

MUMBAI

JIO WORLD CONVENTION
CENTRE

5 - 7 DECEMBER 2024

COSMOPROF INDIA

COSMOPACK INDIA

DISCOVER THE LATEST BEAUTY TRENDS AND INNOVATIONS IN INDIA AT COSMOPROF INDIA 2024

The exhibition, part
of the Cosmoprof
international
network, will unveil
the most interesting
novelties and
opportunities in
India

COSMOPROF
INDIA MUMBAI

August 2024 – As the cosmetics market in the region continues to thrive, **Cosmoprof India** presents an unparalleled opportunity for industry professionals. The 5th edition, set to take place **from December 5 to 7 at the Jio World Convention Centre in Mumbai**, is generating significant anticipation. This year, **over 12,000 attendees are expected** to explore the latest trends and innovations presented by **more than 700 brands**. With a diverse array of new products and cutting-edge events, Cosmoprof India 2024 is poised to be a landmark event in the beauty and cosmetics industry.

This year, the show is expanding to an impressive five halls, each dedicated to showcasing the diverse sectors of the beauty industry. While Cosmoprof India will be located in Jasmine Halls 1&2 - Level 3, Cosmopack India will be organized in Pavilion Halls 1,2,3 - Ground Level, for an aggregated exhibition area of more than 24,000 sqm. All beauty sectors will be represented, spanning from the supply chain to finished branded products. Cosmopack India will showcase the finest solutions in Ingredients and Raw Materials, Machinery and Equipment, OEM and ODM, Private Label, Primary and Secondary Packaging.

Cosmoprof India will cater to the needs of professionals and retailers with the latest offerings in Beauty Salon and SPA Equipment and Furnishing, Hair Care, Nail & Accessories, Natural & Organic, Perfumery, Cosmetics & Toiletries.

The international appeal of the exhibition will be reinforced by the presence of United Kingdom, Spain, and Germany as Country Pavilion. Key players in the sector who have already confirmed their participation in Cosmoprof and Cosmopack India 2024 include **Agi Greenpack, Alfaparf, Ancorotti, Beauty Garage, B.Kolor MakeUp & Skincare, Harman Packaging, IDM Automation, JK Lifestyle, Pragati Glass, Regi, Streamline Beauty India, Takemoto, Woojung Tech**, and many more.

CONNECTION WITH INTERNATIONAL BUYERS

Being part of the Cosmoprof international network, Cosmoprof India offers stakeholders top-performing tools to facilitate connections with international peers and generate new leads, owing to the top-notch services provided by the Buyer Program. This year, the event will host over 200 buyers from India, Nepal, Bangladesh, Sri Lanka, the Middle East, and Europe. The programme offers assistance and hospitality to key players, facilitating B2B meetings on the show floor. The exclusive software '**Cosmoprof India My Match**' ensures the best connections between

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exhibiting companies and potential buyers, maximizing stakeholders' experience at the show in Mumbai.

WHY ATTEND COSMOPROF INDIA

The growth of Cosmoprof India year after year reflects the impressive development of the region. Today, India is the most populated country in the world, with over 1.3 billion people, and it has become a strategic market. India is the 4th largest beauty market in the world in terms of purchase volumes, and it is expected to grow up to 40% by 2026. Personal care, make-up and skincare are the fastest-growing sectors, with a CAGR rate of 4.5%, but fragrances are increasing their sales percentage, too. Apart from being a productive hub for beauty brands, owing to the development of a local supply chain, India is land for exports from the UK, China, UAE, US, EU, Singapore, and Korea. Traditionally devoted to Yoga and Ayurveda, India is a reference hub for wellbeing and holistic beauty brands. Strong attention to sustainable practices and proposals is catching up, too, with younger generations being the drivers of the growth of green and clean beauty brands.

Further to that, Cosmoprof India is a reference event as well for neighbouring countries such as Nepal, the Maldives, Sri Lanka, and Bangladesh. According to Euromonitor International, Bangladesh is one of the best-performing emerging markets, with an expected annual growth rate of 9% in the next four years (2024 to 2028).

As a result, Cosmoprof India is the reference hub for stakeholders interested in business opportunities in a region with great potential that is still to be explored.

SPOTLIGHT ON TRENDS

For stakeholders looking for discovering new trends in the region, Cosmoprof India will present special exhibition areas presenting the most influential products categories and innovations.

A dedicated project for the Natural and Organic sector will be devoted to **Ayurveda**. The most impacting proposals and treatments featuring the ancient Indian tradition and culture will guide attendees across an immersive experience to the roots of beauty in India.

Male Grooming will be another key topic. With the gradual economic improvement of the population, men are taking better care of their aspect, and men's products are recording a significant boom. Specialized brands will promote new proposals for men, such as skin care, beard care and hair care.

Special attention will be paid to **Medical Beauty**, which features the latest and most innovative devices and technologies for professionals. This category reflects the strong interest of the local market in medical devices and treatments, which is having a significant impact on beauty salons.

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As part of Cosmopack India, the **Ingredients Zone** will feature the best proposals in raw materials for beauty products and fragrances, highlighting the attention on traditional ingredients.

SPECIAL EVENTS AND EDUCATIONAL SESSIONS

Together with a rich exhibition offer, Cosmoprof India provides high-quality educational sessions with the participation of prestigious international experts.

CosmoTalks gathers key players to discuss the most trending topics and challenges for the industry. Sustainability in beauty, emerging trends and new consumer behaviour will be analysed in order to offer a new perspective to attendees.

Cosmo Onstage will provide live demonstrations and updates on new treatments for hair, nails, and skincare.

To discover the latest innovations and novelties, the **Cosmoprof Awards and Cosmopack Awards India** are must-see events at Cosmoprof India. A jury of international beauty industry experts, trend scouts, buyers, R&D managers, press, and influencers will have the unique opportunity to identify products that will significantly impact the market in the coming months. The Awards ceremony will also feature the Runway by Cosmoprof India, a dazzling fashion show that will make the Cosmoprof India Awards ceremony an unforgettable experience.

In 2024, for the first time ever, **ONE SHOT BY ON HAIR** is coming to Mumbai. As a preview of ON HAIR, this exclusive event will debut as part of Cosmoprof India, which is dedicated to showcasing the leading companies in the hair industry. The on-stage activity, a unique blend of live demos and a fashion show, will take place on December 6 at the Jio World Convention Centre.

Additionally, the **World Massage Meeting** returns for its second edition, continuously introducing new international faces in the sector. This event aims to bring Ayurveda and Western practices closer together, recognizing and respecting the fundamental principles of both traditions. The goal is to generate a synergy, rather than a "fusion," between these two distinct approaches.

COSMOPROF INDIA CORPORATE SOCIAL RESPONSIBILITY

Cosmoprof India is particularly attentive to social and economic issues in the region. For this reason, special initiatives and projects are being scheduled to offer practical support to the Indian population. To discover what's next, keep following our website www.cosmoprofindia.com

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PRESS OFFICE
INDIA

Informa Markets, Mumbai
Roshni Mitra / Milhi Lallwani
e: roshni.mitra@informa.com
e: mili.lalwani@informa.com

PRESS
OFFICE
WORLDWIDE

BolognaFiere Cosmoprof Spa
Arianna Rizzi / Giulia Zucchetti
e: arianna.rizzi@cosmoprof.it
e: giulia.zucchetti@cosmoprof.it

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