

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

**MORE THAN 3,000
GLOBAL BEAUTY AND
PERSONAL CARE
COMPANIES ACROSS
THE ENTIRE SUPPLY
CHAIN ARE SET TO
EXHIBIT NEXT YEAR AT
COSMOPROF
WORLDWIDE BOLOGNA.**

**Country pavilions will
spotlight innovations from
across the globe,
including established
markets like the USA, UK,
France and Japan, and
high-growth markets like
South Korea and India.**

COSMOPROF
WORLDWIDE BOLOGNA

MILANO, Sept 22, 2025 – Cosmoprof Worldwide Bologna 2026 will be the biggest and most business-forward yet, with a new dedicated stage for commercial pitches and industry presentations, improved networking areas and a focus on high-growth markets and trends.

Pooling together more than 3,000 exhibitors from over 60 countries and drawing in 255,000+ visitors from every facet of the global beauty industry, the 57th edition of this internationally recognised trade fair will merge power-house suppliers, innovative startups, leading brands, and worldwide distributors across more than 170,000 m2 of floor space. Merging three dedicated trade shows–Cosmopack, Cosmo Perfumery & Cosmetics and Cosmo Hair & Nail & Beauty Salon–next year's fair, held March 26-29 in Bologna, has **new networking spaces, innovation areas and inspirational pop-ups to help global businesses form, nurture and bolster relationships to stay brilliant in beauty.**

A LAUNCHPAD AND GLOBAL BENCHMARK

“Cosmoprof Worldwide Bologna's unique ability to **combine global reach, high-level networking, and trend forecasting makes it indispensable year after year,**” said **Enrico Zannini, General Director, at BolognaFiere Cosmoprof.** “For new players, it's a launchpad; for established names, it remains a benchmark in the international beauty calendar.”

“Exhibiting here means stepping into an international business ecosystem where strategic buyers, high-level distributors and emerging markets converge. For any company aiming to expand globally, Cosmoprof offers unmatched visibility, access to new distribution channels, and an opportunity to align with the world's most innovative and influential players,” Zannini said.

And this is more important than ever, as the international beauty industry continues to grow in a fiercely competitive manner and on an ever-changing and complex global stage. Solid partnerships, industry collaboration and business solidarity, therefore, are key for industry in the year ahead.

REMAINING “COMPETITIVE AND ACCESSIBLE”

In 2026, the retail value of the global beauty and personal care category will soar to 664.61 billion USD – up 6.6% on 2025's full-year forecast of 623.3 billion USD, according to data analytics firm Euromonitor International. And every corner of beauty and personal care is set to grow, with mass beauty set to represent 58% of total market value, followed by premium beauty at 30% and prestige beauty at 12%. Skin care will continue to lead the charge, followed by hair care, colour cosmetics and fragrances.

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“Looking ahead, the engines of growth in the global beauty and personal care market are gradually diversifying beyond traditional strongholds, such as skin care and colour cosmetics, and beyond mature regions,” said **Yanh Hu, Asia Pacific Insight Manager for Health & Beauty at Euromonitor International**.

Fragrances, sun care and hair care, for example, are expected to experience further growth as consumption sophisticates. Markets across the Asia Pacific region, including India and Southeast Asia, as well as the Middle East and Africa, also present “substantial unmet potential”, according to Hu.

It will be important, therefore, for companies to build “a multi-tiered pricing portfolio across categories to remain competitive and accessible”, the expert said.

And where better to invest in these efforts than at the world's biggest and most important face-to-face meeting place: Cosmoprof Worldwide Bologna. **“In today's shifting global context, with uncertainties in some mature markets, Cosmoprof represents a strategic opportunity for brands to diversify exports and explore emerging markets and other high-growth areas of industry,”** Enrico Zannini at Cosmoprof Worldwide Bologna, said.

The calibre of visitors also continues to rise each year, Zannini said, opening up exceptional business opportunities for exhibitors. In 2025, Cosmoprof Worldwide Bologna reported a 4.5% increase in attendance versus 2024, with attendees from over 150 countries and 21% registered as first-time visitors.

“For 2026, we expect attendance to continue growing, in line with the positive trend of recent editions. Interest from international markets also remains robust, especially amongst retailers, category and merchandiser managers, importers, and distributors seeking innovation and a global perspective on beauty brands,” Zannini said. The timing of the show—outside of Ramadan—also supports higher participation from Middle Eastern countries.

DIALOGUE, INNOVATION & INSIGHTS


For companies working at the heart of industry—in toiletries, personal care, fragrances, makeup and skincare—Cosmoprof's dedicated Cosmo Perfumery & Cosmetics show represents an ideal space to springboard innovation and strategic growth.

In 2026, this show will feature a brand new content area for commercial pitches and institutional presentations—The **Cosmetics Stage in Hall 36**—designed to spotlight innovation and standout voices, spark ideas, create connections and engage industry on a deeper level. “Dedicated content and commercial spaces like The Cosmetics Stage allow brands to pitch directly to buyers and media in impactful ways. This new content area aligns

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with our shift towards creating a more engaging, visitor-centric format—improving the overall experience for visitors and exhibitors alike,” said **Samantha Raimondi, Head of Sales at Cosmoprof Worldwide.**

Networking areas throughout Cosmo Perfumery & Cosmetics will also have a new look and feel, offering more comfortable spaces for companies to meet, exchange ideas and do business, and a zoning strategy will continue to carve out product categories for a more intuitive layout.

Long-standing special areas will be maintained at Cosmo Perfumery & Cosmetics, including the **Extraordinary Gallery** and **Beauty Tech** areas, both situated within Cosmoprime. The Extraordinary Gallery is dedicated to showcasing carefully selected established and emerging brands across prestige and luxury and Beauty Tech hosts a handful of leading innovators shaping the future of beauty with revolutionary technologies, apps and software. Renowned initiatives like CosmoTalks and the Cosmoprof & Cosmopack Awards will also remain.

Ahead of Cosmoprof Worldwide Bologna's 57th edition, organisers have also unveiled a brand new curated editorial content in the company website—Cosmoprof Insights—where longstanding industry journalists will be interviewing thoughtleaders, tracking trends and unravelling business opportunities to drive conversation ahead of the event.


Content can be found [here](#)

For more information and updates, visit www.cosmoprof.com

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