

**PRESS RELEASE**

**Cosmetica Italia at Cosmoprof Worldwide Bologna 2025**

***Bologna, March 20 - 23***  
***with a rich calendar of events to enhance the economic system of cosmetics***  
***among the excellences of Made in Italy worldwide***

*Milan, February 13 2025* – The historic partnership between **Cosmetica Italia** and **BolognaFiere Cosmoprof** is renewed on the occasion of the **56th edition of Cosmoprof Worldwide Bologna**. During the press conference presenting the event, held today in Milan, the National Association of Cosmetic Companies presented key data on the performance of the cosmetic industry in Italy and unveiled the main initiatives scheduled at the fair.

The national cosmetic sector expresses values with a strong **economic, scientific, and social impact**, making the **entire supply chain one of the excellences of Made in Italy worldwide**.

"Quality, innovation, creativity, high production standards combined with craftsmanship and attention to sustainability are the characteristics that make cosmetics produced in our Country appreciated even abroad! Enhancing Made in Italy is a competitive lever, particularly crucial in this phase of paradigm shifts in international markets. Highlighting the sector's contribution and its supply chain to the development of the national system is a goal that – commented **Benedetto Lavino, President of Cosmetica Italia** – we will pursue with our historic partner BolognaFiere Cosmoprof: fair and industry united in initiatives dedicated to internationalization, promoting the trade fair format, and strengthening the sector's reputation to support the business growth of companies in Italy as well as abroad."

According to estimates by **Centro Studi of Cosmetica Italia**, the **total revenue of the national cosmetic industry at the end of 2024 reached 16.5 billion euros**, marking a 9.2% increase compared to the previous year. **Forecasts for 2025 indicate a further positive trend (+6.9%), bringing total revenue to 17.7 billion euros. Exports remain a strategic driver, with a value of 7.9 billion euros and projected growth of another 8.5% during 2025.**

As a major novelty, for the first time this year, throughout the event, **Cosmetica Italia** will be represented at the heart of the exhibition, in Block D of the Service Center, by a true **"house of cosmetics."** **This area will showcase the values of the cosmetics industry** through the illustration of key activities and major projects aimed at **spreading knowledge about an industry that enriches the Country and works for people's well-being.**

Among these initiatives: La forza e il sorriso Onlus, Accademia del Profumo, Milano Beauty Week, the exhibition on the value of the cosmetic supply chain, and the illustration of cosmetics as an **essential ally in hygiene, self-care, well-being, prevention, and protection.**

**Leading the exhibition space will be "Gaia," a work by Sicilian artist Alice Valenti,** created for the

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G7 Agriculture Summit last year in Ortigia, where the Association was actively involved as a representative of **Italian know-how excellence and a concrete commitment to sustainability**.

Cosmetica Italia also confirms the **institutional lounge** at the Service Center (Block D, 1st floor), which will include a dedicated area for **Cosmetica Italia Servizi**, the Association's service company offering professional support, training, and testing activities for companies. Within the Cosmetica Italia lounge, a dedicated conference area will host **a series of meetings over the four days of the event to explore key topics for the sector**.

Among these, on Thursday, March 20, at 3:00 PM in the Cosmetica Italia Lounge, Notturmo Room, the event **Numbers, Trends, and Values of Cosmetics** will take place. This traditional appointment will see the Research Center present "The Numbers of Cosmetics" and provide an update on the performance of the national cosmetic sector. Additional focuses on economic data and trends will offer insights into various **distribution channels**.

The calendar of initiatives coordinated by Cosmetica Italia at its lounge will also include dedicated moments arranged by product groups.

For example, the **Group for Natural and Herbal Cosmetics** will host a dedicated **talk show** on Saturday, March 22, at 12:00 PM at the Sana Green Lounge, Mezzanine 21-22. This discussion will provide a current and future analysis of the green, natural, and herbal cosmetics sector, which continues to attract an increasing number of environmentally-conscious consumers.

The event **Discover and Experience the Italian Beauty**, organized by Cosmetica Italia's International Relations Area in collaboration with BolognaFiere Cosmoprof and Italian Trade Agency, will take place on Thursday, March 20, from 5:30 PM to 7:00 PM at Pavilion 36 – Buyer Lounge. This networking opportunity will bring together over 200 foreign operators from ITA-Agency's Incoming Mission and exhibiting member companies. **The initiative aims to promote Made in Italy cosmetics and Cosmoprof as an international benchmark event showcasing Italian beauty, fostering business opportunities and industry knowledge.**

Also noteworthy is the talk **Never Ending Beauty: The Circularity of Cosmetic Packaging**, which will be held on Thursday, March 20, at 3:30 PM at the Cosmopack Stage – Pavilion 20. This discussion will highlight the **importance of collaboration across the entire supply chain in sustainable design processes**.

Furthermore, in collaboration with Ergo – a spin-off of the Sant'Anna School of Advanced Studies in Pisa, Cosmetica Italia will host the presentation **Sustainability Reporting: The Observatory on Sustainability in the Cosmetic Sector and Best Practices of Companies** at Cosmoprof Bologna 2025. The event is scheduled for Friday, March 21, at 2:30 PM at the Cosmopack Stage in Pavilion 20.

After the success of last year's exhibition project and talk dedicated to bergamot, **Accademia del Profumo** will present a teaser of the exhibition **Iris: at the "root" of beauty** at Cosmoprof 2025. This will be another fascinating olfactory insight into one of Italy's finest raw materials for the perfume industry. The

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exhibition will be open to the general public during Milan Beauty Week – the week dedicated to the culture of beauty and well-being, scheduled in September from 17 to 21. The exhibition's content is the result of a synergy with the Italian Iris Society and the fragrance houses associated with Accademia del Profumo. **Camera Italiana dell'Acconciatura**, with the support of **Gruppo Prodotti Professionali per Acconciatori**, will host the traditional Institutional Conference on the Hairdressing Profession on Sunday, March 23, at 11:00 AM at the Hair Lounge Terrace in Pavilion 37.

Also on Sunday, March 23, at 12:00 PM at the Cosmetica Italia Lounge, the Hair Ring Selected event will take place, renewing its focus on young hairdressing talents. This stage will host a virtual exhibition featuring the top 15 under-25 profiles. The initiative is partnered with Next Fashion School, a fashion school responsible for identifying the theme guiding the performances.

**Where to find Cosmetica Italia and related entities during  
Cosmoprof Worldwide Bologna**

**Institutional Lounge**

Service Center – Block D, 1st Floor

**Cosmetica Italia Servizi**

Service Center – Block D, 1st Floor

**Cosmetica Italia – House of Cosmetics**

Service Center – Block D

**Accademia del Profumo**

Service Center – Block D

**Gruppo Prodotti Professionali per Acconciatori with Camera Italiana dell'Acconciatura**

Pavilion 37 - Stand F24/G23

***Cosmetica Italia – National Association of Cosmetic Companies***

*Founded in 1967, it is the national association of cosmetic companies, bringing together over 640 companies, from SMEs to multinationals, representing 90% of the sector's turnover, which reached 16.5 billion euros in 2024.*

Website: [www.cosmeticaitalia.it](http://www.cosmeticaitalia.it) | Facebook: [@CosmeticaItaliaAssociazione](https://www.facebook.com/CosmeticaItaliaAssociazione) |

Instagram: [@AssociazioneCosmeticaItalia](https://www.instagram.com/AssociazioneCosmeticaItalia) | LinkedIn: [Cosmetica Italia](https://www.linkedin.com/company/cosmetica-italia) |

Youtube: [Cosmetica Italia](https://www.youtube.com/channel/UCq0k0k0k0k0k0k0k0k0k0k0)

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**Entities related to Cosmetica Italia:**

**Accademia del Profumo** – An initiative created to enhance perfume as an essential element of well-being, promoting creativity, increasing awareness, and spreading its culture in Italy. It represents the entire fragrance production chain, from raw material companies to the most prestigious cosmetic brands, as well as communication and distribution experts.

**Camera Italiana dell'Acconciatura** – A supply chain organization founded by CNA Unione Benessere e Sanità, Confartigianato Acconciatori, and Cosmetica Italia, serving as the unified reference point for the hairdressing industry in Italy and globally, for both industries and professionals.

**La forza e il sorriso Onlus** – The Italian version of the international Look Good Feel Better program, offering free beauty workshops for women affected by cancer. Sponsored by Cosmetica Italia, this initiative aims to help women undergoing cancer treatments regain a sense of well-being and self-esteem.

**Milano Beauty Week** – The week dedicated to the culture of beauty and well-being. An event organised by Cosmetica Italia, in partnership with Cosmoprof and Esxence. This project was created to promote the social, scientific and financial value of cosmetics, as well as highlight the peculiarity of the Italian cosmetics supply chain.

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