

## THE INTERNATIONAL NETWORK OF COSMOPROF: THE GLOBAL PLATFORM SUPPORTING THE GROWTH OF THE BEAUTY INDUSTRY

The Cosmoprof international network remains a strategic business partner for professionals and companies looking for new opportunities in the world's key markets

March 20, 2025 – The Cosmoprof network confirms itself as a strategic business partner for stakeholders from around the world: the events in Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok, and Miami continue to achieve excellent results, welcoming companies and professionals with functional and high-performance 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 reference platform for **over 10,000 companies and more than 500,000 professionals across five continents**,” says **Gianpiero Calzolari, President of BolognaFiere**. “The network is evolving to meet the needs of this constantly changing sector, developing innovative digital projects and services that support industry professionals by anticipating trends and industrial solutions. Thanks to our international partnerships and the support of the **Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, and our partner Cosmetica Italia, Cosmoprof has become a globally recognized brand, allowing us to continue offering advanced business solutions to support the industry's growth.**”

Cosmoprof-branded events stand out for their ability to combine a rich exhibition offering, cutting-edge innovations from around the world, and high-quality educational opportunities, thanks to the contributions 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 operators seeking new solutions to grow their business.

### THE INTERNATIONAL SCENARIO

At the heart of Cosmoprof's continuous development is the growth of the cosmetics market. The international agency EUROMONITOR INTERNATIONAL forecasts a total industry value of over €612.8 billion by 2025, with an average annual growth rate of approximately 8% since 2023.

The United States remains the most dynamic market, with projected revenues of €120.4 billion in 2025. China's annual growth rates continue to be lower than in previous years; however, the country remains the second-largest global market, with an estimated total value of €75.2 billion in 2024 (+5% compared to 2023). The expected growth rate for 2025 is 5%. Despite access challenges for international brands, China is experiencing a significant increase in local products and remains an endless source of new distribution methods, trends, and consumer sales tools that influence the industry's global evolution. The Southeast Asian region and India are also on the rise, showing significant industrial and infrastructural development. “With 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 USA, in Miami, to support companies seeking new opportunities in what is today the key market for business. We are also continuing to invest in China with our event in Hong Kong, to maintain a presence in a region that is a hotbed of innovation. Our fair in Mumbai, India, is experiencing the highest growth rates, thanks to the development of local infrastructures and production networks. Our event in Thailand, serving the entire Southeast Asian region, is also growing rapidly, with excellent prospects.” The Middle East and Africa are registering the highest growth rates. “In these areas, we are working on tailored projects and initiatives for our community to offer new business solutions and growth opportunities,” Bruzzone adds.

### UPCOMING COSMOPROF NETWORK EVENTS AROUND THE WORLD

Expectations are high for the fourth edition of **Cosmoprof CBE ASEAN**, organized by BolognaFiere Cosmoprof, Informa Markets, and Shanghai Baiwen Exhibition Co. Ltd., with the goal of engaging professionals from Southeast Asia. Over 2,000 exhibitors and brands and more than 17,000 visitors are expected from June 25 to 27, 2025, at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand.

Also taking place in the summer is **Cosmoprof North America - Las Vegas**, the premier event for beauty industry professionals in the Americas, with a special focus on Indie Brands from the West Coast and North American markets. The 22nd edition is scheduled from July 15 to 17, 2025, at the Mandalay Bay Convention Centre.

With over 70,000 participants and more than 2,800 exhibitors expected from around the world, the 28th edition of **Cosmoprof Asia**, taking place from November 12 to 15, 2025, is shaping up to be very promising. Among the novelties, the launch of **Beauty Ingredients & Formulation Asia (BIFA)**, which will be held on November 11-12, 2025, at AsiaWorld-Expo in Hong Kong, organized by Cosmoprof Asia Ltd in co-organization with the Hong Kong Society of Cosmetic Chemists (HKSCC), and supported by the China Society of Cosmetic Chemists (China SCC) and the International Federation of Societies of Cosmetic Chemists (IFSCC). Held alongside Cosmopack Asia, BIFA will bring together beauty and cosmetics professionals to explore the most innovative ingredients.

Closing the 2025 event calendar will be **Cosmoprof India**, taking place from December 4 to 6, 2025, at the Jio World Convention Centre in Mumbai. Cosmoprof and Cosmopack India reflect the dynamism and growth of the Indian beauty market, offering international players access to the local market and neighboring countries such as Sri Lanka, Bangladesh, Nepal, and the Maldives. The upcoming edition expects over 800 exhibitors and brands and more than 14,000 stakeholders.

The third edition of **Cosmoprof North America Miami** will take place from January 27 to 29, 2026. With 900 exhibitors from 43 countries (+23% compared to the 2024 edition), the 2025 edition confirmed the event's relevance as a strategic gateway for LATAM and East Coast operators.

#### EXCLUSIVE COLLABORATION WITH NIKKIE TUTORIALS, CONTENT CREATOR & ENTREPRENEUR

In recent months, the Cosmoprof international platform has signed an exclusive collaboration with Nikkie de Jager-Drossaers, known online as **NikkieTutorials**. With over 19.4 million followers on Instagram, more than 14.6 million YouTube subscribers, and over 8.7 million followers on TikTok, NikkieTutorials is a Dutch content creator and entrepreneur who launched her brand Nimya in 2021, offering skincare and makeup products for beauty lovers worldwide. Participating in the most strategic events of the Cosmoprof network, NikkieTutorials is demonstrating how the platform and its business tools are essential for brand owners.

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

Nikkie also participates in Bologna for Cosmoprof Worldwide Bologna to present her brand to prestigious stakeholders from over 150 countries, expanding her business on a global scale, and to finalize new collaborations with the leading players in the global cosmetics industry.

#### INTERNATIONAL PARTNERSHIPS

Cosmoprof partners with numerous beauty industry events to create synergies that benefit professionals and their businesses. In Europe, following the acquisition of the German group Health and Beauty in 2018, BolognaFiere Cosmoprof has strengthened its leadership by directly managing the **Beauty Forum** network, with over 20 established events dedicated to the professional beauty sector in Austria, France, Germany, Greece, Poland, Slovakia, Slovenia, Switzerland, and Hungary.

In the United States, thanks to a collaboration with **Informa Markets**, Cosmoprof is a partner of the **Premiere Show Group** network, which organizes events dedicated to the professional beauty industry 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 top brands in the sector.

In Asia, BolognaFiere Cosmoprof is a partner of Informa Markets for events in the **Philippines, Indonesia, Malaysia, and Vietnam.**

#### THE DEVELOPMENT OF BOLOGNAFIERE COSMOPROF

Building on the success of the Cosmoprof network worldwide, BolognaFiere Cosmoprof continues its growth path, leveraging nearly 60 years of experience in major international markets. The collaboration with **Esxence**, the leading global 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 fostering global relationships with the industry's key players. Additional projects dedicated to strategic markets for the cosmetics industry are already planned for the coming months. Meanwhile, BolognaFiere Cosmoprof is expanding its range of services to other sectors. Starting this year, it will manage the organization of **Zoomark**, the B2B event dedicated to the pet industry, supporting its growth and internationalization.

#### NEW FOR 2026: COSMOPROF CONNECT DUBAI

The international Cosmoprof network strengthens its role as a global business partner for industry stakeholders with the announcement of a new B2B event in the Middle East. **Cosmoprof Connect Dubai**, organized by Cosmoprof Asia Ltd—a joint venture between BolognaFiere and Informa Markets—will take place in Dubai on April 14-15, 2026.

This initiative will facilitate networking among buyers from the Middle East, North Africa, and Central Asia seeking innovative products and new business collaborations, and international suppliers. Rather than a traditional trade show, the event will be an exclusive B2B matchmaking platform, meticulously designed to foster high-value connections between top-tier buyers and cutting-edge beauty companies from around the world.

"Cosmoprof Connect Dubai represents a new growth opportunity for the Cosmoprof network. With this format specifically dedicated to networking, Cosmoprof contributes to the creation of high-performance platforms for industry development, offering top-quality business tools to strengthen new global collaborations," explains Antonio Bruzzone, CEO of BolognaFiere Group. "We are confident that this event will offer undeniable opportunities for stakeholders interested in the MENA region."

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