

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA 2024: INITIATIVES AND SPECIAL PROJECTS FOR A GREAT BUSINESS EXPERIENCE!

The B2B exhibition will showcase the most exclusive trends and innovations through a rich schedule of insights and unmissable special projects.

December 2023 – The global cosmetic industry is valued at \$427 billion, according to the 2023-2027 beauty report by the analysis company *McKinsey & Company*. This turnover is expected to increase by 6% annually, reaching \$580 billion by 2027. In this highly competitive scenario, the role of **Cosmoprof Worldwide Bologna** becomes essential in supporting companies and operators in business development.

Now in its 55th edition, the leading B2B event for the cosmetic industry is still recognized as a unique kaleidoscope to discover the industry's transformation. It excels in both **excellent quality of its exhibition offer** and **the most interesting innovations from around the world**, as well as **inspiring training sessions hosting prestigious experts and opinion leaders**. Additionally, **specific digital services tailored to individual needs** and the **expertise of a highly qualified team** help stakeholders build new business relationships and projects.

The 2024 edition is set to be an unmissable experience for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and operators interested in new solutions for their business development. The optimization of access dates aligns with the **growing interaction between distribution channels**. The trade show will take place **from Thursday, March 21, to Sunday, March 24, with all pavilions opening on Thursday, March 21**. **Cosmopack**, dedicated to the supply chain, and **Cosmo Perfumery & Cosmetics**, the salon hosting companies and retail operators in the Perfumery and Cosmetics sector, will be open for **three days until Saturday, March 23**. The pavilions dedicated to the professional channel of **Cosmo Hair, Nail & Beauty Salon will open on Thursday, March 21**, optimizing networking activities and trade exchanges with professionals from other sectors, **and will close on Sunday, March 24**.

The March event is set to be sold out once again, expecting **over 3,000 companies from more than 60 countries** and **more than 20 Country Pavilions**. To promote the development of the event globally, the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency** is crucial. For the 2024 edition, thanks to the support of ITA offices abroad, **a delegation of buyers from 47 countries** will be present in Bologna, with a focus on emerging markets.

Cosmoprof Worldwide Bologna can count on collaboration with **Cosmetica Italia – the National Association of Cosmetic Companies**. The support of national trade associations will be essential for the involvement of beauticians and hairdressers in Bologna. Through initiatives in partnership with sector associations and media partners, activities will be encouraged for the incoming of both Italian and international operators, especially distributors for professional channels and major perfumery chains.

The extensive network of collaborations for the March event goes hand in hand with the activation of ticketing on the official website, www.cosmoprof.com, well in advance compared to previous editions. The goal is to facilitate the presence of operators, especially those coming from abroad, for a global and high-quality attendance.

A UNIQUE EVENT ON THE INTERNATIONAL SCENARIO

Cosmoprof Worldwide Bologna is the most important exhibition of the international Cosmoprof platform, which, with its events in Hong Kong, Mumbai, Las Vegas, Bangkok, and, from 2024, in Miami and Riyadh, offers unique international business opportunities. In March, Bologna will once

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In partnership with
 COSMETICA ITALIA
the personal care association

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again be the meeting point for **over 250,000 operators from nearly 160 countries**. The excellence of the business services offered and the simultaneous presence of active players in all sectors of the industry make attending Cosmoprof a unique and unparalleled experience. The numerous events organized during the exhibition express the enthusiasm among industry professionals and the desire to interact and forge new synergies.

In particular, the 2024 edition of Cosmoprof will highlight the most impactful market trends and innovations through a rich offering of content and exclusive special projects. These projects are specially designed to meet the needs of all operators, allowing them to fully immerse themselves in inspirations from around the world presented by exhibitors. Nominations are already open for the **Cosmopack & Cosmoprof Awards**, the "Oscars of Beauty" organized in collaboration with BEAUTYSTREAMS, that celebrate innovation, research, and excellence for all sectors of the cosmetic industry, from the supply chain to the finished product. For stakeholders, this initiative is a unique opportunity to preview solutions that will influence the market in the coming years, with a particular focus on sustainability and the most original communication solutions to enhance the uniqueness of the brand or company among consumers. For exhibiting companies, the Awards represent a prestigious and coveted recognition in the entire sector, thanks to the contribution of a jury of international experts, including prestigious brand owners, retailers, market analysts, trend scouts, opinion leaders, and beauty editors. Finalists will be featured in an installation in the Service Centre. To discover the winners, the not-to-be-missed event is the **Grand Soirée of Cosmoprof Worldwide Bologna 2024**, scheduled for **Friday, March 22, with the exclusive presence of MTV Italy**. On this occasion, the **Life Achievement Award** will also be presented, an award that Cosmoprof Worldwide Bologna recognises annually to a particularly influential figure in the industry. For the 2024 edition, the award will be presented to **Trevor Sorbie**, a celebrity in the hair universe and a protagonist on the world's major stages.

The Cosmoprof & Cosmopack Awards contest has been a characteristic feature of the Cosmoprof platform's international events for years. To share with visitors to Cosmoprof Worldwide Bologna what the award-winning features are in the main global markets, for the first time in March, the winners of the 2023 Awards for Cosmoprof North America – Las Vegas, Cosmoprof Asia in Hong Kong, and Cosmoprof India in Mumbai will be showcased in the Service Centre. Right now, on the official website <https://www.cosmoprofawards.com/it>, it is possible to discover the best products from the international editions of Cosmoprof & Cosmopack Awards.

For an overview of the most current trends among Cosmoprof exhibitors, **COSMOTRENDS**, the report designed by BEAUTYSTREAMS, is a fundamental tool for trend scouters, press, influencers, and buyers to navigate the exhibition halls. Confirmed companies for the upcoming edition can already present their products or services through the event's website.

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To share insights, inspirations, and future strategies to address the most current challenges for the cosmetic industry, **CosmoTalks**, the roundtables by Cosmoprof, will offer stakeholders 3 days of appointments with **over 70 speakers**, representatives from market analysis and trend agencies, brands, and media from around the world, who will discuss the state of the industry and its future evolution. Among the themes of the 2024 edition are new trends, high-tech solutions for the industry, sustainable and innovative ingredients and raw materials, and an analysis of new markets and international economics. Among the confirmed partners are BEAUTYSTREAMS, Ecovia Intelligence, Euromonitor International, Fashion Snoops, Nelly Rodi, VEG – Virtual Events Group.

Sunday, March 24, beauty salon and hair professionals will be the key protagonists. Exclusive in-depth appointments will be dedicated to the beauty salon and hair channels. Beauty salon and wellness operators are invited to the 3rd appointment with the **World Massage Meeting** with the leading experts in manual techniques. **Cosmo Onstage**, the stage dedicated to professionals, will host the most renowned experts in the sector, in the special role of GURUs, who will delve into specific topics and trends. For hairdressers, the unmissable appointment is **ON HAIR**, an exciting **one-day event on Sunday, March 24**, with performances by the most important artistic teams, to connect the entire hair community. The catwalk of OnHair 2024 will also be the exceptional stage to preview the new trends proposed by **L'Oréal Professionnel, Redken, Matrix**, and their artists and partners. Enthusiastic shows by **Gamma Più, My.Organics** and **Shot** are scheduled, too.

The whole program and all the insights will be available on the website www.cosmoprof.com in the coming weeks.

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