

BOLOGNA, ITALY
FAIR DISTRICT

18 – 20 MARCH 2027

COSMOPACK

COSMO PERFUMERY &
COSMETICS

18 – 21 MARCH 2027

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA ANNOUNCES 2027 DATES AND UNVEILS A NEW LAYOUT FOR ITS 60TH ANNIVERSARY EDITION

From 18 to 21 March 2027, Cosmoprof Worldwide Bologna will offer an experience even more closely aligned with business needs, featuring greater specialisation across the exhibition areas, clearer visitor routes and more effective traffic flow management

Milan, 28 July 2026 – Cosmoprof Worldwide Bologna, the leading global event for every sector of the cosmetics industry, will return **from 18 to 21 March 2027**. The edition will celebrate **60 years since the event was founded** and introduce a **significant evolution of the exhibition layout**, designed to make the offering easier to navigate, encourage more targeted visitor flows and further enhance networking and business opportunities for industry professionals.

The **60th anniversary** represents a milestone of great symbolic value, reflecting not only the history and evolution of the event, but also the **growth of an entire industry**. Over the past six decades, the cosmetics sector has demonstrated its ability to transform, anticipate changing consumer dynamics and establish itself as one of the most dynamic and resilient industries worldwide. **Cosmoprof Worldwide Bologna has accompanied the beauty industry through its most significant transformations**, helping to shape its language, business models and global relationships. From a trade show, it has progressively evolved into a **strategic platform for business, networking and professional development**: an international ecosystem where research, innovation and the market converge across the entire value chain, from the supply chain to finished products.

The **new layout** planned for 2027 is part of this evolution. The reorganisation of the exhibition spaces responds to changing market dynamics, growing international participation and the need to provide exhibitors and visitors with an increasingly effective and specialised experience, aligned with the requirements of different distribution and professional channels.

A NEW LAYOUT SUPPORTING INTERNATIONAL GROWTH AND BUSINESS

The international reach of Cosmoprof Worldwide Bologna is the result of a structured and ongoing commitment, as demonstrated by the **outstanding results of the 2026 edition**: 3,104 exhibitors from 68 countries, 80% of whom were international, and more than 255,000 industry professionals from 155 countries, with international visitors accounting for 53% of total attendance. The expansion of the international offering and the increasingly diverse presence of companies, group exhibits and professional delegations call for an exhibition model capable of guiding visitors more intuitively and highlighting the distinctive features of each sector.

*"The 60th anniversary is an important milestone, but above all it is an opportunity to **continue evolving Cosmoprof's role as a global platform serving the industry**," says Enrico Zannini, General Manager of BolognaFiere Cosmoprof. "The new layout is part of a development strategy aimed at making the event increasingly effective, accessible and **responsive to the needs of a constantly evolving international market**. We will continue to invest in innovation across the event format, services and content in order to create tangible value for companies and industry professionals."*

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The reorganisation planned for 2027 is therefore more than a simple redistribution of exhibition space. It is one of the tools through which **Cosmoprof aims to further strengthen its B2B identity**. The objective is to make the different product areas more recognisable, direct visitor flows towards the most relevant sectors and create even more favourable conditions for qualified meetings between exhibitors, buyers, distributors, retailers, manufacturers and professionals.

A clearer and more specialised layout will enable industry professionals to make the most of their time at the event, helping them identify companies, products, technologies and solutions that are relevant to their needs and maximising the value of their participation.

COSMOPROF: A CLEARER LAYOUT FOR RETAIL AND PROFESSIONAL CHANNELS

The layout of Cosmoprof Worldwide Bologna 2027 will feature a **significant reorganisation of the spaces dedicated to finished products**. The new configuration will create a clearer distinction between areas serving the retail market and those dedicated to distribution for professional channels, as well as salon, beauty centre, spa and nail professionals. This will make visitor routes more intuitive and reinforce the identity of the individual sectors.

- In the **Professional Hair** sector, **Halls 31, 32 and 33** will retain their current focus, while companies previously located in Hall 25 will move to **Hall 37**, which will become the main hub for the sector. **On Hair Show** will move to **Unipol Hall**, the new multifunctional venue being developed in the area previously occupied by Hall 35, which will also host some **NailWorld** exhibitors.
- The **Beauty & Spa** sector will be consolidated in **Halls 25 and 26**, whose more functional configuration and direct access from the Service Centre will support the sector's development in terms of both exhibition space and visitor flow quality. **The mezzanine connecting the two halls** will also host the **Mall Stage**, dedicated to *World Massage Meeting* and *Cosmo OnStage*. **NailWorld** will be more concentrated and integrated, with exhibitors located primarily in **Unipol Hall (in the area previously occupied by Hall 35)**, **Outdoor Area 38** and part of **Hall 27N**, which will also host **Cosmoshop (Hall 27)**.
- One of the main new developments will be the **expansion of the area dedicated to the Country Pavilions**, which will also occupy the upper section of the **Mall**. This reflects the event's growing international reach and the increase in participation supported by local authorities and institutions. The main Country Pavilions will remain largely unchanged in **Halls 16, 16A, 22, 22B and 34**, while the **Taiwan Pavilion** will move to **Hall 28**.
- The **Green & Organic** section, dedicated to **organic, vegan, environmentally responsible, certified and cruelty-free brands and products**, will remain in **Hall 21**.
- Within **Cosmetics & Fragrances**, **Hall 30** will become the new hub for **skincare and make-up**, providing approximately 1,000 additional square metres compared with the previous configuration, while **Hall 36** will host the entire **fragrances and personal care** offering. The new layout will support greater product-category consolidation, while confirming the special areas already hosted in the hall: the *Cosmetics Stage*, the Buyer Lounge, catering services and cloakroom.
- **Cosmoprime** will also undergo a significant repositioning. Historically located in Hall 14, it will move to the more visible and accessible **Hall 29**, continuing to host **premium brands** with selective distribution for **retail** and across **high-end cosmetics, perfumery, fragrances and beauty lifestyle**. The *Extraordinary Gallery*, *Beauty Tech Area*, *Italian Start Up* and Buyer Lounge will also move to Hall 29. The new configuration will further strengthen Cosmoprime's role as a **hub for innovation, research and excellence**, enhancing an area that produced four winners of the Cosmoprof & Cosmopack Awards at the 2026 edition.

COSMOPACK: AN INCREASINGLY SPECIALISED HUB FOR THE ENTIRE COSMETICS SUPPLY CHAIN

Cosmopack will further strengthen its role as an **international hub for every sector of the cosmetics supply chain**, from raw materials and ingredients to formulation, contract manufacturing and packaging, as well as machinery, processing technologies and full-service solutions. The event will retain its presence in the halls traditionally dedicated to the manufacturing supply chain — **Halls 15, 15A, 18, 19 and 20** — continuing the process of organising and enhancing its offering that began during previous editions.

Within this framework, **Chinese companies operating in contract manufacturing, packaging and accessories**, currently distributed across Halls 18, 19 and 20, **will be brought together in Hall 14**. The new location will create a **specialised hub**, making the offering more easily identifiable and accessible to visitors interested in these segments. **Hall 19** will remain the main destination for **machinery and technologies applied to cosmetics manufacturing**. It will host manufacturers of processing, packaging and end-of-line machinery, alongside robotics, control and inspection technologies, labelling, smart labelling and traceability solutions, and intralogistics. In 2027, the hall's offering will also be enriched by **an area dedicated to suppliers from the Korean Pavilions**, brought together in a single space to make them easier for visitors to locate and to showcase the expertise of the **K-supply chain**.



Overall, the new layout represents a **further step in Cosmopack's evolution**, aimed at improving the visitor experience, highlighting the variety of expertise on display and fostering increasingly effective connections between supply and demand across the entire manufacturing value chain.

From 18 to 21 March, Bologna will once again bring together the leading players in the global cosmetics industry, providing a privileged platform to identify new partners, develop projects, exchange expertise and anticipate the transformations shaping the future of the sector.