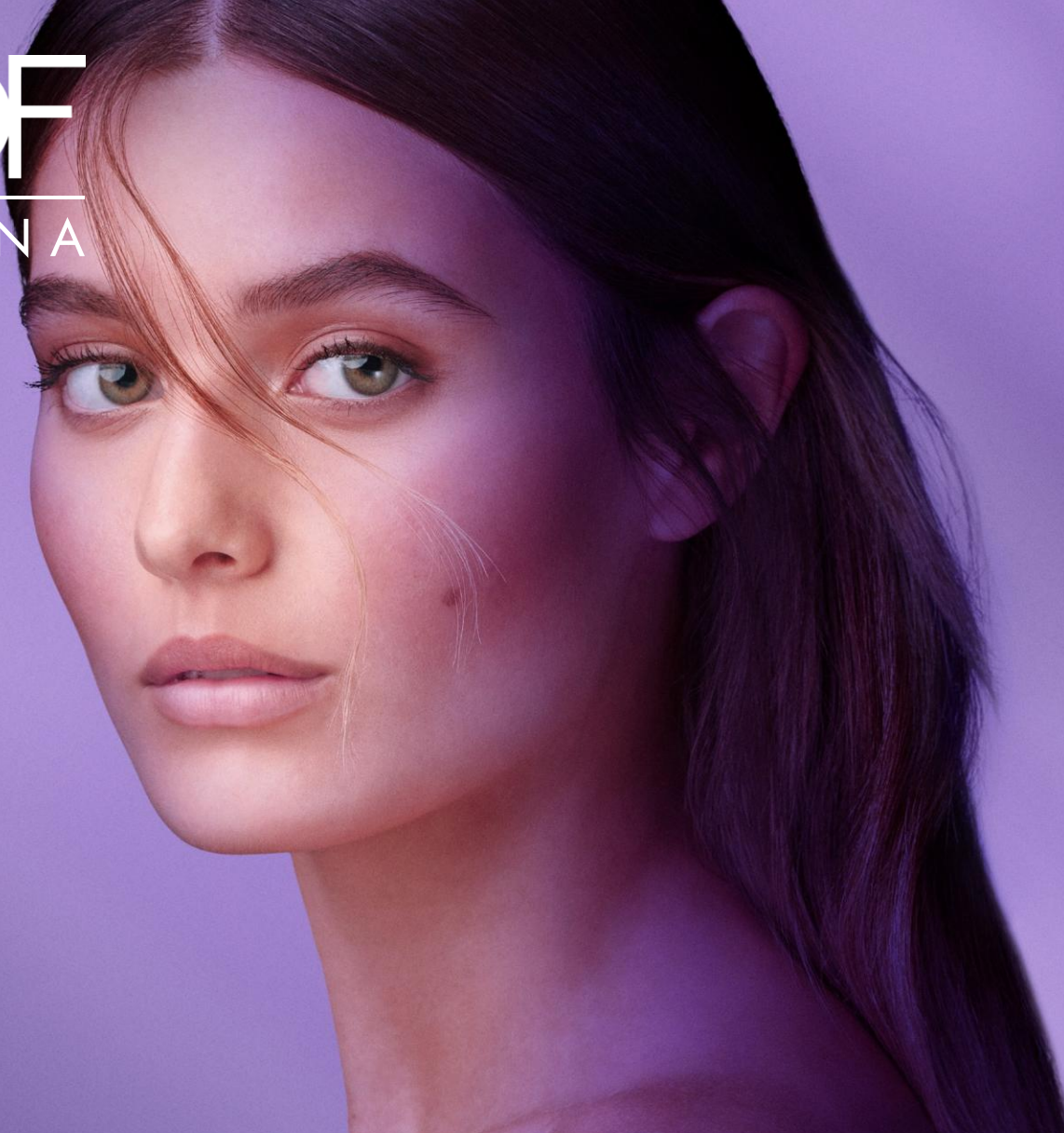


COSMOPROF

WORLDWIDE BOLOGNA



[DISCOVER MORE →](#)

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

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK **COSMO** PERFUMERY & COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL & BEAUTY SALON

[COSMOPROF.COM](https://cosmoprof.com)

COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE

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

With 56 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.**

2025 EDITION

56th

SQM

170.000+

2025 VISITORS

255,000+

46% FROM ITALY
54% FROM
150+ COUNTRIES

2025 EXHIBITORS

3,128

FROM 65 COUNTRIES



COSMOPROF
WORLDWIDE BOLOGNA

[CLICK HERE
TO WATCH
COSMOPROF 2025
POST SHOW →](#)

WHY COSMOPROF ?

1

JOIN THE NO. 1 GLOBAL
BEAUTY COMMUNITY →

2

1 FAIR/3 SHOWS →

3

NETWORK WITH PEERS
AND MAKE BUSINESS →

4

MAXIMISE YOUR
EXPOSURE THROUGH
SPECIAL PROJECTS →

5

GET INSPIRED BY
COSMOPROF INSIGHTS
AND EVENTS →

6

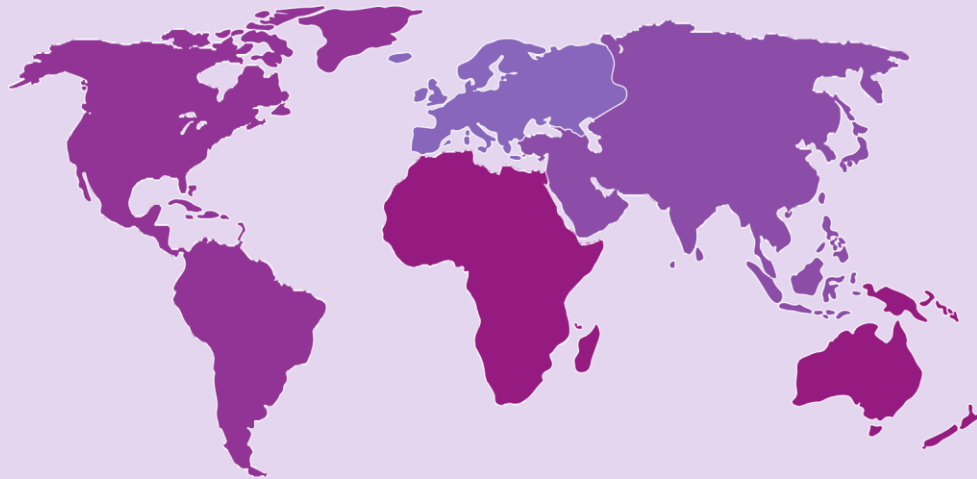
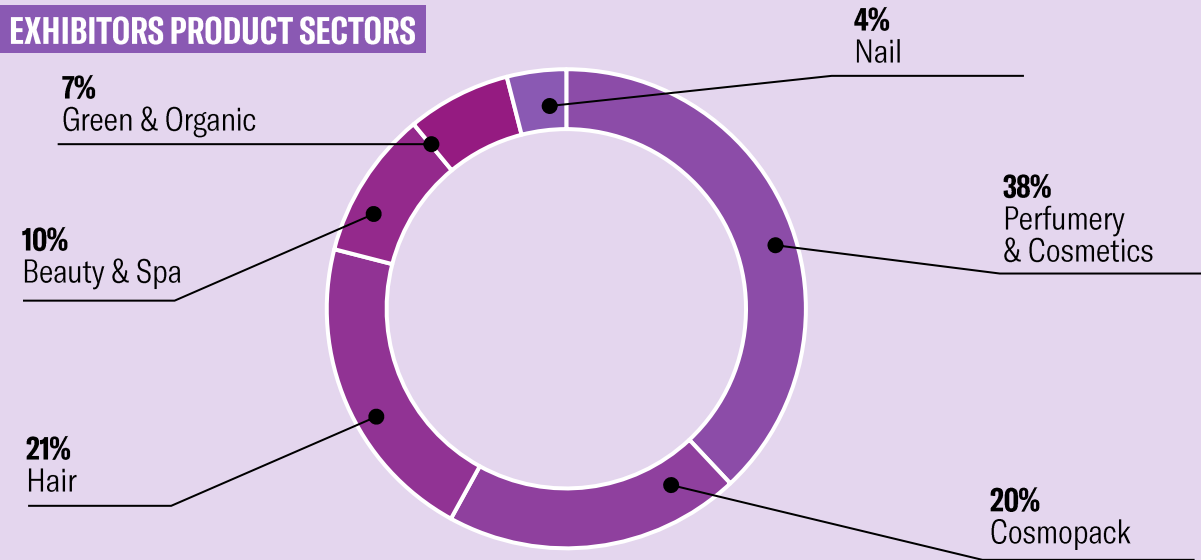
BENEFIT FROM THE
BRAND AWARENESS
OF COSMOPROF
NETWORK →

COSMOPROF 2025 EXHIBITORS

3,128 exhibitors from 65 countries - representing over 10,000 brands, showcased their latest innovations at Cosmoprof Worldwide Bologna 2025.

With a remarkable **5,8% increase in exhibition space** compared to 2024, and **35% brands exhibiting for the first time**, Cosmoprof confirms its role as the **leading global event for the cosmetics industry**.

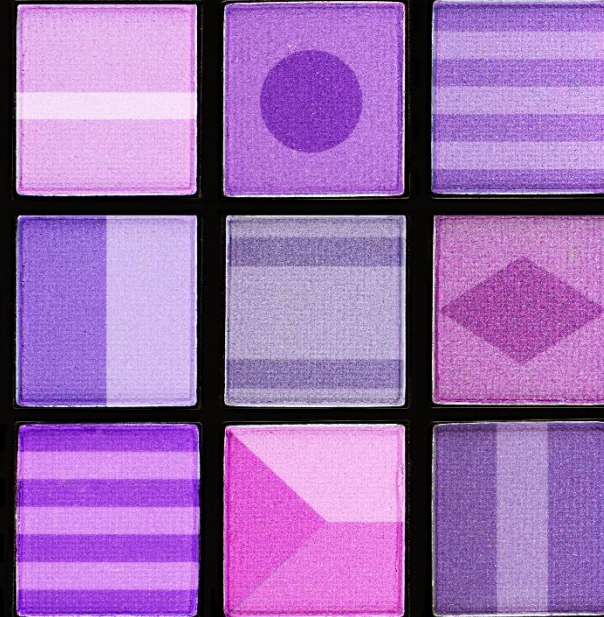
EXHIBITORS PRODUCT SECTORS



7% AMERICAS 56% EUROPE 36% ASIA 1% REST OF THE WORLD

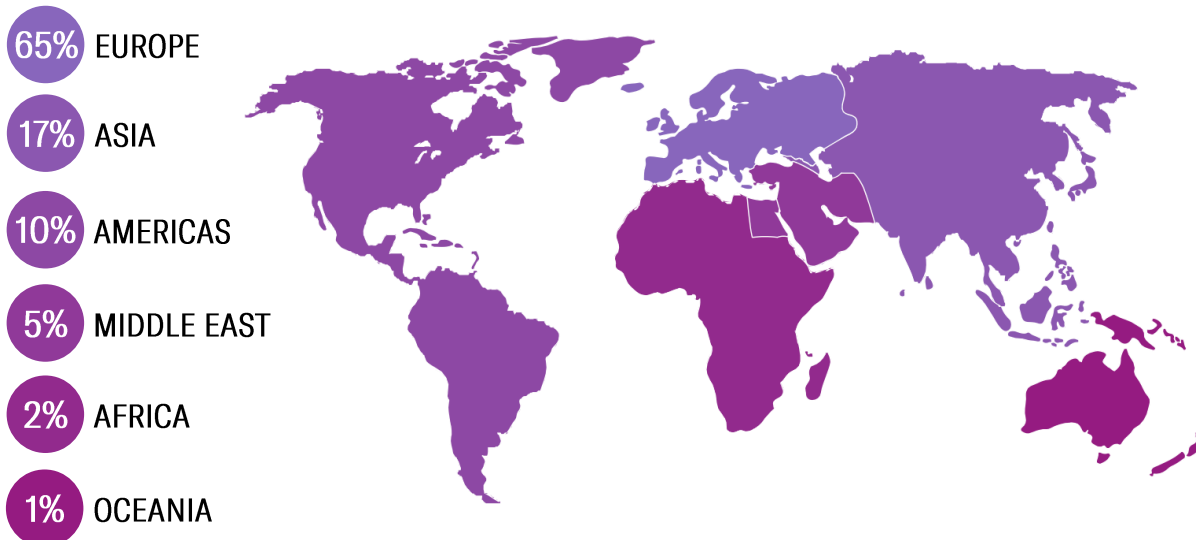
29 COUNTRY PAVILIONS

Australia, Brazil, California, China, Czech Republic, Estonia, France, Germany, Greece, India, Indonesia, Ireland, Japan, Latvia, Norway, The Pacific Islands, Poland, Romania, South Korea, Spain, Sweden, Taiwan Region, Tunisia, Turkey, Ukraine, UK, USA.



COSMOPROF BUYERS AND ATTENDEES

In 2025, over **255,000 beauty professionals** from **150 countries** came to Bologna to **seal new deals, exchange insights, explore the latest trends and innovations**, and connect with the global beauty community. We recorded a 4.5% increase in attendance compared to last year, with a high number of **international attendees** of outstanding quality. Notably, **21% of attendees were first-time visitors**, confirming the show's ongoing growth and its strong appeal as a platform for new business opportunities.



PRIMARY BUSINESS NATURE



ONLINE AND SOCIAL MEDIA IMPACT

Cosmoprof Worldwide Bologna has a community of more than **400,000 followers** and **345,000 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
6.2M+
Page views



SOCIAL MEDIA

f 200,000+
Followers
@ 146,000+
Followers
in 52,000+
Followers



MEDIA PRESS

80+
Official media partners
23,400+
articles
11,423
Italian articles
12,001
International articles



COMMUNITY MEMBERS

345,000+
Registered active users
150
Countries of origin

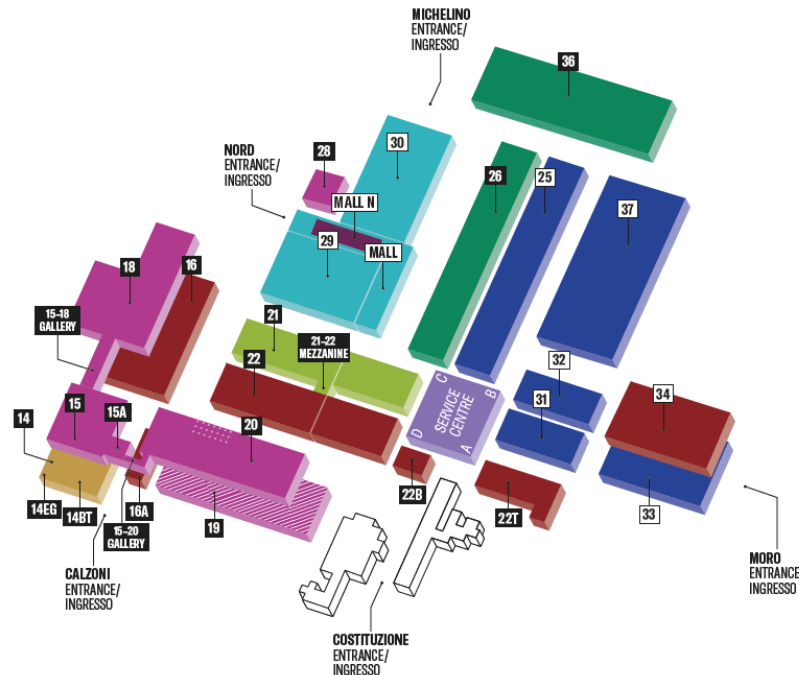


ALL BEAUTY SECTORS UNDER ONE ROOF

Cosmoprof Worldwide Bologna is a **3-show-event**, with each show dedicated to specific industries and distribution channels. All salons will open simultaneously from Thursday, March 26. Cosmopack and Cosmo Perfumery & Cosmetics will close on Saturday, March 28, while Cosmo Hair, Nail & Beauty Salon, will close on Sunday, March 29.

N PAVILIONS OPEN FROM 26TH TO 28TH MARCH
PADIGLIONI APERTI DAL 26 AL 28 MARZO

N PAVILIONS OPEN FROM 26TH TO 29TH MARCH
PADIGLIONI APERTI DAL 26 AL 29 MARZO



26- 28 MARCH

From Thursday to Saturday

COSMOPACK

The leading international event focused on the entire beauty supply chain.

PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING

MACHINERY

FRAGRANCES & INGREDIENTS

COSMO PERFUMERY & COSMETICS

The show dedicated to Perfumery & Cosmetics products distributed in different retail channels.

COSMOPRIME

A selective pavilion that hosts Premium Perfumery & Cosmetics and the Extraordinary Gallery, the special area dedicated to indie and prestige/luxury brands.

GREEN & ORGANIC

Natural and eco-sustainable green products.

COSMETICS & TOILETRIES

Fragrances, make-up, accessories, skincare and toiletries.

26 - 29 MARCH

From Thursday to Sunday

COSMO HAIR&NAIL& BEAUTY SALON

The show hosting exhibitors of finished products ranging from Professional Hair, Beauty & Spa, Nail and accessories.

PROFESSIONAL HAIR

Products, tools, equipment, furnishings and accessories.

BEAUTY&SPA

Cosmetic products, machinery and equipment, decor and fittings for beauty salons and spas, tanning, aesthetic medicine.

NAIL

Nail products, professional nail reconstruction products and treatments for hands and feet, accessories, equipment and services.

COSMOSHOP

An area for a selection of hair and beauty companies selling directly to professional operators.

COUNTRY PAVILIONS

A collection of solutions for the beauty industry, retail and professional products from all over the world gathered under their country flag.

SPECIAL AREAS

extraordinary
GALLERY

The Extraordinary Gallery inside the Cosmoprime Hall is dedicated to established brands and a springboard for emerging brands and offering a careful selection of indie and prestige/luxury companies. (Hall 14EG)

BEAUTY
TECH

Beauty Tech Area hosts companies that are revolutionizing the dynamics of the cosmetics industry. Focus On: 3D/AI/AR/VR technologies, apps and software applied to the retail world, retail analytics, virtual try-on apps, online platforms, digital solutions and much more. (Hall 14BT)

**FRAGRANCES &
INGREDIENTS**
ZONE

The Fragrances and Ingredients Zone is an area dedicated to raw materials and ingredients, as well as fragrance houses, fragrance creators, and manufacturers. (Hall 20)

PROFESSIONAL
NAIL
AVENUE

A new special area that will host a selection of brands from the NAIL sector primarily interested in business development and meeting new buyers and professional operators. (Mall N)

BEAUTY FORUM
GALLERY

Beauty Forum Gallery is a special area organized in collaboration with the Health & Beauty Group, showcasing avant-garde professional beauty products and cutting-edge technologies sourced from the foremost European producers. (Mall)

HUB45

The Barber event created in collaboration with YouBarber, that showcases the most innovative players in the barber scene and spaces dedicated to shows, meetings, and training courses.



UNITING THE BEAUTY INDUSTRY TO MAKE BUSINESS

Cosmoprof helps to strengthen your **connections**, reach new prospects and clients and break into new markets.

A dedicated team is constantly scouting for new qualified buyers from around the world - from the top international brands to the indie and regional ones. Through our **Buyer Program**, we provide selected participants with hospitality packages and curated matchmaking. The **Buyer lounges** distributed throughout the exhibition grounds welcome buyers and offer a moment of relaxation and networking.

We offer powerful tools to boost business opportunities before and during the show. Thanks to **Cosmoprof My Match** platform, exhibitors have the chance to showcase their product lines, share their business goals so to attract the attention of registered visitors. On the other side, buyers can directly search for products, lines and solutions of interest among all exhibitors.



SOME OF THE BUYERS ATTENDING THE 2025 SHOW

& OTHER STORIES • A.MORAS & COMP. • A.S. WATSON • AEON CO.(M) BHD. • AL SAGHEER IMPORT & MARKETING • ALDI NORD • ALLEGRO • ACQUA DELL'ELBA • AMINCO LIMITADA • AMOREPACIFIC • AUGUSTINUS BADER • AZERBAIJANSUPERMARKET LLC "BRAVO" • BEAUTY ALLIANCE DEUTSCHLAND GMBH & CO. KG • BEAUTY BINGE • BEAUTY SECRET INTERNATIONAL • BEIERSDORF • BENEFIT COSMETICS • BES VIETNAM JOINT STOCK COMPANY • BEURER • BEYMEN • BLACK STAR BEAUTY • BOOTS • CANRAD BEAUTY • CARE TO BEAUTY • CENCOSUD • CHALHOUB • CHANEL • CHARLOTTE TILBURY • CLARINS • CLICKS GROUP • COIN • CONCEPTOS INTERNATIONALES DE BELLEZA SA DE CV • COSTCO WHOLESALE • COTRIL • COTY • CURLY CURLY • CVS HEALTH • DDS GROUP • DIRK ROSSMANN • DM-DROGERIE MARKT • DOLCE & GABBANA BEAUTY • DOUGLAS • DROGAS AS • DROGUERIA MONTALVO HAIR PERU S.A.C. • EATALY • ECLAT COSMETIC • ECOSMETICS.COM • EL CORTE INGLES • ESSERBELLA • ESTEE LAUDER COMPANIES • FACEGYM • FALABELLA • FASHION IDENTITY • FEMSA SALUD • FOUR SEASONS LAB. INC. • FRONT ROW • GIVAUDAN • GROUPE ROCHER • HEADBRANDS • H-E-B • HENNES & MAURITZ • HOLLAND & BARRETT • HOLLAND & BARRETT BENELUX AND DTD COSMETICS AGENCY • HOUSE OF MAKEUP • ICSITUM SA • INBEDI • INOVATIVA COSM • JANE IREDALE • JULLY FRANCE PARIS • KAZARO WOLOSZYN SP. J. • KENVUE • KESS BERLIN • KIKO MILANO • KIPPUN HARU • L'ORÉAL • LANDMARK GROUP • LANDMARK GROUP (LIFESTYLE) • LIFE PHARMACY • LILLY DROGERIE EOOD • LLP "MONAMIE.KZ" • LUISA VIA ROMA • LULU GROUP INTERNATIONAL • LUMENE GROUP • LYKO • LVMH • MADI INTERNATIONAL • MAKEUP FOREVER • MANASI 7 • MATIS PARIS • MARIANNAUD PERFUMERIES ITALIA • MCELHINNEYS DEPARTMENT STORE • MECCA BRANDS • MİGROS GENEL MÜDÜRLÜK A.Ş. • MINALUX • MION - MICROS TICARET • NABLA COSMETICS • NEIMAN MARCUS GROUP • NO7 BEAUTY COMPANY • NORMAL A/S • NOTINO • NUXE • PARFUMS CHRISTIAN DIOR • PARIS GALLERY SAUDI ARABIA • PINNALI • PRIMOR - IL CAPO DELLA BELLEZZA • PROBECO GROUP • QUERIDA MOL • QVC • RARE BEAUTY • REDCARE PHARMACY • REFY BEAUTY • RELIANCE RETAIL INDIA - TIRA BEAUTY DIVISION • REVLO • ROUGJ GROUP - REBEYA • SALLY BEAUTY • SALONCENTRIC • SEPHORA • SHOPPERS DRUG MART • SIA ASONANSE • SISLEY • SPARKLE COSMETICS • STREAMLINE BEAUTY INDIA • SUCCESSFUL BRANDS • SUPERCOSMETICS • SUPERDRUG • TARTE • THE FOSCHINI GROUP • TIENDAS ARUMA • TIK TOK SHOP • TJX EUROPE • TRINNY LONDON • TWINCARE INTERNATIONAL • ULTA BEAUTY • URBAN OUTFITTERS • VERALAB • WALGREENS ALLIANCE BOOTS • WALLMART INTERNATIONAL • WELEDA • WELLA • WESLEYS GROOMING CO. • WOOLWORTH • AND MANY MORE FROM ALL OVER THE WORLD.



MAXIMISE YOUR EXPOSURE THROUGH OUR DIGITAL TOOLS AND SPECIAL PROJECTS

Cosmoprof Worldwide Bologna is the global event for presenting new products and solutions. Thanks to **digital tools** like the **Cosmoprof Digital Catalogue** and our **marketing projects**, exhibitors can present their major breakthroughs, and benefit from a **multichannel promotion strategy**, both online and offline.



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. [For more info >](#)



We discover new trends by selecting forward-thinking products and solutions.



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 the **beauty industry's most influential global partners and speakers**, sharing insights, industry trends, and what will continue to redefine the industry in the future. [Relive the 2025 CosmoTalks >](#)

ONHAIR
SHOW
ONHAIR
EDUCATION

On Hair Show is an event entirely dedicated to the hair world: live shows and educational sessions by the most admired teams and talents.
[Click here to relive the 2025 On Hair shows >](#)

On Hair Education is an **in-depth program** to improve your hair-care expertise, through the experiences of international hair masters.
[Click here to relive the 2025 On Hair Education >](#)

WORLD
MASSAGE
MEETING

Beauticians, masseurs and holistic operators will discuss, train, and update on the latest innovative body techniques from all over the world at **World Massage Meeting**, while exhibitors from the Beauty & Spa sector will have the chance to present their newest solutions live at **Cosmo On Stage**.

COSMO
ONSTAGEthe cosmetics
STAGE
COSMOPACK
STAGE

The **Cosmetics Stage** will feature corporate presentations, workshops, and product launches of finished products brands. **Cosmopack Stage** will focus on the supply chain companies.



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AN EVENT BY



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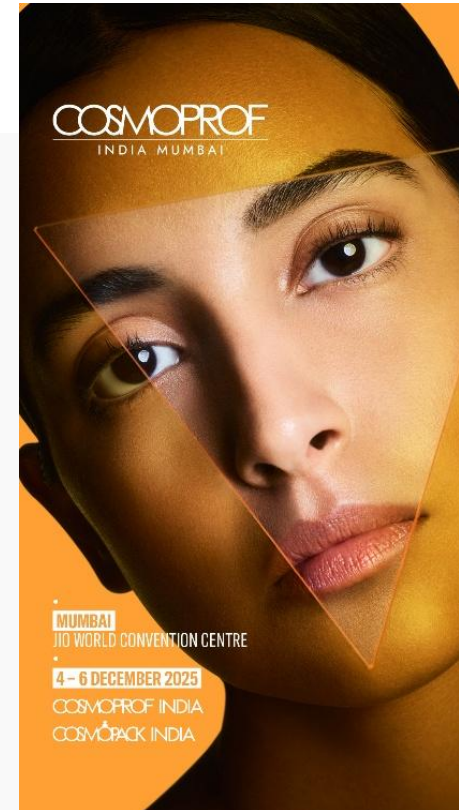
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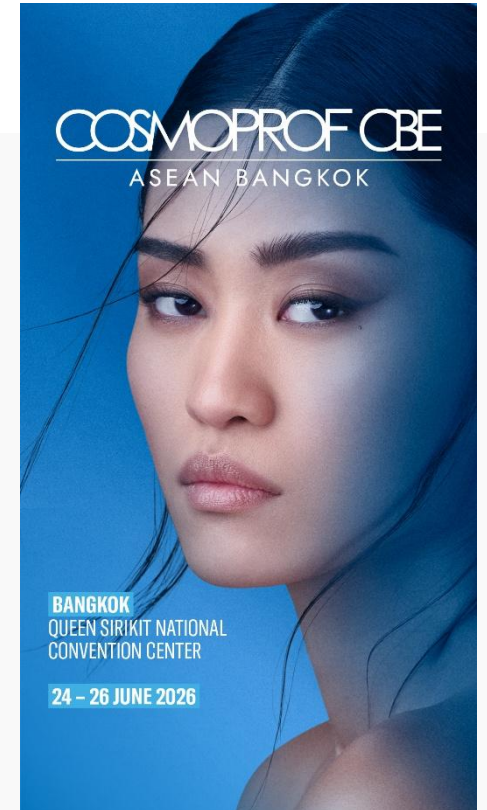


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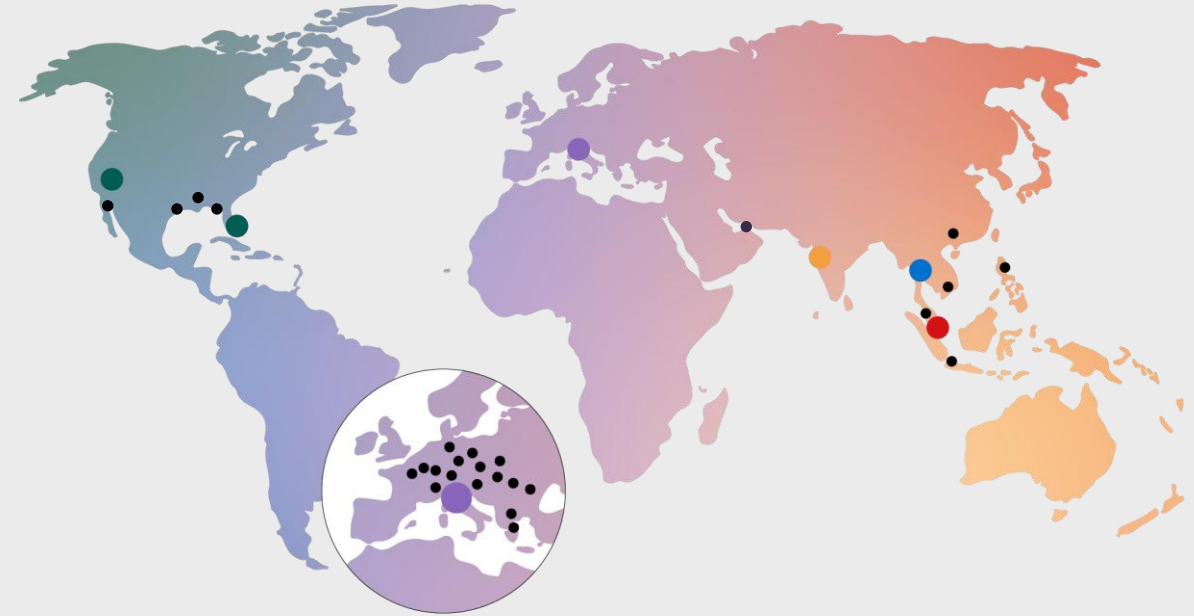


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