

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

**THE GROWTH OF THE
GLOBAL COSMETICS
INDUSTRY PAVES THE
WAY FOR THE NEXT
EDITION OF COSMOPROF
WORLDWIDE BOLOGNA,
FROM MARCH 26 TO 29,
2026**

COSMOPROF
WORLDWIDE BOLOGNA

Milan, July 10, 2025 – The global cosmetics market continues to grow. In 2025, data analytics company EUROMONITOR INTERNATIONAL forecasts revenues of **610.4 billion USD, up 2.9% compared to 2024**. Over the 2025–2029 period, the industry is expected to grow by an average of 3% per year.

The United States remains the world's top market, with a projected value of 126.3 billion USD in 2025 (+1.5% vs 2024), followed by China at 75.9 billion USD (+1.7%) and Brazil at 34 billion USD (+5.9%). In a rapidly evolving global scenario marked by shifting economic policies, Europe continues to play a key role, with Germany (5th, 24 billion USD), the United Kingdom (6th, 21.7 billion USD), France (9th, 17 billion USD) and Italy, which is forecast to reach 15.2 billion USD in 2025, up 3.4% year-over-year. Italy is also confirmed among the top six global exporters, with exports reaching 8.4 billion USD in 2024.

The global beauty analysis report created in cooperation with EUROMONITOR INTERNATIONAL is available at <https://bit.ly/44BwBCu>

In this positive landscape, **Cosmoprof Worldwide Bologna** continues to lead the growth of the global beauty industry and is preparing for its next edition, **to be held in Bologna from March 26 to 29, 2026**, with renewed optimism. "Over nearly 60 years, Cosmoprof Worldwide Bologna has established itself as a must-attend event for industry professionals, thanks to a strong focus on internationalization—with attendees from over 150 countries—and a wide and diversified offering of over 3,000 exhibitors from around 70 countries, covering all product categories," says **Gianpiero Calzolari, President of BolognaFiere**. "Among our key strengths are highly effective business services and the power of an international network that keeps growing, with events on all major continents and a community of over 500,000 professionals from more than 190 countries."

Thanks to its global presence and annual incoming buyer and retailer programs supported by the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency**, Cosmoprof Worldwide Bologna remains a prestigious showcase for Made in Italy beauty, internationally recognized for its excellence in quality, safety, and innovation. "Cosmoprof Worldwide Bologna is a strategic pillar of Italian exports. Our collaboration with **Cosmetica Italia**, the personal care association, helps Italian businesses enter new markets and enhance the value of an industry that represents a true asset for our country," adds Calzolari.

"Cosmoprof is an Italian brand that has grown worldwide—an exceptional case in the international exhibition landscape. Our strategic partnership with Informa Markets has led to the consolidation of Cosmoprof-branded events in key and fast-growing markets such as Asia, India, Southeast Asia, and the United States, where we also collaborate with PBA – Professional Beauty Association. In 2026, we will also be in Dubai with a new format designed to strengthen connections with Middle Eastern buyers," states **Antonio Bruzzone, CEO of BolognaFiere**.

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www.cosmoprof.com
Organized by
BolognaFiere
Cosmoprof S.p.A.

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WHAT'S NEW FOR COSMOPROF WORLDWIDE BOLOGNA 2026

Expectations are already high for Cosmoprof Worldwide Bologna 2026, following the outstanding results of the March 2025 edition. "The March 2025 event closed with impressive numbers: 3,128 exhibitors from 65 countries—78% of which were international—and 255,251 industry professionals from 150 countries. International visitors accounted for 54%, mainly from Europe, Asia, the Americas, and the Middle East," notes **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "Cosmoprof Worldwide Bologna proved once again to be a strategic event for manufacturers, brand owners, distributors, buyers, and retailers looking to connect with the key players of the supply chain at Cosmopack, and explore all product categories in the finished product sector."

Final results are available at: <https://www.cosmoprof.com/en/the-fair/facts-figures/>

Cosmopack, running from **Thursday, March 26 to Saturday, March 28, 2026**, is the event's "show within the show," and remains the leading salon for the cosmetics production chain. Exhibitors include global multinationals from over 35 countries, top-tier Italian manufacturers, and SMEs capable of handling more flexible production demands. Cosmopack showcases the entire supply chain: ingredients and fragrance houses (Hall 20), formulation, primary and secondary packaging, contract manufacturing, machinery (Hall 19 in 2026), and new product lines and services for the beauty industry.

Cosmopack is the go-to platform for brands, mass-market retailers, perfumery chains, drugstores, indie brands, and trend scouts who view the show as the cradle of beauty innovation and a vital resource for exhibitors looking to strengthen partnerships or identify new suppliers.

Cosmo Perfumery and Cosmetics, from **Thursday, March 26 to Saturday, March 28, 2026**, will spotlight the best in fragrance, makeup, skincare, and personal care. Exhibitors include mass-market brands (Halls 26 and 36), prestige and masstige brands, start-ups and indie labels (Hall 14), and vegan, natural, and organic companies with a focus on sustainability (Hall 21). National pavilions in Halls 16, 22, 34, and outdoor areas will host international SMEs and distributors presenting products across fragrance, personal care, makeup, skincare, professional hair and aesthetics, and eco-conscious offerings.

This area is ideal for importers, distributors, drugstores, and buyers in the mass-market and premium channels, as well as trend scouts, contract manufacturers, suppliers, and R&D professionals seeking inspiration for new product lines or partnerships. Herbalists and clean beauty stakeholders will also find valuable insights and innovations.

From **Thursday, March 26 to Sunday, March 29, 2026**, **Cosmo Hair Nail & Beauty Salon** will feature companies and distributors of professional hair, beauty and nail products.

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International importers, distributors, buyers interested in export-ready companies, professional operators, hairdressers, beauticians, salon and spa owners, hoteliers seeking spa products and equipment, and professionals looking for nailcare solutions will find the best in finished products, private label and contract manufacturing for salons, beauty centers, and spas. Halls 25, 29, 30, 31, 32, and 37 will also include nail accessories, lashes, equipment, salon and spa furnishings, software, and services.

“Pre-sales have been active since May, and early signs point to a very successful edition. We’re working on a comprehensive schedule of educational sessions, roundtables, special projects, and initiatives to enhance the quality of our exhibition offering,” concludes Zannini. “We look forward to celebrating Cosmoprof’s 60th anniversary in 2027.”

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

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