

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

**BETTER-FOR-YOU, SMART
AND MULTI-SENSORY:
THE KEY TRENDS
SHAPING THE FUTURE OF
BEAUTY ACCORDING TO
COSMOPROF WORLDWIDE
BOLOGNA 2026**

COSMOPROF
WORLDWIDE BOLOGNA

Bologna, 4 May, 2026 – Wellness, next-generation technologies and polysensoriality are redefining the boundaries of the cosmetics industry. This is what emerges from the key innovations showcased at **Cosmoprof Worldwide Bologna 2026**, the leading international event for the entire beauty supply chain, which once again provided a comprehensive overview of the trends set to shape the global market in the years ahead.

With more than 255,000 professionals from 155 countries and over 3,000 exhibitors from 68 nations, the 57th edition of the event confirmed its role as a privileged observatory of industry evolution. Among the most relevant insights emerging from the Cosmo Perfumery & Cosmetics exhibition area is the **growing convergence of technological innovation, scientific research and evolving consumer expectations**, increasingly oriented towards personalised, high-sensory experiences.

“It’s clear that new territories of expression are shaping beauty,” said **Fernanda Pigatto, Global Partnerships Director at BEAUTYSTREAMS**. *“Innovations are becoming more advanced than ever, ranging from biotech-driven and longevity-focused skincare and haircare to future-facing devices, as well as textures and formats that introduce a new dimension to sensoriality.”*

According to the **CosmoTrends 2026 report** presented by BEAUTYSTREAMS during the exhibition, the industry is evolving along interconnected directions where science, nature and technology converge to respond to a growing demand for efficacy, personalisation and wellbeing.

One of the most significant developments is the rise of **polysensoriality**, which is set to become a major driver of innovation. In an increasingly digitalised world, **consumers are seeking more immersive and engaging experiences capable of stimulating multiple senses simultaneously**. Transformative textures, “memory” formulas and advanced visual and tactile solutions are among the most visible expressions of this trend, opening new creative opportunities for brands. *“In a world filled with digital technologies and artificial intelligence, there is also a growing need to reconnect with our senses,”* noted **Bengt Jacobsson, VP Bespoke Division at BEAUTYSTREAMS**. *“Beauty has a key role to play in this balance, going beyond performance and adding a deeper experiential dimension.”*

At the same time, **innovation in tools and next-generation devices is significantly transforming skincare, body care and haircare routines**. From solutions targeting scalp health to multifunctional skin devices and advanced AI-powered diagnostic systems, the **beauty tech** segment continues to stand out as one of the most dynamic and fast-evolving areas of the industry. In particular, **haircare is emerging as one of the most promising categories**, with increasingly high-performance, compact tools designed to enhance both hair and scalp health. Innovations presented at the show highlighted how brands are pushing

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the boundaries of what these devices can achieve, integrating advanced technologies to deliver more targeted and effective results.

Overarching all these developments is **the growing influence of wellness, which is increasingly permeating all product categories**. The concept of beauty is expanding beyond aesthetics to embrace a broader vision that includes health, prevention and overall quality of life. From nutricosmetics to advanced topical treatments, and from wellness tourism to longevity-focused solutions, the beauty industry is becoming ever more intertwined with the wellbeing sector. *"We are witnessing a shift towards more regenerative beauty,"* concluded Jacobsson, *"where innovation goes beyond traditional biology and increasingly operates at a molecular level."*

The innovations showcased at Cosmoprof Worldwide Bologna 2026 confirm a sector in constant evolution, capable of anticipating consumer needs and integrating advanced technologies, scientific research and new experiential approaches. In this context, the exhibition reinforces its role not only as a business platform, but also as a global reference point for identifying and interpreting the trends that will shape the future of beauty.

For further information, www.cosmoprof.com