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BOLOGNA, ITALY
FAIR DISTRICT

•
20 - 22 MARCH 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARCH 2025

COSMO HAIR & NAIL &
BEAUTY SALON

GREAT SUCCESS FOR COSMOPROF WORLDWIDE BOLOGNA 2025: OVER 255,000 ATTENDEES FROM 150 COUNTRIES

The event confirms its role as the leading trade show for the global cosmetics industry, with growing attendance figures and highly positive feedback from professionals

COSMOPROF
WORLDWIDE BOLOGNA

March 23, 2025 – The 56th edition of **Cosmoprof Worldwide Bologna** concluded on a high note, reaffirming its status as the leading event for the global cosmetics industry. With over **255,000 beauty professionals** from **150 countries** and **3,128 companies** from **65 countries**, representing more than **10,000 brands**, the exhibition once again proved to be an essential meeting point for industry stakeholders. Once more, Bologna became the **world capital of beauty**. Key industry players returned to Bologna to **seal new deals, exchange insights, and explore the latest trends and innovations**. The exclusive **Buyer Program by Cosmoprof**, with its networking and matchmaking tools, helped professionals maximize their time at the event. Additionally, a **rich program of educational sessions, training workshops, live demonstrations, shows, and special initiatives** enriched the experience for attendees.

A RECORD-BREAKING EDITION

“We are extremely proud of the results of this edition,” declared **Gianpiero Calzolari, President of BolognaFiere Cosmoprof**. “We have concluded a **record-breaking Cosmoprof**, confirming once again that the exhibition—through its initiatives and services aimed at optimizing business opportunities among industry professionals—is an essential tool for the growth of the sector. We recorded a 4.5% increase in visitors compared to last year, with a high number of **international attendees** of outstanding quality. This was made possible thanks to buyer recruitment programs targeting key markets and the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**, which facilitated the presence of **80 delegations from major global markets**. Cosmoprof is also a key platform for the growth of Made in Italy worldwide, demonstrating the industry’s strong health and professionals’ eagerness to discover new business solutions. Cosmoprof reflects the continuous growth of the global beauty industry,” Calzolari continued, “which is expected to exceed €612 billion in revenue by 2025, according to research by Euromonitor International. Our exhibition remains a crucial business partner for industry professionals.”

The **56th edition** featured an **exceptional and high-quality exhibitor lineup**, showcasing the best of the global beauty industry. Thanks to the **new hall layout**, the exhibition expanded to include **new product categories** in line with the **ever-evolving market**, resulting in a **5.8% growth in exhibition space** compared to last year. With **29 country pavilions** and **78% of exhibitors coming from abroad**, Cosmoprof reaffirmed its **leadership as a strategic event for industry stakeholders**.

“The numbers prove that the beauty industry is on the rise: in 2023, exports grew by over 20% compared to 2022, and in 2024, we observed a further 11.4% increase over the previous year,” stated **Matteo Zoppas, President of ITA - Italian Trade Agency**. “We can confidently say that beauty is one of the driving forces behind Made in Italy exports. While some sectors, such as automotive, have seen a decline, the cosmetic industry has contributed significantly to stabilizing the national economy. With €8.4 billion in exports, accounting for over 40% of the sector’s total revenue, beauty remains a strategic asset for Made in Italy—especially considering the €626 billion generated globally last year. For the 2025 edition, ITA played a key role in bringing 220 operators, buyers, and KOLs (Key Opinion Leaders) from 80 countries to Cosmoprof, ensuring targeted

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ITALIAN TRADE AGENCY

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demand that aligns with the needs of Italian entrepreneurs. Cosmoprof has also been actively present in key international exhibitions across Asia, America, and Africa, regions with high growth potential.”

The **partnership with Cosmetica Italia** was also crucial. “With a revenue of €16.5 billion, the cosmetic industry is one of the fastest-growing sectors within Made in Italy, with +12% export growth in just one year,” said **Benedetto Lavino, President of Cosmetica Italia**. “The Italian cosmetic industry participated in Cosmoprof Worldwide Bologna with record-breaking numbers. A trade surplus nearing €4.7 billion confirms the strategic role of cosmetics within the Italian manufacturing sector. Internationalization efforts are key to positioning Italy among the top global players. By focusing on simplification, competitiveness, and innovation, we are working to further unlock the potential of Italian beauty companies, which already rank as the second-largest exporter in Europe and the fourth worldwide. During this 56th edition, thanks to the collaboration with BolognaFiere Cosmoprof, we proactively showcased the excellence of the Italian cosmetic industry. Beyond the economic results, the exhibition highlighted the sector’s importance in job creation, with 400,000 professionals working across the entire supply chain. Our dialogue with political and institutional representatives—including Adolfo Urso, Minister of Enterprises and Made in Italy, and Valentino Valentini, Deputy Minister of the same Ministry, alongside numerous institutions and Parliament members—brought crucial industry concerns to the government’s attention. A strong synergy between businesses and institutions is essential to tackle future challenges and secure the industry’s continued growth.”

THE CRADLE OF NEW TRENDS

Cosmoprof Worldwide Bologna 2025 showcased the innovation and excellence of the beauty industry, highlighting the evolving needs and habits of consumers who are increasingly informed, responsible, and conscious of how their choices impact their well-being, society, and the environment. Visitors were excited by new eco-friendly solutions, highly personalized products, and cutting-edge technologies.

“Once again, Cosmoprof proves to be a hub for new trends and ideas. This year, our exhibition provided industry professionals from around the world with insights into the evolution of the beauty sector and the most impactful trends, from sustainability to the demand for products that cater to emerging consumer clusters, from wellness-focused solutions to the influence of new technologies and artificial intelligence on product experiences,” stated **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. “In the coming months, we will continue to provide in-depth insights and updates to our global community, while laying the groundwork for an even more engaging and high-performing edition in 2026.”

The next appointment is **Cosmoprof Worldwide Bologna 2026**, in **March 2026**, with new initiatives and solutions to drive the growth of the beauty industry.

For more details, visit www.cosmoprof.com

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