

# COSMOPROF

WORLDWIDE BOLOGNA

•  
THE LEADING B2B  
EVENT DEDICATED  
TO ALL SECTORS OF  
THE BEAUTY INDUSTRY  
•

•  
**BOLOGNA, ITALY**  
FAIR DISTRICT  
•

•  
**21 - 23 MARCH 2024**  
•

COSMOPACK COSMO PERFUMERY & COSMETICS

•  
**21 - 24 MARCH 2024**  
•

COSMO HAIR & NAIL & BEAUTY SALON

•  
COSMOPROF.COM



An event by



In partnership with



With the support of



A new world for beauty

Bologna, Hong Kong,  
Las Vegas, Mumbai,  
Bangkok, Miami

## COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE

Cosmoprof Worldwide Bologna is the **leading event dedicated to all sectors of the beauty industry.**

With 55 years of experience in the beauty market, Cosmoprof is globally recognized as the **international stage** where companies do business and present product launches, and the **unmissable event** to source innovative solutions and scout trends.

The event is organized by the **BolognaFiere Group**, one of the top international players in the fairs market, in partnership with **Cosmetica Italia** –the personal care association, and with the support of the **Italian Ministry of Foreign Affairs and ITA, Italian Trade Agency.**

2023 EDITION

54<sup>TH</sup>

SQM

160,000

2023 VISITORS

253,478

51% FROM ITALY  
49% FROM 150+ COUNTRIES

2023 EXHIBITORS

2,934

FROM 64 COUNTRIES












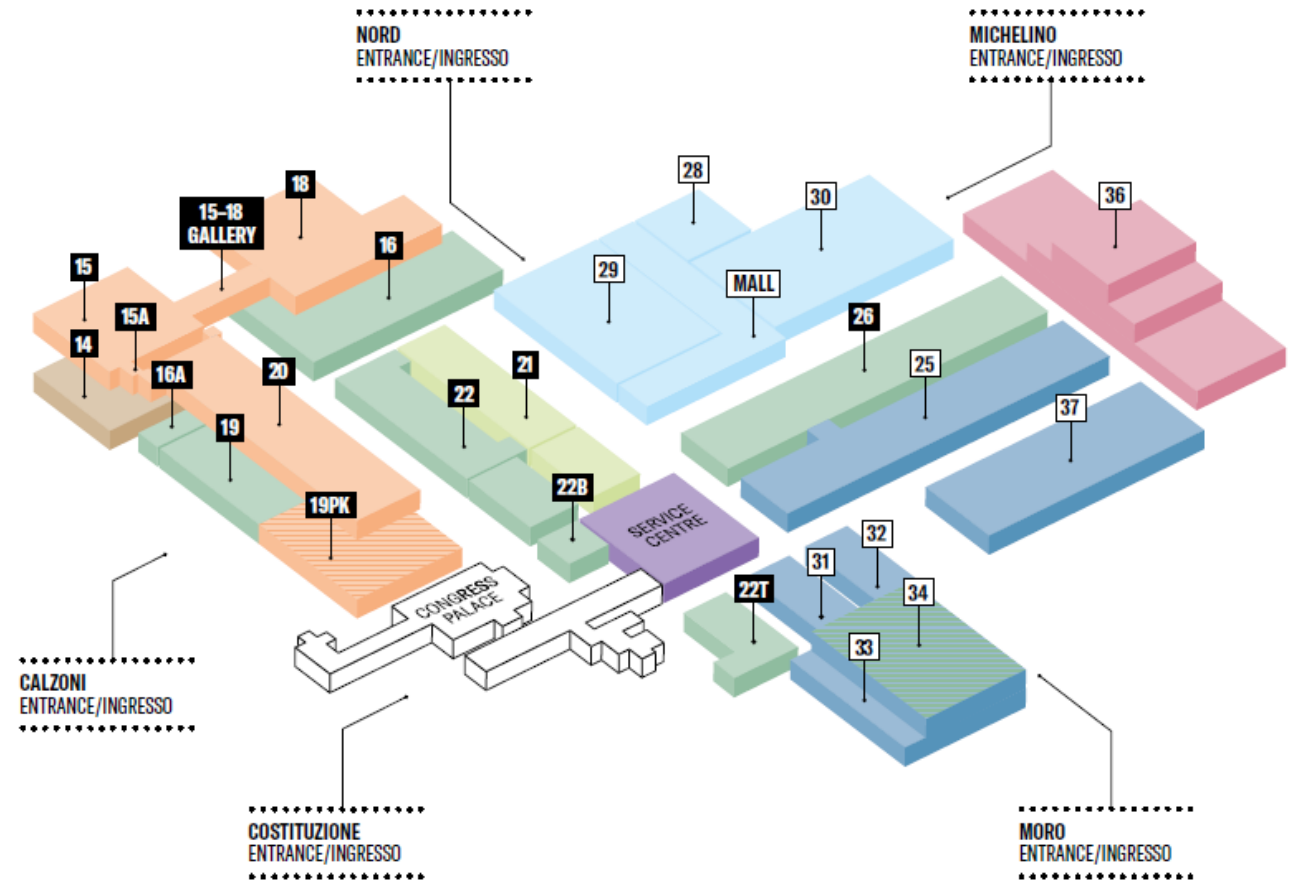
## ALL BEAUTY SECTORS UNDER ONE ROOF

Cosmoprof Worldwide Bologna is a **3-show-event**, with each show dedicated to specific industries and distribution channels.

In 2024, all salons will open simultaneously starting from **Thursday, 21 March**, and Cosmo Hair, Nail & Beauty Salon anticipates closing on Sunday, 24 March 2024.

This decision has been made to encourage and facilitate B2B meetings at the exhibition.

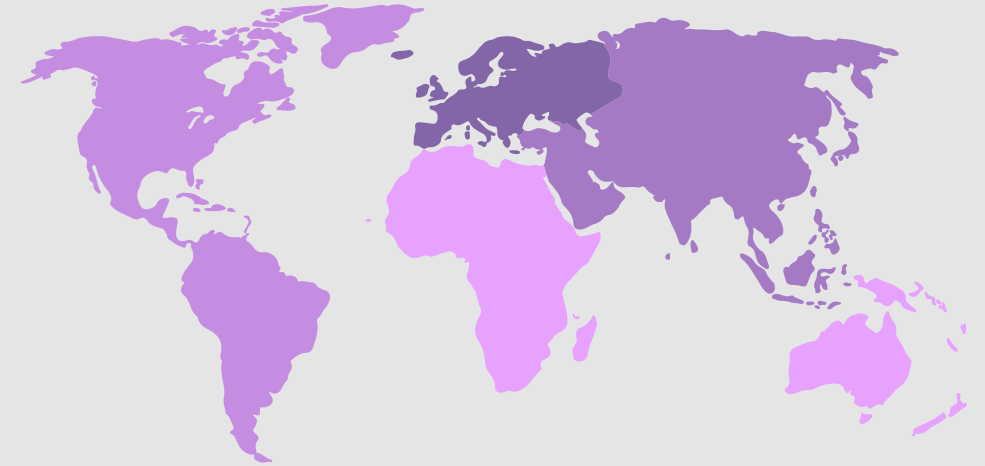
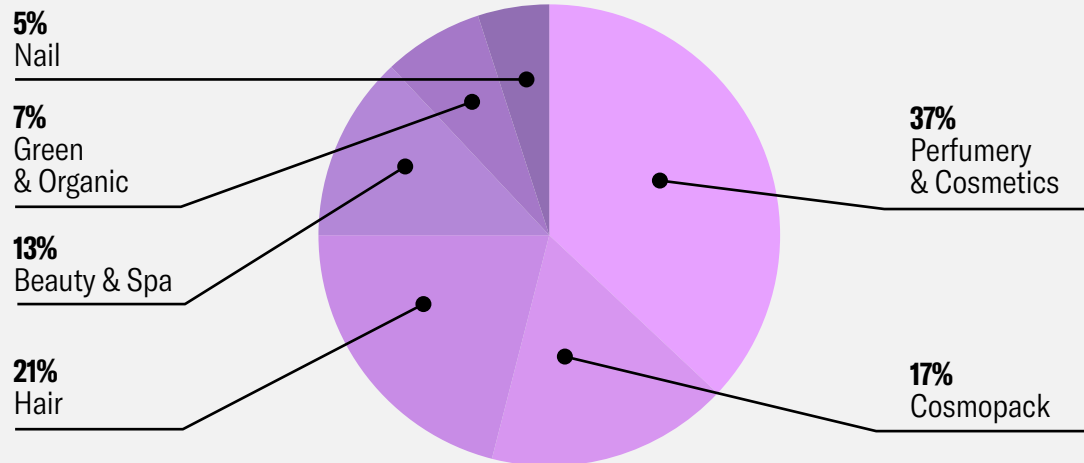
21-23 MARCH		21-24 MARCH
COSMOPACK		COSMO PERfumery & COSMETICS
 INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY	 COSMOPRIME	 PROFESSIONAL HAIR  BEAUTY & SPA  NAILWORLD
	 GREEN & ORGANIC	
	 COSMETICS & TOILETRIES, COUNTRY PAVILIONS	



## COSMOPROF 2023 EXHIBITORS

More than **2,900 exhibitors** (+11% compared to 2022, 35% new companies compared to the pre-pandemic period) **from 64 countries**, representing all the sectors of the cosmetics industry, participated at Cosmoprof Worldwide Bologna 2023 – the B2B event of reference for the cosmetics industry.

## EXHIBITORS PRODUCT SECTORS



● AMERICAS 7%
 ● EUROPE 58%
 ● ASIA 33%
 ● REST OF THE WORLD 2%



## 29 COUNTRY PAVILIONS

Argentina, Australia, Belgium, Brazil, California, China, South Korea, Ecuador, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Poland, Czech Republic, Romania, Spain, Sweden, Taiwan, Turkey, UK, Ukraine and USA.

## COSMOPROF BUYERS AND ATTENDEES

More than **250,000** buyers and operators from all over the world attended Cosmoprof Worldwide Bologna 2023 to source cutting-edge innovations, discover new trends, and connect with the beauty community.

At Cosmoprof buyers can get in touch with key players of the sector and benefit from an extremely broad international offer.

## PRIMARY BUSINESS NATURE

24% **MANUFACTURERS**

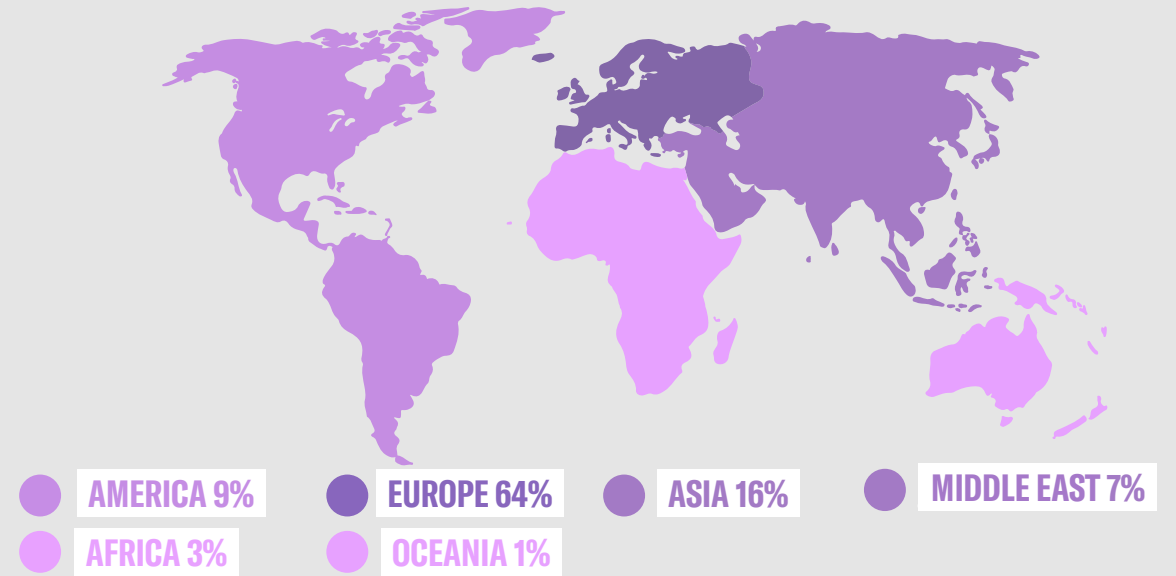
23% **DISTRIBUTORS,  
WHOLESALEERS, AGENTS**

18% **HAIR SALON**

16% **BEAUTY SALON  
& SPA**

15% **RETAILERS**

4% **OTHERS (INCLUDING  
PRESS AND ASSOCIATIONS)**





## ONLINE AND SOCIAL MEDIA IMPACT

Cosmoprof Worldwide Bologna has a community of more than **330,000 followers** and **210,000 Unique Registered Active Users**, from all over the world. If you exhibit at Cosmoprof, you will access this community not only during the physical event, but also after thanks to all the digital tools created to promote the event and the attending companies all year long.



### WEBSITE

**2M+**  
visits

**6.3M+**  
page views



### SOCIAL MEDIA

**f 198,000+**  
followers

**@ 94,000+**  
followers

**in 38,000+**  
followers



### MEDIA PRESS

**70+**  
Official media partners

**7,000+**  
articles

**3,365+**  
Italian articles

**3,669**  
International articles



### COMMUNITY MEMBERS

**210,000+**  
registered active users

**52%**  
from Italy

**48%**  
from all over the world

**150+**  
countries of origin



## UNITING THE BEAUTY INDUSTRY TO MAKE BUSINESS

Cosmoprof, with the support of ITA, the Italian Trade Agency, offers selected international buyers the opportunity to participate in the **Buyer Program**, our program designed to:

- maximize direct contact between exhibitors and buyers;
- assist companies in expanding their business globally through effective B2B meetings;
- support buyer visits with online and on-site services, as well as dedicated assistance.

Thanks to **Cosmoprof My Match**, the matchmaking software developed by Cosmoprof Worldwide Bologna, is easy to **contact potential clients directly** and to **schedule tailored B2B meetings**. Exhibitors can connect with partners to grow their distribution network and to source companies to develop their business. Buyers also can directly search for products, brands and solutions of interest among all exhibitors.





## SPECIAL PROJECTS & EVENTS

Cosmoprof Bologna is the worldwide event where new products and solutions are presented. Thanks to **digital tools** such as the **Cosmoprof Digital Catalogue** and our **marketing projects**, exhibitors can present their major breakthroughs, and buyers can discover the latest trends and innovations.

COSMOPROF  
*Awards*

We select and celebrate the most innovative products, designs, and solutions with a global marketing campaign that reaches over 200,000 buyers, journalists and influencers.

COSMO  
TRENDS

We discover new trends by selecting forward-thinking products and solutions. A project in collaboration with BEAUTYSTREAMS.

PRODUCT  
LAUNCHES

We promote our exhibitors by placing them at the center of our communication plan: company news and launch products are activities to give further visibility to our companies.





## GET INSPIRED

Every year **more than 150** between **industry visionaries, beauty experts** and **international speakers** take the stage and tackle cosmetics industry's biggest topics and forecast what's next.

### COSMO TALKS

Our CosmoTalks conference program spotlights beauty most influential global as partners and speakers, sharing insights, industry trends, and what will continue to redefine the industry in the future.

### COSMO ONSTAGE

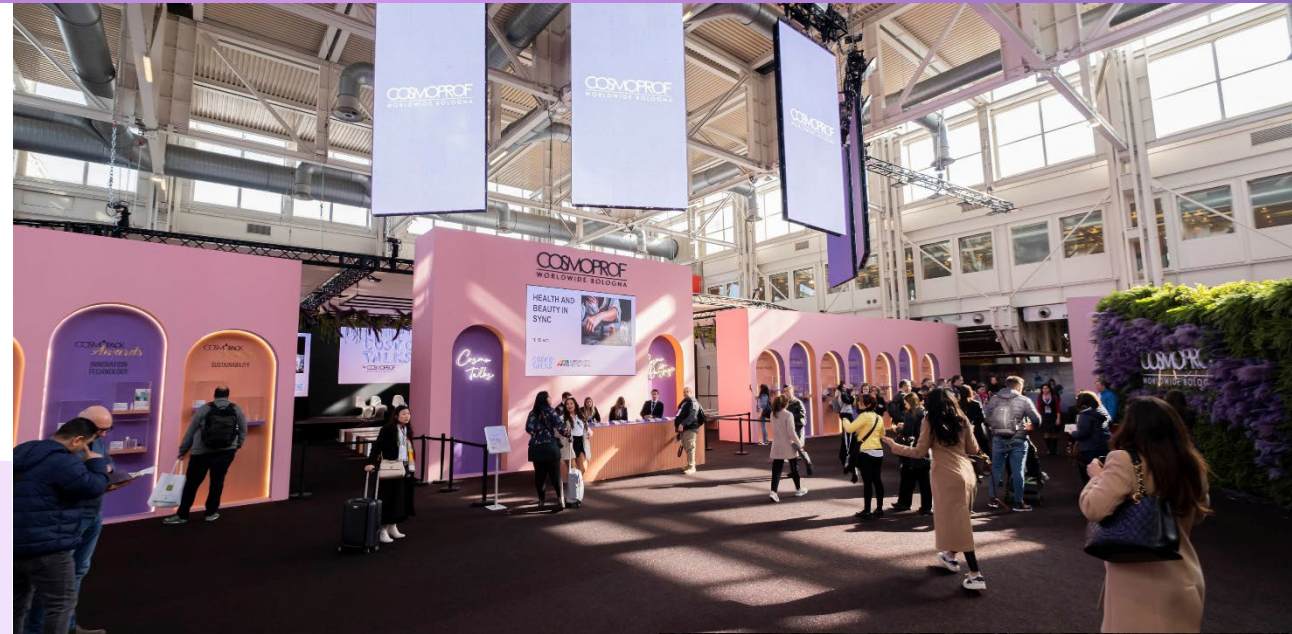
Cosmo Onstage is the stage dedicated to the innovations of the Beauty and Professional Hair sectors. The project "Meet the Guru" will give the chance to meet the most representative testimonials, HAIRitage is the workshop that will present the Hair Salons of the future.

### ONHAIR

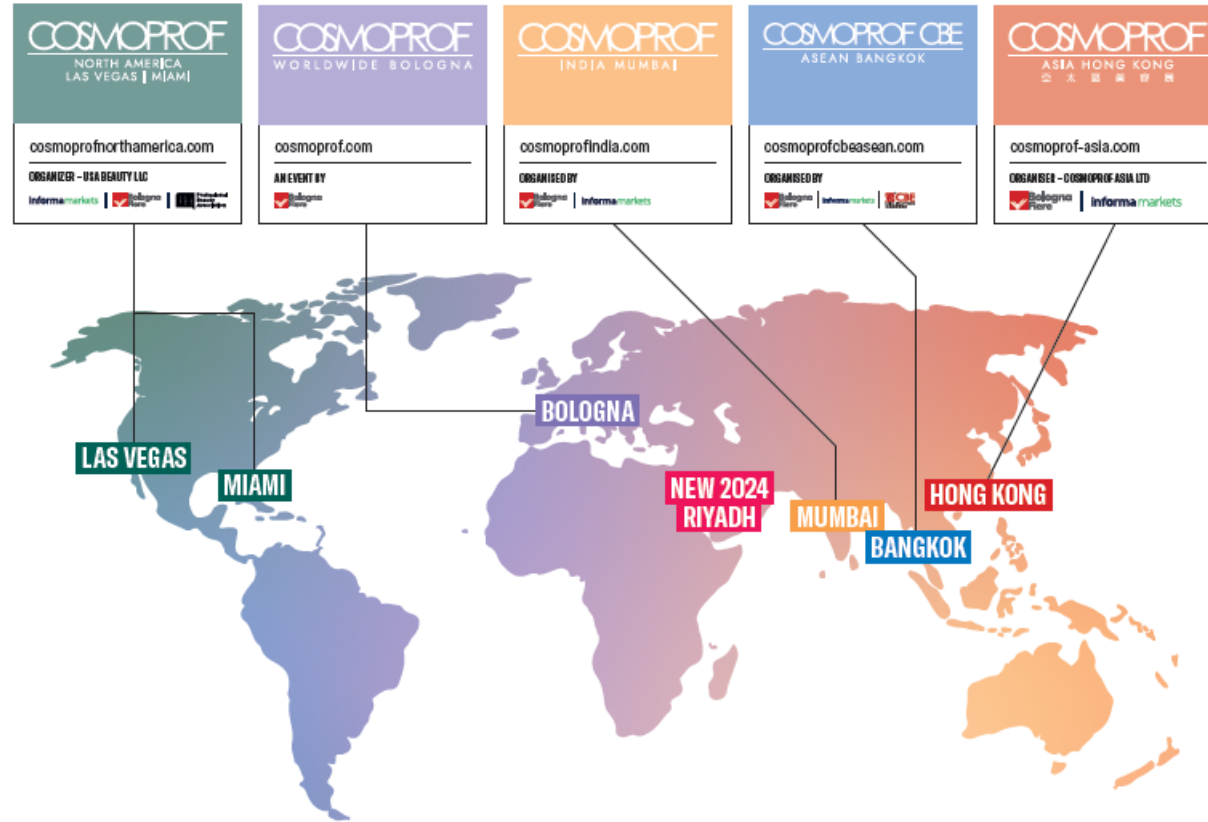
An event entirely dedicated to the hair world: live shows and educational sessions by the most admired teams and talents.

### WORLD MASSAGE MEETING

Beauticians, masseurs and holistic operators will discuss, train and update on the latest innovative body techniques from all over the world.



## INTERNATIONAL PLATFORM



USA	EUROPE	SHENZHEN	PASAY CITY	HO CHI MINH CITY	KUALA LUMPUR	JAKARTA
premiereshows.com	health-and-beauty.com	southchinabeautyexpo.com	philbeautyshow.com	vietbeautyshow.com	beautyexpo.com.my	cosmobeauteasia.com
ORGANIZER - USA BEAUTY LLC Informa markets   Bologna Fiere   International Beauty Show	ORGANISER HEALTH & BEAUTY Bologna Fiere   COSMOPROF	ORGANISER cosmobeauté Informa markets   Bologna Fiere	ORGANISER Informa markets	INTERNATIONAL AGENT Bologna Fiere	POWERED BY COSMOPROF	



- **FOR MORE INFO CONTACT US!**

- **INCOMING BUYER**

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- **EXHIBITORS**  
[CONTACT FORM](#)

