

EM  EVENTS

Cosmoprof India Mumbai closed the 2019 edition with excellent results, reflecting the constant growth of the cosmetics industry in India: from 107 exhibitors in 2018, 237 exhibiting companies from 23 countries and regions took part to the 2019 edition. Compared to 3,898 attendees last September, 7,429 professionals attended the three days of the event this year.



COSMOPROF INDIA 2019 IN MUMBAI



HUGE DEVELOPMENT
OF THE SECOND EDITION,
WITH 237 EXHIBITORS
AND 7.429 PROFESSIONALS



"These figures well represent the growth of Cosmoprof India, compared to the preview edition of September 2018, thanks also to the new location, the Bombay Exhibition Center, with a richer exhibition offer - declares Enrico Zannini, General Manager of

BolognaFiere Cosmoprof. - Cosmoprof India does not stop there: this year's success bears witness to the enormous potential of this event, in a constantly growing market - in the period between 2018 and 2023 an overall growth of 9.7% is expected,



Malaysia, Saudi Arabia, South Africa, Spain, Thailand and United Arab Emirates. Great success for the eight seminars of CosmoTalks, with the involvement of 20 international speakers and 800 participants. The issues analyzed by the partners of the initiative - BEAUTYSTREAMS, CENTDEGRES, EUROMONITOR INTERNATIONAL, KLINE & COMPANY, MINTEL, ONELINE WELLNESS, STYLESPEAK and WGSN - provided companies and professionals with interesting suggestions, helping them to identify the trends that are influencing the Indian market and to understand which are the most suitable strategies to face the consumers' demand for sustainable products. At Cosmoprof Onstage, selected exhibiting companies - DERMAPEN, DNG GROUP with BARBA ITALIANA, LOOKX, PEVONIA INTERNATIONAL, RICA and SWATI - presented their products and services to operators and buyers, with live demonstrations. Cosmoprof India Awards rewarded exhibiting companies that are investing in research and innovation, to present new proposals to Indian consumers. The winners, chosen by a jury of 11 international cosmetic industry experts, were announced at the Cosmoprof India Gala Night, on Wednesday, June 12. The international trend agency Beautystreams contributed to the initiative; the exclusive trophy was created by centdegrés, global design agency.

with significant growth rates in particular for the perfumery sector (+ 19.6%) and for make-up (+ 13.1%). To facilitate networking and business between companies and international and local operators, for the next edition we will increase the display area available to exhibitors, focusing on manufacturing, a key sector of the cosmetics industry in India. We are sure that these are the first steps for the development of an event, which will soon become a reference appointment for the beauty sector in India." Mr Yogesh Mudras, Managing Director, UBM India said, "We are impressed with the immense success of the debut edition of the Cosmoprof India Show. It is indeed an amazing achievement to organize a show of this caliber in such a short while since the preview edition. Cosmoprof India proudly encourages a Made in India concept of beauty: we wish to do so by setting new standards for the sector through the immense amount of exposure and networking between local and global brands.

This give and take will no doubt inspire new ideas, innovations, technology and solutions and will play its part in making the market set to reach the projected valuation of USD 35bn even before 2035." Cosmoprof India has hosted the best of local and international companies for all sectors: ingredients and raw materials, machinery, OEM, contract manufacturing and private labels, primary and secondary packaging, service providers, finished products - divided into Perfumery and Cosmetics, Beauty Salon and Spa, Hair, Nail and Natural & Organic. Country pavilions from Italy, USA and South Korea exhibited on the show floor, too. Over 100 top buyers have been invited to the event, as part of the Buyer Program, a consolidated tool for all the events of the Cosmoprof platform. Particular attention was paid on the one hand to retailers and salon owners from the main Indian states, on the other to key markets for the local cosmetics industry - China, Czech Republic, Kenya,



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New products, innovations, trends and the most significant initiatives of the event were shared by the five Official Bloggers of Cosmoprof India 2019, who involved their followers - about 1 million fans - in the international Cosmoprof community. The 2019 edition has received considerable feedback on the main social media, too - instagram, facebook and linkedin: since last year, the official pages of the event have reached over 62,000 followers. The key trends of the local market are the subject of the CosmoTrends report, prepared with the participation of Beautystreams, one of the most interesting content for professionals participating in all the Cosmoprof events.

The initiative aimed at highlighting the most recognizable trends at Cosmoprof India Mumbai, chosen by Beautystreams trend scouters. Thanks to CosmoTrends, buyers, journalists and influencers will have an exhaustive overview of what is new for the beauty universe in India. Among the most appreciated areas in the event, #VibrantIndia: The Scented Fabric Play, in collaboration with centdegrés. The installation offered a new perspective to understand the potential of the Indian market, starting from the culture and traditions of the country. To the thousand colors and fabrics that represent India all over the world, centdegrés

has combined the scents which have always made the country recognizable, offering visitors the opportunity to personalize a candle.



Next appointment with the Indian market trends is for the next edition of Cosmoprof India, from 2 to 4 September 2020.

THE ITALIAN COSMETIC INDUSTRY AT COSMOPROF INDIA



After the success of the first-ever edition last September, Cosmetica Italia will renew its support for Italian companies in the sector that will be attending Cosmoprof India 2019. The event, scheduled to take place from 12 to 14 June at the Bombay Convention & Exhibition Centre in Mumbai, adds to Cosmoprof's international network, as the fourth in this series after Bologna, Hong Kong and Las Vegas. Twenty-four Italian companies, of which nineteen are Cosmetica Italia members, will be in Mumbai representing the entire sector and production chain. Cosmetica Italia also supports the Italian group participation promoted by ITA, the Italian Trade Agency, bringing together eight companies, of which six are members. The delegation of Italian companies at Cosmoprof India will also meet the General Consul for Italy in Mumbai, Stefania Costanza, during a reception to be held on Thursday 13 June. «Our entrepreneurs are interested in India. Last year, the figures for this market came close to €11 billion, placing India in sixth place for cosmetic use after Europe, the US, China, Japan and Brazil - says Renato Ancorotti, president of Cosmetica Italia - The penetration of our companies is still marginal, but the figures should obviously be seen as an opportunity to seize. With this in mind, Cosmoprof India is a key moment for local operators to meet and an exclusive forum for analysing the trends in this market».

India ranks 40th in terms of exports of Italian cosmetics, at a value of nearly €18 million. However, it is the growth trend of these exports which is particularly striking, with an increase of 23% in 2018 on the previous year. In addition, considering only the Asian area, India ranks seventh in terms of exports of Italian cosmetics. The cosmetics categories with the highest exports, in terms of value, are alcohol-based perfume products and face and body products, accounting for €6.6 million and €3.7 million respectively which, along with make-up (€3.1 million), comprise two thirds of Italian exports to India. Indian consumers are mainly interested in products that meet primary needs, such as daily hygiene items, which account for over half of cosmetics used. Mintel forecasts for 2019 point to a buoyant growth in haircare products, above all hair colour products (+11.2%) and gels/waxes (+10.8%). In the medium/long-term, forecasts for 2022 indicate increasingly important trends for make-up products, with an average annual growth of 10.5%. Turnover of the Italian cosmetic industry in 2018 exceeded €11.2 billion, up by 2.1%. International markets recognise the quality of Italian products, with significantly high exports close to €4.8 billion (+3.8%). These trends have had a positive impact on the trade balance which reached a record figure of nearly €2.8 billion in 2018. The cosmetics industry as a whole, from ingredients to machinery, packaging and finished goods, reached a value of €16.2 billion.

