion (+5.2% compared to 2023), and in 2025, the turnover is projected to be €120.4 billion. The annual growth rate in China continues to be lower than in previous years, yet the country remains the second-largest market globally, with a total value of €75.2 billion in 2024 (+5% compared to 2023). The expected growth rate for 2025 is 5%. Despite access difficulties for international brands, the country is seeing significant growth in local products and remains a rich source of new distribution methods, trends, and consumer sales tools that influence the evolution of the industry worldwide. Southeast Asia and India are also showing growth, with significant industrial and infrastructural development. "Through our international network, we aim to follow market trends, developing strategies suited to the global scenario," highlights **Antonio Bruzzone, CEO of BolognaFiere**. "Since January 2024, we have launched a second event in the U.S., in Miami, to support companies interested in new opportunities in this key market. We are also continuing to invest in China, with our event in Hong Kong, to monitor a region rich in novelty and innovation. Our fair in Mumbai, India, is showing the highest growth rates, thanks to the development of local infrastructure and production networks. Our event in Thailand, serving all of Southeast Asia, is also growing rapidly, with excellent prospects."

In general, the Middle East and Africa are showing the highest growth rates. "In these regions, we are working on tailored projects and initiatives for our community, to offer new business solutions and growth opportunities," adds Bruzzone.

COSMOPROF NETWORK EVENTS AROUND THE WORLD

The second edition of **Cosmoprof North America Miami** recently concluded. With 900 exhibitors from 43 countries (+23% compared to the 2024 edition), the event reaffirmed the success in

attendance of the first edition, confirming itself as a strategic access portal for operators from LATAM countries and the East Coast.

The 27th edition of **Cosmoprof Asia**, held from November 12 to 15 in Hong Kong, recorded excellent results. Over 2,500 exhibitors from 47 countries and regions, along with 60,975 visitors from 119 countries, had the opportunity to discover and experience the latest trends and products for the Asia-Pacific market. Cosmoprof Asia continues to establish itself as the reference platform for industry leaders, with over 600 high-level selected buyers, including C-level executives primarily from Asia Pacific, Australasia, Europe, the Middle East, and the USA.

The last event of 2024 for the international Cosmoprof platform took place in Mumbai at the Jio World Convention Centre. **Cosmoprof India**, held from December 5 to 7, once again generated considerable interest among industry professionals. Cosmoprof and Cosmopack India reflect the dynamism and growth of the Indian beauty market, while offering international players access to the local market and nearby countries such as Sri Lanka, Bangladesh, Nepal, and the Maldives. More than 350 exhibitors representing around 700 brands, and 11,124 participants witnessed the expansion of the Indian cosmetics market.

The next event is in Bologna, with Cosmoprof Worldwide Bologna, the flagship event of the platform. **The 56th edition will take place from March 20 to 23, 2025.** Expected to attend are 250,000 operators from 150 countries and more than 3,000 exhibitors, representing over 10,000 brands. Participants in the upcoming edition will benefit from the usual wealth of services and exclusive content, enhanced by a more functional pavilion layout designed to simplify navigation and highlight new product sectors particularly relevant to the market.

Following the excellent results of 2024, which saw participation from over 1,500 exhibitors and brands and 16,636 visitors, expectations are high for the fourth edition of **Cosmoprof CBE ASEAN**, organized by BolognaFiere, Informa Markets, and Shanghai Baiwen Exhibition Co. Ltd. The event will be held from June 25 to 27, 2025, at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand, aiming to engage Southeast Asian operators.

Next summer, **Cosmoprof North America - Las Vegas** will take place. The leading event for beauty industry professionals in the Americas focuses on Indie Brands from the West Coast and North American markets. The 22nd edition is scheduled for July 15 to 17, 2025, at the Mandalay Bay Convention Centre.

EXCLUSIVE COLLABORATION WITH NIKKIE TUTORIALS, CONTENT CREATOR AND ENTREPRENEUR

In recent months, the international platform Cosmoprof has signed an exclusive collaboration with Nikkie de Jager, known online as **NikkieTutorials**.

NikkieTutorials has over 19.4 million followers on Instagram, more than 14.6 million subscribers on YouTube, and over 8.7 million followers on TikTok. The Dutch content creator and entrepreneur launched her brand, Nimya by NikkieTutorials, in 2021, offering skincare and makeup products for all beauty enthusiasts. By participating in the most strategic events of the Cosmoprof network, Nikkie demonstrates how the platform and its business tools are crucial for brand owners.

After attending Cosmoprof Asia 2024, with the aim of discovering the most cutting-edge products and solutions shaping the Asian market, in January 2025, the content creator participated in Cosmoprof North America Miami to meet buyers, retailers, and distributors from the United States.

In March 2025, Nikkie will be in Bologna for Cosmoprof Worldwide Bologna to present her brand to prestigious stakeholders from over 150 countries, expanding her business globally, and forging new collaborations with leading players in the global cosmetics industry.

INTERNATIONAL PARTNERSHIPS

Cosmoprof partners with numerous events in the beauty sector, aiming to create synergies that benefit operators and their businesses.

In Europe, following the acquisition of the German group **Health and Beauty** in 2018, BolognaFiere Cosmoprof strengthened its leadership by directly managing the Beauty Forum network, which includes over 20 established events dedicated to the professional aesthetics sector in Austria, France, Germany, Greece, Poland, Slovakia, Slovenia, Switzerland, and Hungary.

In the United States, through a collaboration with **Informa Markets**, Cosmoprof is a partner of the **Premiere Show Group** network, which organizes events dedicated to the professional beauty sector in Anaheim, Orlando, San Antonio, and Columbus. Premiere Shows is one of the leading organizers of trade fairs for the cosmetics industry in the USA, with an international network that connects professionals, students, educators, and the top brands in the industry.

In Asia, BolognaFiere Cosmoprof partners with Informa Markets for events in the **Philippines, Indonesia, Malaysia, and Vietnam**.

THE DEVELOPMENT OF THE BOLOGNAFIERE COSMOPROF GROUP

Building on the success of the Cosmoprof network worldwide, BolognaFiere Cosmoprof continues its growth journey, sharing the experience gained in major international markets over nearly 60 years of activity.

The collaboration with **Esxence**, the global reference event for Artistic Perfumery, is strengthening. This partnership will lead to new initiatives in the coming months aimed at promoting excellence in this sector and developing worldwide relationships with the leading players in the industry.

Further projects dedicated to strategic markets for the cosmetics industry are already planned for the coming months. Meanwhile, the range of services offered by BolognaFiere Cosmoprof is expanding to other sectors. Starting this year, BolognaFiere Cosmoprof will be responsible for organizing **Zoomark**, the B2B event dedicated to the pet industry, supporting its growth and internationalization.

For more information, www.cosmoprof.com