

## **COSMO | PERFUMERY & COSMETICS DEFINES THE TRENDS OF THE FUTURE FOR RETAIL AND GDO SALES**

Milan, February 5, 2020 – Defining the trends of the future, instead of simply following them: this is the main feature of **COSMO | PERFUMERY & COSMETICS**, the salon at Cosmoprof Worldwide Bologna hosting companies for the Perfumery and Cosmetics sector operating in the retail, prestige and mass-market sales – **26,2% of 2020 exhibitors**.

The show will open in conjunction with Cosmopack, from Thursday 12 to Sunday 15 March, reflecting the natural proximity of business between supply chain suppliers and finished product companies.

**Cosmoprime** in Hall 14 is a reference area for international operators, where to discover a preview of what will happen in perfumery and cosmetics for the retail and prestige sales. The pavilion will be fertile ground for trend scouts and retailers, international buyers and distributors, marketing and R&D managers of the most famous multinationals, who from all over the world will come to Bologna to discover the most innovative products and the most exclusive ingredients in skincare and bodycare.

To facilitate the tour of the operators admitted to the pavilion, the internal spaces will be further divided according to the different kinds of offer. **Green Prime** will host companies with a greater green vocation.

The **Extraordinary Gallery** will offer an overview of the most current trends, with independent brands from all over the world, who will display to distributors, buyers and representatives of the most important international retail chains their unique approach to the beauty universe. The **Green Selection** will indicate companies with natural proposals.

**Zoom on Emerging Prime** will host companies attending the event for the first time, with an innovative product that is certainly of interest to the market.

At Cosmoprime, concepts such as customization, sustainability and lifestyle beauty will frequently resonate in the corridors: these are the key themes that are driving the evolution of the sector, in response to a consumer matching purchase with personal knowledge and experiences. The prevailing digitalization, the growing attention to environmental issues and damages caused by pollution and overexposure to WiFi networks and video screens, the increasingly pressing search for moments of well-being to escape external tensions are radically changing the relationship between manufacturer, brand and consumer. Therefore, for the beauty sector new habits and new needs will radically change the approach to the product. The next edition of Cosmoprof Worldwide Bologna will focus on how the cosmetic industry will evolve in the next 10 years; in such a scenario, Cosmoprime will show how purchasing will increasingly become an individual experience, and the 2030 cosmetic product will not only have to adapt to the characteristics of the individual, but it will have to enhance its uniqueness and specificity.

An anticipation of this scenario will be visible in the **Garden of Diversity**: a traveling itinerary that will host the birth of **"Six4all"**, a foundation in 6 shades and a neutral base with anti-aging and nourishing properties, meeting with a precise mix the needs of infinite skin tones. After seeing its birth at Cosmopack, the product will be the protagonist of an exclusive shopping experience. Thanks to the most advanced skin diagnostic technologies, it will be possible to evaluate the main characteristics of the skin. From the degree of humidity and hydration recorded by the special machines made available by **For lab Italia**, it will be possible to define the perfect mix of **"Six4all"** for each visitor.

For those in the perfumery sector, a visit to the **Garden of Fragrances** is highly recommended. The area will turn the spotlight on future transformations for the world of fragrances. The most recent studies highlight how the attention paid on the use of natural resources will significantly limit the availability of traditional raw materials to produce a fragrance. To face this scenario, new ingredients will have to make up for plant-based materials. In the **Greenhouse**, the installation curated by **NEZ - The Olfactory Movement**, it will be possible to test traditional fragrances based on natural ingredients together with revolutionary experiments, with notes based on stones and minerals, which could be a solution for the segment in 2030.

The evolution and new trends that will characterize the future of wholesalers will be on display in the pavilions dedicated to the **Perfumery and Cosmetics** sector - **16, 16A, 22, 26, 22T - dedicated to Taiwanese companies - 29B and 19**. In **hall 21N**, green beauty companies will showcase their proposals.

At Cosmoprof Worldwide Bologna, networking between supply and demand will be fundamental in order to find the most suitable solutions to face market transformations. Today, single-brand stores are developing, as an alternative to more generalist hyper- and supermarkets. Among the key themes for the sector, the increasingly blurred distinction between social classes, which has important consequences for the channel. Wholesale is no longer an exclusive purchasing territory for the middle classes. Market research led by the most referenced agencies show that the new generations are less and less inclined to accept the traditional distinctions between distribution channels: the value for money is always more and more valuable even for the wealthiest beauty consumers.

Over the next 10 years, in a scenario that is expected to be increasingly influenced by social tensions and pressure towards a more equitable wealth distribution, which will be the purchasing sales channels? And above all, can we still talk about specific distribution channels? Professionals are asked to answer these questions today, looking for solutions to adapt their business to the future.

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