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Cosmoprof Worldwide Bologna 2020 to examine the cosmetic industry's ten-year vision

By Elena Dimama in Cosmetics, Latest News, Product News, Retail News November 13, 2019 Comments Off

Cosmoprof will take place in Bologna, Italy, next March



Cosmoprof Worldwide Bologna is inviting operators and professionals in the cosmetics industry to discover the sector's vision in the next years, including megatrends, new technologies and challenges.



Cosmopack and Cosmo | Perfumery & Cosmetics will take place from 12 to 15 March, and Cosmo | Hair Nail & Beauty Salon from 13 to 16 March. Companies and experts from over 150 countries, and more than 265,000 attendees, are expected to participate in the B2B event.

Together with trend agency Beautystreams, visitors will have the opportunity to hear about the industry's megatrends set to influence the evolution of international markets over the next ten years.

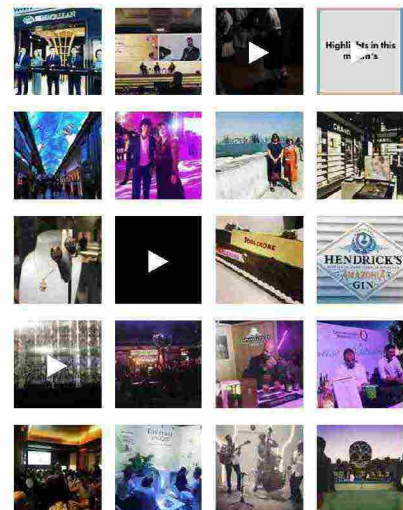


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Within the 'Garden of Innovation', three thematic stations will look into trends, looks and the beauty routine of the near future, and the changes already visible; 'The Big Picture' station will look at megarends that will shape the beauty industry within the next decade; 'A Day in the Life: 2030' will take operators through a typical day in 2030, foreshadowing the daily rituals of consumers; and 'Faces of the Future' will examine the beauty looks of 2030 presented with colour trends.

Furthermore, an area will be dedicated to beauty tech start-ups, in collaboration with Cosmoprof's partners across the world. Over 30 start-ups will be located at the Garden of Innovation.





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