



Cosmoprof North America | Events



Cosmoprof North America (CPNA) is the leading B2B beauty exhibition in the Americas, recognized for its dynamic growth and unique programs. The event offers the entire industry an opportunity to come together, make new relationships, and foster collaborations.

CPNA serves as the premier launching pad for new beauty brands, introducing revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing.

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Session title: The Digital Beauty Consumer

Session description: Digital proved to be a lifeline for beauty players during the pandemic and is set to become a dominant means of beauty industry participation in the long term. Significant ramp-up in digital beauty is expected across all regions, from both mass and premium players, and in a wide range of channels. The core values of the digital beauty consumer will be redefined in the image of healthy living, personalization and clean to conscious beauty. In this presentation, Euromonitor will discuss the characteristics that define digital beauty consumers, how these consumers evolved and how beauty players can best navigate long-term, digitally driven shifts in the retail environment and consumer engagement.

Session date and time: Monday, 30 August 10:30AM – 11:30AM (Room: Mariners AB)

Speaker name and title: Irene Chang, Research Analyst

