

THE COSMOPROF NETWORK ACCELERATES GLOBAL GROWTH IN THE BEAUTY INDUSTRY

From Europe to Asia and the Middle East, the international network supports the development of the cosmetics industry with new projects and business platforms

Milano, 18 February 2026 – The Cosmoprof network confirms its role as a strategic partner for the development of the global cosmetics industry, thanks to its widespread presence in major international markets and its unique ability to capture growth trajectories across different geographical areas. In a context where, according to the latest analyses by **Euromonitor International**, the global beauty market continues to grow at different rates between mature and emerging economies, the events held in Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok and Miami represent high-performance business platforms capable of responding to local specificities while fostering high-value international connections.

*“The strong international focus and the ability to adapt our format to the specificities of different markets are the key factors that make Cosmoprof Worldwide Bologna a benchmark for more than 10,000 companies and over 500,000 professionals across five continents,” says **Gianpiero Calzolari, President of BolognaFiere**. “Starting from our flagship event, the Cosmoprof network continues to evolve in line with the transformations of the beauty industry, developing innovative projects and services to support professionals and anticipating emerging trends and industrial solutions.”*

North America and Europe remain central markets in terms of value and maturity: together they represent **more than 50% of the total global cosmetics market value**, with the United States remaining the world’s leading beauty market. According to Euromonitor, in these regions growth is driven by product innovation, premiumisation and the evolution of omnichannel distribution models. In this scenario, Cosmoprof Worldwide Bologna confirms its role as the main global hub for the entire supply chain, while the network’s U.S. editions strengthen its presence in a strategic area for international business.

At the same time, **Asia-Pacific is emerging as one of the main growth engines of the global beauty sector**, with a CAGR above the global average over the forecast period. The region benefits from the expansion of the middle class, digital acceleration and a strong propensity for innovation, particularly in skincare, haircare and fragrance segments. In this context, the Hong Kong event allows Cosmoprof to strengthen its presence in one of the most relevant hubs for the Asian cosmetics industry, while India stands out as one of the fastest-growing markets worldwide, with double-digit annual growth rates driven by strengthening production infrastructure and increasing domestic demand. The Mumbai exhibition represents a strategic reference point to support this path of development and internationalization.

Southeast Asia also shows strong and structural growth prospects, with performance exceeding the global average thanks to urbanization, rising disposable income and evolving beauty consumption. In this scenario, the Bangkok event positions itself as a key platform for operators, distributors and buyers from across the region, addressing a market increasingly oriented toward professional and scalable solutions. According to Euromonitor, **the Middle East and Africa currently represent the fastest-growing regions in the cosmetics industry**, driven by demographics, investment and growing attention to premium consumption, opening new business opportunities for international brands.

*“In a global scenario characterized by markets growing at different speeds, our network enables us to support companies along targeted development paths aligned with regional dynamics,” emphasizes **Antonio Bruzzone, CEO of BolognaFiere**. “Expansion in the United States, strategic positioning in Asia and investments in high-potential areas such as India, Southeast Asia, the Middle East and Africa strengthen Cosmoprof’s role as an international platform serving the growth of the cosmetics industry.”*

NEW FOR 2026: COSMOPROF CONNECT DUBAI

The international Cosmoprof network strengthens its role as a global partner for industry business with the announcement of a new B2B event in the Middle East. **Cosmoprof Connect Dubai**, organized by Cosmoprof Asia Ltd – a joint venture between BolognaFiere and Informa Markets – will take place in **Dubai on April 14 and 15, 2026**.

This initiative will facilitate networking among buyers from the Middle East, North Africa and Central Asia seeking innovative products, new business partnerships and international suppliers. It will not be a traditional trade show; rather, the event will be an exclusive B2B matchmarketing platform, meticulously designed to foster high-value connections between top-tier buyers and cutting-edge beauty companies from around the world.

“Cosmoprof Connect Dubai represents a new growth opportunity for the Cosmoprof network. With this format specifically dedicated to networking, Cosmoprof contributes to the creation of high-performance platforms for industry development, providing high-quality business tools to strengthen new global collaborations,” explains **Antonio Bruzzone, CEO of BolognaFiere Group**. *“We are confident that this event will offer significant opportunities for stakeholders interested in the MENA region.”*

UPCOMING COSMOPROF NETWORK EVENTS WORLDWIDE

The third edition of **Cosmoprof North America Miami**, held from January 27 to 29, 2026, has just concluded. With nearly 900 exhibitors from 39 countries, the 2026 edition confirmed the event's relevance as a strategic gateway for operators from Latin America and the U.S. East Coast.

Cosmoprof CBE ASEAN, organized by BolognaFiere Cosmoprof, Informa Markets and Shanghai Baiwen Exhibition Co. Ltd., engages professionals from Southeast Asia. The 2025 edition hosted 650 exhibitors from 26 countries and more than 23,000 visitors across 25,000 square meters of exhibition space. Industry stakeholders and players are expected for the next edition, scheduled from June 24 to 26, 2026, which promises important new features. The most significant is the debut of **Cosmopack CBE ASEAN Bangkok 2026**, a true “show within the show” highlighting the most advanced innovations across the entire cosmetics production supply chain: from ingredients and raw materials to packaging, from machinery to contract manufacturing and private label, through to printing, labeling and full-service solutions.

During the summer, **Cosmoprof North America – Las Vegas** will also take place, the leading event for beauty professionals in the Americas, with a special focus on indie brands from the West Coast and North American markets. During the 22nd edition of Cosmoprof North America Las Vegas, more than 26,000 visitors from 105 countries connected with 1,145 exhibiting brands, presenting new products and facilitating business connections across 35,711 square meters of exhibition space. The 23rd edition of Cosmoprof North America Las Vegas will return to the Mandalay Bay Convention Center from July 13 to 15, 2026. This edition will follow a new schedule, from Monday to Wednesday.

From November 10 to 13, 2026, **Cosmoprof Asia Hong Kong** will welcome global stakeholders from the beauty sector. The 28th edition of Cosmoprof Hong Kong concluded with remarkable results, welcoming 64,761 visitors from 46 countries and regions who engaged with the latest innovations and trends presented by 2,688 exhibitors from 46 countries across 120,000 square meters of exhibition space. The event recorded a significant increase in international attendance, with an approximate growth rate of +6.5% compared to the previous year.

The final event scheduled for 2026 is **Cosmoprof India Mumbai**, which will take place from December 10 to 12, 2026. The 2025 edition of Cosmoprof India concluded with outstanding results, reaffirming the exhibition's role as a strategic hub for beauty operators in India and internationally. Held from December 4 to 6, 2025, at the Jio World Convention Centre in Mumbai, the event featured 359 exhibitors and 800 brands representing 23 countries and regions, presenting their latest offerings across an expanded

exhibition area of 24,815 square meters. A total of 12,977 professionals attended the exhibition, marking a significant 17% increase compared to the previous year and confirming the event's growing attractiveness for international operators.

INTERNATIONAL PARTNERSHIPS

Cosmoprof collaborates with numerous beauty industry events to create synergies that benefit professionals and their businesses. In Europe, following the acquisition of the German group Health and Beauty in 2018, BolognaFiere Cosmoprof strengthened its leadership by directly managing the **Beauty Forum** network, which includes more than 20 established events dedicated to the professional beauty sector in Australia, Germany, Greece, Poland, Romania, Slovenia and Hungary.

In the United States, thanks to its collaboration with **Informa Markets**, Cosmoprof is a partner of the **Premiere Show Group** network, which organizes events dedicated to the professional beauty sector in Anaheim, Orlando, San Antonio and Columbus. Premiere Shows is one of the leading trade show organizers for the cosmetics industry in the United States, with an international network connecting professionals, students, educators and the industry's most prominent brands.

In Asia, BolognaFiere Cosmoprof partners with Informa Markets for events in the **Philippines, Indonesia, Malaysia and Vietnam**.

THE DEVELOPMENT OF BOLOGNAFIERE COSMOPROF

Building on the global success of the Cosmoprof network, BolognaFiere Cosmoprof continues its growth path, leveraging nearly 60 years of experience in major international markets. Collaboration with **Esxence**, the world's leading event dedicated to artistic perfumery, is being strengthened. This partnership will give rise to new initiatives in the coming months aimed at promoting excellence in the sector and fostering global relationships with key industry players. Additional projects dedicated to strategic markets for the cosmetics industry are already planned.

Meanwhile, BolognaFiere Cosmoprof is expanding its service offering to other sectors. Starting this year, it will manage the organization of **Zoomark**, the B2B event dedicated to the pet industry, supporting its growth and internationalization.

For further information visit www.cosmoprof.com/en/