

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY & COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL & BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA 2026 A “POWERFUL TOOL” FOR INTERNATIONALISATION

- **More than 255,000 global visitors expected, including buyers, distributors, brands, trend experts and media professionals, offering international business opportunities**
- **Special areas and curated spaces to facilitate inspiring connections for visitors**
- **Unmissable opportunities to network, trend-watch and advance business in line with latest beauty innovations**

COSMOPROF
WORLDWIDE BOLOGNA

Milan, 19 January 2026 – Cosmoprof Worldwide Bologna 2026 in Italy will be highly influential and engaging for visitors, with an array of new networking areas, curated and immersive educational spaces, and a highly streamlined show design.

With 3,000+ exhibitors from over 60 countries across 170,000 m2, the 57th edition of the internationally recognised trade fair will see leading brands, smart startups, major suppliers, worldwide distributors and trend experts come together to inspire the next wave of beauty innovation. Held March 26-29 in Bologna, Italy, and set to draw in 255,000+ international visitors, the fair features three dedicated trade show spaces – Cosmopack, Cosmo Perfumery & Cosmetics and Cosmo Hair & Nail & Beauty Salon – grouping products, trends and specialties together to help visitors navigate and engage with beauty forerunners.

A PLATFORM FOR ENHANCED BUSINESS

“Cosmoprof Worldwide Bologna 2026 will be a must-attend event for beauty businesses globally,” said Enrico Zannini, General Director, at BolognaFiere Cosmoprof. “Cosmoprof Worldwide Bologna has always been a powerful tool for internationalization – both for exhibitors and visitors – thanks to its globally representative attendance. And in a moment of geopolitical uncertainty, this strong international footprint allows brands to diversify their target markets and reduce dependence on any single geography.”

For buyers, distributors and brands, the trade fair is a very efficient ground for enhanced business. Its strong Buyer Program, My Match digital networking platform, rising numbers of first-time visitors, and the sheer scale and holistic nature of the event make it key for the industry.

Unlike vertical-only tradeshow, Cosmoprof Worldwide Bologna brings together the entire beauty value chain—from raw materials and packaging at Cosmopack, to finished products at Cosmo Perfumery & Cosmetics, and professional channel categories at Cosmo Hair & Nail & Beauty Salon. This breadth means visitors can scout, source and build partnerships in one trip. *“For many buyers, Cosmoprof Worldwide Bologna is the event where they can meet top-level decision-makers, assess innovation, and validate the credibility and manufacturing strength of potential partners,”* Zannini said.

A SPOTLIGHT ON ITALY

Whilst the trade fair remains a global event, the “Made in Italy” factor is a key asset, with extensive presence from Italian businesses and a dedicated Italian Startup space showcasing the quality, craftsmanship and design excellence of the €16.5 billion Italian beauty sector.

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Silvia De Dominicis, General Manager of Italian personal care association Cosmetica Italia, said Cosmoprof Worldwide Bologna remains a “pivotal annual event” that provides unmatched visibility for the Italian beauty sector and acts as a real growth engine for business.

“Next year's show will provide a platform to reinforce Italy's position as a top player in this industry and a global exporter in the cosmetic sector through spaces for networking, commercial pitches, and presentations. Italian companies will have unique access to strategic buyers, global distributors and emerging markets.” And this, De Dominicis said, is more important than ever in today's fast-evolving and increasingly complex global beauty market.

Samantha Raimondi, Head of Sales at Cosmoprof Worldwide, said the show certainly provides an important window into Italian manufacturing for international operators. *“Italian beauty is globally recognised for quality, craftsmanship and design. Cosmoprof Worldwide Bologna showcases this excellence, making it an essential stage for both Italian brands and international players who want to align with that prestige.”*

SPECIAL AREAS AND VISITOR-CENTRIC DESIGN

In 2026, Cosmoprof Worldwide Bologna will feature important 'special areas' throughout the fair—distinguished and dedicated spaces focused on categories, innovations and themes.

The Cosmo Perfumery & Cosmetics show, for example, acts as the “business-critical zone” for global brands, retailers and distributors, showcasing a huge selection of innovative finished products across skin care, color cosmetics, fragrances and personal care. Within this show space, **Cosmoprime** – dedicated to luxury, prestige and independent brands – will see **The Extraordinary Gallery** spotlight innovators and **The Beauty Tech** area highlight next-generation technologies.

A special capsule space dedicated to artistic and niche perfumery – **The Esxence Area** – will delve into the storytelling and uniqueness behind today's fragrance category and the **Green & Organic area** will curate sustainable and environmentally-forward brands.

Networking areas throughout Cosmo Perfumery & Cosmetics will have a new look and feel, offering more comfortable spaces for companies to meet, exchange ideas and conduct business. Moreover, a new zoning strategy will help visitors better navigate the show. *“The 2026 layout is more intuitive and visitor-centric, with clearly zoned areas by category and upgraded meeting spaces that make it easier for professionals to connect. These spaces are designed not just for exhibition, but for business conversations, idea exchanges and deal-making,”* Raimondi said.

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Inspiring content will also be presented throughout the fair's signature content track **CosmoTalks**, featuring high-level panel sessions and presentations from experts, trend forecasters, and industry executives. The 2026 show will also debut a new content space – the **Cosmetics Stage** – dedicated to brand pitches, institutional talks and launchpad presentations from innovators in the field.

INDUSTRY FOCUS: NETWORKING, TRENDS AND INNOVATION

Ivan Conversano, President of the European Massage Association, said Cosmoprof remains an “unmissable event” for gaining insights into the market landscape and drawing inspiration for future growth. *“Networking is also a key part of our experience at the fair, enabling us to establish important collaborations with companies that share our corporate values.”*

Erika Ferreira, Global Head of Marketing at Swiss beauty and spa education institution CIDESCO International, added: *“Cosmoprof is one of the world's leading beauty trade shows, renowned for its comprehensive exhibition of products, trends and innovations. By collaborating with Cosmoprof, we CIDESCO International, gain access to a vast network of industry professionals and cutting-edge developments in beauty therapy, ensuring that its standards remain at the forefront of the industry.”*

Louisa Sasse, Operations Manager at Australian skincare brand Wrinkles Schminkles, a first-time exhibitor next year, said the show offers the company a chance to engage with like-minded professionals. *“Cosmoprof Bologna has always been known as one of those rare events where real innovation cuts through the noise (...) It's a place where we are hoping to connect with people who care about results as much as we do. We are looking forward to the energy, the conversations and the unmatched calibre of global buyers.”*

Mark O'Sullivan, co-founder of Irish personal care brand Doctrine Skincare, set to feature in Cosmoprime's Extraordinary Gallery, said the event is “hugely valuable” for business. *“As one of the most influential global beauty events, it offers direct access to international buyers, distributors, and trend-setting brands. By attending, we're truly at the heartbeat of the industry, meeting existing customers, connecting with new potential distributors and retailers, and exploring emerging ingredient and packaging trends all in one place.”*

Omar Touma, Director of Business Development at independent Israeli skincare company Beesline, agreed: *“Half of our inorganic growth has been linked to leads we identified and engaged with in Cosmoprof Bologna. For us, this is more than an event; it's a major fundamental of our rising brand's success. It has consistently proven to be an integral*

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component of our strategy.” Critically, Touma said the show facilitates strong connections with key European players and offers exposure to international retailers.


BolognaFiere Cosmoprof General Director Enrico Zannini said Cosmoprof Worldwide Bologna's 57th edition will certainly be key for the global beauty business. *“Because of the strong mix of international exhibitors and visitors, the relationships at Cosmoprof Worldwide Bologna are highly cross-border. We're not just facilitating local business—we're enabling global connections. This density, combined with our service offering, gives attendees a chance to assess credibility, co-develop and build lasting partnerships in a way that many vertical or regional shows cannot.”*

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

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