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BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

•
21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

**OVER 3,000 COMPANIES
FROM 67 COUNTRIES AT
COSMOPROF WORLDWIDE
BOLOGNA 2024**

**Great expectations for the
March 2024 edition: the
event is already sold out
and online registrations of
international operators are
increasing.**

February 14th, 2024 - **Cosmoprof Worldwide Bologna** is set to celebrate its **55th edition** with highly positive results. **Over 3,000 companies from 67 countries** have confirmed their presence (**+4% compared to 2023**), and the exhibition area is sold out. 58% of exhibitors come from European countries, 42% from outside Europe. **35% of total exhibitors are showcasing at Cosmoprof for the first time**: the percentage is particularly noteworthy compared to 2023. The participation of **30 country pavilions** confirms the international appeal of the event; they will showcase the best of national production for **Australia, Brasil, China, Czech Republic, France, Germany, Greece, India, Indonesia, Ireland, Japan, Korea, Latvia, Poland, Romania, Spain, Sweden, Taiwan Region, Turkey, Ukraine, UK, USA**. New to the 2023 edition is the presence of Estonia, Norway, the Pacific Islands, Palestine, and Singapore.

The positive results regarding exhibition offerings also influence visitor registrations and online ticket sales. For the 2024 edition, from September until now, the Cosmoprof website has recorded **over 1.7 million views from approximately 217 countries and regions worldwide**. Compared to the previous edition, there has been an increase in traffic, with +204% in terms of users and +32% in terms of website registrations, thanks to the promotional campaigns activated in recent months on the main digital channels. The official social media profiles of the event are also experiencing steady growth, totalling **over 400,000 followers**. For the 2024 edition, online ticketing was activated earlier than in previous editions, a strategy that has proven successful with significant growth compared to 2023, especially in registrations from international operators. As of today, **visitors from over 110 countries registered for the event**. The collaboration with the **Ministry of Foreign Affairs and International Cooperation in Italy** and with **ITA – Italian Trade Agency** is incentivising the participation of **more than 90 delegations** with the most important importers, distributors, and retailers worldwide.

Cosmoprof Worldwide Bologna will benefit from collaboration with Cosmetica Italia - Italian Association of Cosmetic Companies.

These results reflect the general confidence and optimism of the market, as well as the positive reception of the event's new format, with the **coordinated opening of all pavilions on the same day, Thursday, March 21st**, to facilitate a multi-channel approach. **Cosmopack and Cosmo Perfumery & Cosmetics will be open for 3 days and will close on Saturday, March 23rd**. The pavilions dedicated to the professional channels of **Cosmo Hair Nail & Beauty Salon will be open for 4 days and will close on Sunday, March 24th**. The decision to revise the dates is motivated by changes in the habits of industry operators. The opening of all pavilions on Thursday will facilitate contact between companies and international operators across all distribution channels. A significant change is that the fair will be closed on Monday, reflecting actual transformations in the professional channel: Monday is a working day for most professional salons. Salon owners and operators of beauty centres will finally have the opportunity to visit the fair on Thursday and Friday, usually the days most dedicated to business.

"As it reaches its 55th edition, Cosmoprof Worldwide Bologna is poised to experience four days of highly positive results, reaffirming its status as a global reference event for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and operators interested in new solutions for the development of their businesses," emphasizes **Gianpiero Calzolari, President of BolognaFiere**. "The cosmetics industry is experiencing an exciting moment globally: according to McKinsey & Company's beauty report for 2023-2027, the sector reached a turnover of 427 billion dollars in 2023, and it is forecasted to reach 580 billion dollars by 2027, with an annual growth rate of 6%. In this context, Cosmoprof can offer fundamental support for companies and operators."

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Organized by
BolognaFiere
Cosmoprof S.p.a.

Company of
 Bologna
Fiere

In partnership with
 COSMETICA ITALIA
the personal care association

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"The beauty industry is one of the sectors where innovation and research aimed at wellness and sustainability blend to create world-renowned products of excellence," says **Matteo Zoppas, President of ITA - Italian Trade Agency**. "Export data confirms the potential of the sector, which in the first ten months of 2023 showed double-digit growth (+21.9%) compared to the previous year, bucking the national average trend (+0.7%), reaching over 6.3 billion euros. Promoting investments and innovation, along with business-matching opportunities between Italian companies and players in established as well as emerging markets, is crucial for the growth and competitiveness of Made in Italy in this sector. That's why the Italian Trade Agency is participating in Cosmoprof again this year, the main event of the Italian beauty industry on a global scale. In close synergy with all the country's stakeholders involved in the Diplomacy for Growth projects, we continue to invest in trade fair platforms, contributing to the positioning and dissemination of Italian beauty worldwide."

"Cosmoprof Worldwide Bologna is the place where an entire industry, a chain involving in Italy about 390,000 professionals from production to distribution, meets up" says **Benedetto Lavino, President of Cosmetica Italia – The Personal Care Association**. "On this occasion, we highlight national excellence which creates value for the entire country and is appreciated abroad for its high standards of quality, safety, innovation and creativity: according to preliminary data, the overall turnover of the Italian cosmetic industry reached 15 billion euros in 2023, with 7 billion euros related to exports. Thanks to the 50-year-old partnership between Cosmetica Italia and BolognaFiere Cosmoprof, two national excellences, the beauty Made in Italy and the most important fair for the cosmetic sector, renew cooperation which enables to underline the value of the beauty industry towards stakeholders and institutions".

Cosmoprof Worldwide Bologna is the most important event within the international Cosmoprof platform, which, with its events in Hong Kong, Mumbai, Las Vegas, Bangkok, and, starting this year, Miami, offers unique international business opportunities. The excellence of its services and the presence of key players across all industry sectors make participation in Cosmoprof a unique and unparalleled experience. It simultaneously provides an excellent exhibition, showcasing the most exciting innovations from every country worldwide, and offers high-quality training moments with the contribution of prestigious experts and opinion leaders. Furthermore, specific digital services tailored to the needs of individual operators and the expertise of a highly qualified team assist stakeholders in enhancing business relationships and developing new projects. Exclusive matchmaking tools such as Cosmoprof My Match and the Buyer Program, aimed at buyers worldwide, facilitate networking and new business contacts.

"Thanks to our services and ability to facilitate business relationships and exchange between supply and demand, we are a leading event in the trade fair market," emphasizes **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "The results achieved so far are the best testament to the quality of our work. From March 21st to 24th, we are preparing to welcome stakeholders to Bologna with tremendous enthusiasm to create synergies and guide the industry through the many transformations of the market."

For further insights, www.cosmoprof.com

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 ITA
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