

## DISCOVERING WHAT'S NEW FOR THE HAIR UNIVERSE: THE BEST OF COSMOPROF WORLDWIDE BOLOGNA 2025

According to *Mordor Intelligence*, the global hair care market is expected to be worth **\$94.10 billion in 2025** and projected to reach **\$111.16 billion by 2030**, with a **CAGR of 3.39% over the next five years**. Hairdressers' ability to diversify their range of treatments and services is driving steady revenue growth in salons, bringing new vitality to the sector.

The dynamism of the sector was also evident during the latest edition of Cosmoprof Worldwide Bologna, which took place from March 20 to 23. Companies, manufacturers, and hairdressers gathered in Bologna, and once again, Cosmoprof revealed the most cutting-edge trends.

### THE TRANSFORMATION OF THE HAIR WORLD

Color, texture, but also scalp care and wellness: these are the key words that will define the future of the hair universe. "Hair health and protection are of the highest importance, especially with the daily challenges the scalp and hair are exposed to," notes **Mounir, Co-Founder of Mounir Group** and a special guest at the latest Cosmoprof edition. "today, through my own vision, I'm focusing on guiding hair designers to prioritize scalp health first making sure it's healthy and to keep the hair body moisturized and in good condition. Choosing the right, effective products has become a responsibility, and the goal is to maintain healthy hair both inside and out."

"Hair Spa is definitely the new frontier of luxury hair care," says **Beppe D'Elia, Creative Director and Founder of Beautick, a prominent voice in the hair sector who participated in Cosmoprof for L'Oréal Professionnel**. "Inspired by refined Asian beauty rituals, particularly the famous Korean skincare routines, this new trend is revolutionizing how we take care of our hair. The scalp, often neglected, finally takes center stage: it is carefully analyzed, pampered, and rejuvenated through relaxing massages, multi-step treatments, and next-generation ingredients. It's no longer just about hair care, it's a true wellness ritual where health and beauty meet, redefining the very concept of luxury."

"Freehand coloring, texture and volume will become more prominent in the near future, as people are beginning to grow tired of straight, flat hair. I can see perms and other texturizing techniques making a strong comeback in salons. ," highlights **Angelo Seminara, Global Art Director at Kemon**.

Sustainability and technological innovation will be hot topics for the future of the sector, according to **Gianni Rando, Global Artistic Director at Farmagan**. "Brands will be paying closer attention to the new needs of consumers and professionals in the industry, and strong investments in digitalization and new marketing tools will drive the transformation of the hair world."

### THE HOTTEST TRENDS

Cosmoprof also served as an opportunity to discover the trends that will define the upcoming months. "The trend is definitely extra-long hair with soft, invisible layers - perfect for adding movement and volume without sacrificing fullness. This type of cut, ideal for both straight and wavy hair, creates a natural and airy effect. In short: maxi lengths and soft layers are the go-to look for a modern and sophisticated style," says Beppe D'Elia.

In terms of color, Gianni Rando emphasizes the strong demand for warm, natural, and radiant tones: "Bronde, cherry red, sandy blonde, and honey are very trendy. As for shapes, volume, bangs, and movement are in high demand. Among the most requested cuts is the doll cut, a bob with softened ends ideal for versatile and modern styling; voluminous lengths and natural curls are also in high demand."

### COSMOPROF AS A HUB FOR NEW IDEAS AND TRENDS

Cosmoprof Worldwide Bologna reignited enthusiasm and innovation among industry professionals. "Once again, we witnessed Cosmoprof once again welcoming and embracing visitors from all over the world bringing life and hope back into the hearts of attendees. The presence of major international brands, modern technologies, and the outstanding shows on the On Hair stage, combined with the new On Hair Education format, made this edition truly unique.

There was a renewed energy, and it was clear how much people were longing for this type of event. As always, Cosmoprof remains the biggest supporter of emerging talents,” Mounir noted at the end of the event.

Angelo Seminara also gave extremely positive feedback: “I found the event extremely busy and lively, with a great energy. It was lovely to see so many young people in attendance. Visitors came from all over the world, and the event catered to a wide range of global brands. I was especially intrigued by the Asian stands, which featured some amazing products and tools. I’m very much looking forward to returning next year — and hopefully having more time to take it all in!”.

For further details, and for reviewing the best of Cosmoprof Worldwide Bologna 2025, [www.cosmoprof.com](http://www.cosmoprof.com)