

beautyworld

MIDDLE EAST

The Largest International Trade Fair for Beauty Products, Hair, Fragrances and Wellbeing in the Middle East



POST SHOW REPORT 2018

SHOW PROFILE

After two decades in the world of beauty, we feel more energised than ever, as we open up new markets and opportunities for our exhibitors and visitors.

- Edition** : 23rd
- Date** : 8 – 10 May, 2018
- Venue** : Dubai International Convention and Exhibition Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Total Gross Sqm.** : 61,072 sqm.
- 2018 Exhibitors** : 1,738
- 2018 Visitors** : 36,693



1,738 exhibitors from



62 countries



25 international pavilions



36,693 visitors from

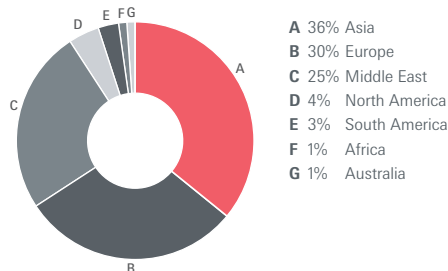


143 visiting countries

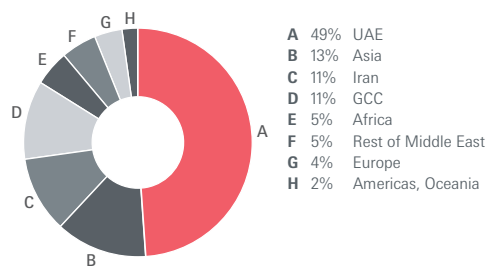


6 product groups

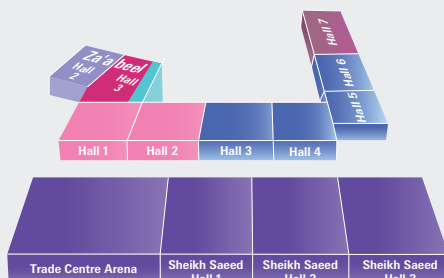
Regional breakdown of exhibitors



Regional breakdown of visitors



2018 SECTION LAYOUT



- Hair, Nails and Salon Supplies
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance
- Cosmetics and Skincare
- Natural & Organic **NEW**
- Personal Care & Hygiene
- International Pavilions

Top 10 Countries by Exhibitors

Top 10 Countries	Exhibitors	Count
1	China	336
2	United Arab Emirates	199
3	France	122
4	Turkey	122
5	Italy	102
6	India	94
7	Poland	71
8	United States	67
9	Spain	57
10	Republic of Korea	55

Top 10 Countries by Visitors

Top 10 Countries	Visitors	Count
1	United Arab Emirates	17,791
2	Islamic Republic of Iran	3,901
3	Saudi Arabia	2,062
4	India	1,650
5	Pakistan	1,624
6	Kuwait	994
7	Iraq	563
8	Egypt	544
9	Oman	457
10	Jordan	455

Organised by:



2018 SHOW HIGHLIGHTS

centdegrees presents Blend IT **NEW**

Centre Stage by Nazih Group

Quintessence - the art of perfume

Fragrance Station

Battle of the Barbers

Nail It! by Artistic Nail Design & OPI

Hair Education by ghD

MARKET INFORMATION

Retail value of beauty and personal care market

MEA

\$32.7 billion in 2017

9.7% CAGR

\$47.5 billion ESTIMATED TO GROW BY 2021

GCC

\$10.2 billion in 2017

5.8% CAGR

\$12.8 billion ESTIMATED TO GROW BY 2021

KSA

\$5.4 billion in 2017

6.3% CAGR

\$6.9 billion ESTIMATED TO GROW BY 2021

UAE

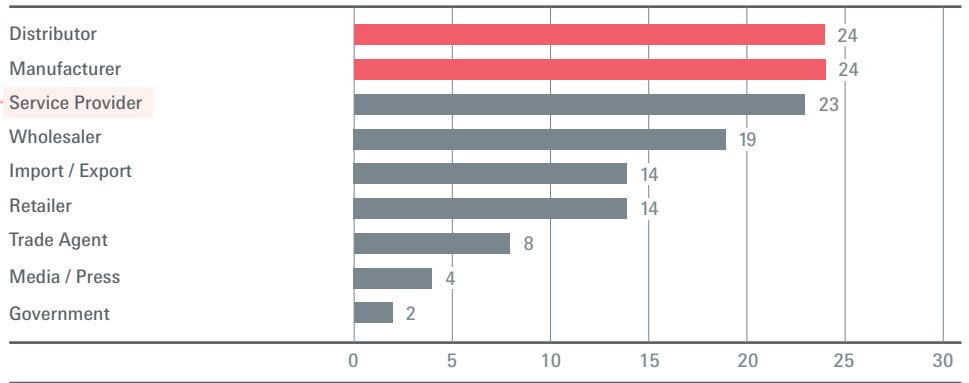
\$2.2 billion in 2017

5.2% CAGR

\$2.7 billion ESTIMATED TO GROW BY 2021

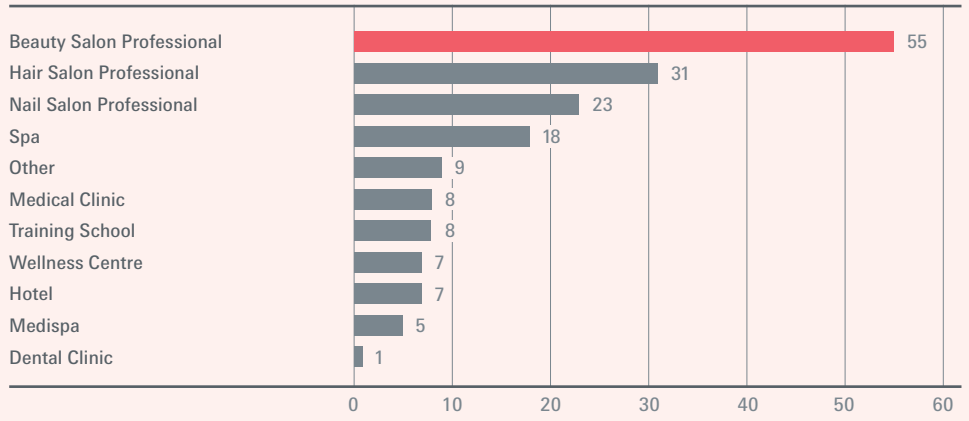
Visitors' nature of business

(all figures in %)



Visitors' breakdown (as service providers)

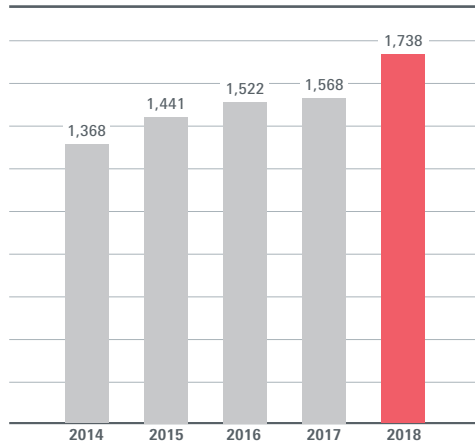
(all figures in %)



Exhibitors' numbers per product category

Exhibitors	2018
Cosmetics and Skincare	442
Personal Care and Hygiene	183
Natural and Organic	72
Fragrance	208
Hair, Nails & Salon Supplies	385
Machinery, Packaging & Raw Materials	392
Others (Trade Associations / Government Agencies / Public Institutes / Media / Business Services)	56
Total Exhibitors	1,738

Exhibitor number growth over 5 years



Source : Euromonitor International

Quick Links:

- ➔ [Click here](#) to view the **Show video**
- ➔ [Click here](#) to view the **Press release**
- ➔ [Click here](#) to **Save the date for 2019**

See you next year!
15 – 17 April, 2019