

Cosmoprof Worldwide Bologna to Think 10 Years Ahead

Running March 12 to 16, the upcoming edition of the Italian beauty trade show will present the beauty trends of 2030 via different installations.

By [Sandra Salibian](#) on February 5, 2020



Cosmoprof Worldwide Bologna's press conference in Milan.

Courtesy Photo

MILAN — Envisioning the beauty industry in 2030 will be the main focus of the upcoming edition of [Cosmoprof Worldwide Bologna](#), running March 12 to 16 in Bologna.

As cosmetics companies stepped into a new decade — one set to be even more influenced by climate, digital and social changes that could impact business models and market developments — organizers of the Italian beauty trade show decided to turn the 53rd edition of the fair into a fertile ground to seed new ideas and skills to face future challenges.

As a result, the show will host five themed areas, or “gardens,” each focusing on a range of product categories and macro-trends.

The central pavilion of the BolognaFiere fairgrounds will showcase “The Garden of Innovation,” made of corners developed in collaboration with trend agency Beautystreams. One installation will show the macro-trends of the next decade, while another will trace back to the ones of the past 10 years. The “A Day in 2030” installation will forecast products and devices that will be introduced into consumers’ daily routines, while “Faces of the Future” will project the variety of beauty models that will constitute the new norm. For the first time, a “Beauty-Tech” area will host 32 digital start-ups that will have the opportunity to pitch their ideas to a jury of venture capitalists, investors, buyers and institutions, as part of a contest sponsored by Alibaba.com and JD.com.

Future trends will also be at the core of CosmoTalks, a range of 10 talks, panels and workshops hosted by 150 speakers, key personalities and institutions from the industry.

“The Garden of Diversity” will hinge on the CosmoFactory project. As per previous editions, the initiative reproduces every step of a supply chain in one of the pavilions and this time the star product that will be manufactured on-site is “Six4all,” a foundation that could match different skin tones. A space simulating the retail of the future will show visitors the correct practices to sell the product, which can also be tested at the fair.

“The Garden of Colors and Materials,” developed with American trend-scouting company Fashion Snoops, will be installed in the Cosmopack area to preview the shades and packaging ideas of the future: “The Garden of Trends” will focus on the trends that emerged during the current edition of the trade show, while “The Garden of Fragrances” will investigate the developments in the perfume business, which will have to adapt to the scarcity of traditional natural resources and rethink raw materials and ingredients.

Overall, the upcoming edition of the trade show is set to showcase more than 3,000 exhibitors, 70 percent of which will hail from outside [Italy](#). Expectations in terms of visitors are on the rise, since more than 265,000 visitors from 150 countries are said to attend the show.

“Every year this event grows and, with it, also its international network,” said [Gianpiero Calzolari](#), president of the fair’s organizer BolognaFiere, in presenting the trade show’s program at Milan’s Villa Necchi Campiglio venue on Wednesday. In particular, the beauty trade show is one of the leading and most successful events in BolognaFiere’s portfolio, contributing to the 7.5 percent increase in the company’s revenues to 184 million euros in 2019.

As in the previous editions, this year [Cosmoprof](#) Worldwide Bologna will replicate its tailor-made format targeting companies and buyers by dividing its dates according to product categories.

Running March 12 to 15, Cosmopack will showcase 22.9 percent of the exhibitors, all operating in the packaging sector or manufacturing machinery dedicated to the sector. In particular, this area has been on expansion mode in the last few years and organizers said that a new pavilion dedicated exclusively to machinery will debut in 2021.

Concurrently to Cosmopack, “Cosmo — Perfumery & Cosmetics” will showcase companies operating in these two business areas, which represent 26.2 percent of total exhibitors.

This space will be divided into sections, including Cosmoprime — reserved for professionals and displaying high-end and niche brands — that will feature many “green” corners, such as the “Green Prime” space and the new “Zoom on Emerging Prime” division showcasing companies making their debuts at the fair. The “Extraordinary Gallery” will focus on trends and small, innovative

labels and feature the usual “Extraordinary Gallery — the Green Selection” corner dedicated to natural products.

Opening a day after and running through March 16, the “Cosmo — Hair & Nail & Beauty Salon” will attract professionals operating in hair, nail and beauty salons as well as spas.

The Buyer Program will double its lounges to target meetings between buyers operating in the perfumery and cosmetics category and those in the professional channels. To facilitate networking, organizers have also perfected the [Cosmoprof MyMatch](#) software, making it available to press and influencers.

The trade show partnered with Italian start-up Abiby, which offers beauty-box subscriptions and a dedicated e-commerce. As part of the link-up, Abiby will put together a limited-edition beauty box comprising a selection of the best products showcased at the trade show, in addition to having a booth at the fairgrounds.

In addition to Bologna, international Cosmoprof editions are held in Las Vegas, Mumbai and Hong Kong, under the Cosmoprof North America, Cosmoprof India and Cosmoprof Asia monikers, respectively.

This year, BolognaFiere Cosmoprof will unveil Cosmoprof CBE Asean in Bangkok, to enhance the focus on the cosmetics industry in Southeast Asia hosting 880 exhibitors from Sept. 17 to 19. This will follow the South China Beauty Expo, running July 30 to Aug. 1 and dedicated to the Chinese professional beauty channel.

BolognaFiere Cosmoprof will additionally support 30 local events in Latin America and Asia via commercial partnerships and preside over 17 European events branded Beauty Forum, a format developed by German-based media group Health and Beauty that BolognaFiere acquired in 2018 to further increase its global footprint. Beauty Forum editions are held in Munich and Leipzig, Germany; Zurich; Paris; Warsaw; Budapest, Athens and, since last year, also in Milan, where it will be back on Oct. 25 and 26.