

•
BOLOGNA
QUARTIERE FIERISTICO

•
20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARZO 2025

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

A MAKEOVER FOR THE 2025 EDITION OF COSMOPROF WORLDWIDE BOLOGNA

**The b2b leading event
for the beauty industry
will continue to grow,
proposing for the next
edition, from the 20th to
the 23rd of March 2025,
new projects and a
more efficient
organization of the
show floor.**

July 11 2024 – Cosmoprof Worldwide Bologna, the leading b2b event dedicated to the beauty industry, is getting ready for the next edition with important news, aiming to **guide** the sector growth and Cosmoprof brand awareness.

“Cosmoprof Worldwide Bologna is growing, thus answering to a wealthy market”, highlights **Gianpiero Calzolari, BolognaFiere President**. “After the great results of the last edition, with 248.500 operators from 150 countries and 3.012 exhibitors, the event is going to celebrate new goals, thanks to the consistent growth of the international network, with Cosmoprof events which, from now on, will lead our brand in the main continents”.

From the 20th to the 23rd of March 2025 Bologna will be back to be the worldwide capital of the cosmetic business: the companies and the operators coming from more than 150 countries will take advantage from a **more functional disposition of pavilions**, which will simplify the **visit of the show floor** and the **inclusion of new product sectors** particularly relevant for the market.

A NEW DISPOSITION OF PAVILLIONS AND SECTORS

The new organization of the pavilions will affect mostly Cosmopack and Cosmo Perfumery & Cosmetics.

Cosmopack will occupy the whole of pavilion 19, which was previously shared with Country Pavilions. Thanks to this exhibition solution, it will be possible to place the machinery segment with process and packaging machines in one unique area. This will also help the presence of exhibitors with robotic, labelling, and digital services for the industry. Pavilions 15, 18, 15A, and 20 will be entirely dedicated to the other relevant supply chain segments: raw materials and ingredients, contract manufacturing, private label, primary and secondary packaging, accessories, and packaging components.

As concerns Cosmo Perfumery & Cosmetics, **Cosmetics & Toiletries will be repositioned in pavilions 26 and 36**, aiming at a more precise product sector reorganization. Make-up and skincare companies will showcase their products in pavilion 26, whereas fragrances and toiletries will be in pavilion 36.

Country Pavilions of the UK, USA, and some of the pavilions dedicated to South Korea will be repositioned in pavilion 22, with direct access from the Service Center. In the **Green & Organic** sector, **Sana Beauty will host a selection of natural and organic product companies in the mezzanine between pavilions 21 and 22**, thus expanding the exhibition and content offer dedicated to the herbalist sector.

Inside **Cosmo Hair Nail & Beauty Salon**, a selection of professional nail companies will be placed in a new area, **Nail Avenue**, located in the Mall, one of the pavilions dedicated to Beauty Salon, for a better B2B interaction with buyers and distributors, and a mayor engagement of beauty salons' owners. Nail brands interested in direct sales will showcase in the **Nailworld**, in Pavilion 35, together with **CosmoShop**, the area dedicated to direct sales with companies specialized in products and accessories for hair and beauty salons.

•
BOLOGNA
QUARTIERE FIERISTICO

•
20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

COSMOPROF
WORLDWIDE BOLOGNA

Pavilion 35 will also host **HUB45**, the specific area targeting the barber sector. **Exclusive events and educational sessions** will be dedicated to professionals in the Hair and Beauty Salon sectors.

Buyer Lounges, welcoming areas reserved for buyers to promote their presence on the show floor, will be set up in **pavilions 14 and 36, as well as in the area dedicated to the professional channel**. The lounges will facilitate networking with companies specialised in premium and prestige beauty (Cosmoprime), mass market (Cosmetics and Toiletries), and products for hair and beauty salons. A special **lounge targeting herbalists will be positioned in the mezzanine between pavilions 21 and 22**.

"The new setting will lead to a better-organized exhibition, and further to that, we will accomplish the requests and needs of both exhibitors asking for more space and companies presenting new distribution channels and product categories. At the same time, our objective is to facilitate the presence of all operators with tailor-made visit itineraries", says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

THE GROWTH OF THE COSMETICS INDUSTRY

The cosmetic market continues to grow: for 2024, the market analysts of EUROMONITOR INTERNATIONAL predict that the sector will reach a **value of 670.8 billion dollars, with an increase of 9% compared to 2023**.

Analysing the most performing markets, the USA leads the ranking: the cosmetic market in the country reached \$128.9 billion in 2023, and in 2024, it is expected to grow by 5% to reach \$135.7 billion.

China is slowing down: in 2024, the total market value is expected to be €88.9 billion, with a growth of 7%, but there is a strong reduction in trade exchanges for the next four-year period compared to the recent past, with an expected CAGR of 6%. Nonetheless, China remains the second largest market in the world and, above all, is an inexhaustible source of new distribution channels and trends.

Italy is the 6th largest market in the world for cosmetics: in 2023, total revenue reached \$14.7 billion, and for 2024, forecasts indicate a value of \$15 billion.

In general, the markets of Southeast Asia and the Middle East region are recording the highest growth rates. At the same time, the results of the beauty sector in Africa are also particularly interesting for analysts. Thanks to a strong demographic increase, Africa is positioning itself among the highest ranks in the global ranking.

For more insights into trends and the performances of the cosmetics market and to discover the latest news of Cosmoprof Worldwide Bologna 2025, www.cosmoprof.com