

# beautyworld

MIDDLE EAST

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



# POST SHOW REPORT 2019

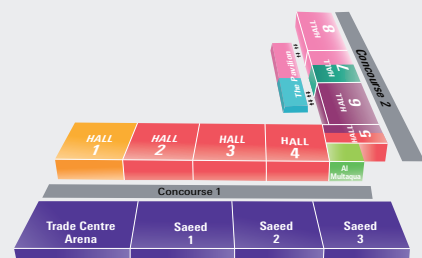
## SHOW PROFILE

The 2019 edition was a landmark success, achieving a record-breaking increase in the number of visitors and exhibitors.

More than 44,000 visitors from 138 countries gathered for the dynamic three-day event to explore the most promising opportunities in MEA's US\$34.9 billion beauty and personal care market.

- Edition** : 24<sup>th</sup>
- Date** : 15 – 17 April, 2019
- Venue** : Dubai World Trade Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Exhibitors** : 1,803
- Visitors** : 44,256

## 2019 VENUE MAP



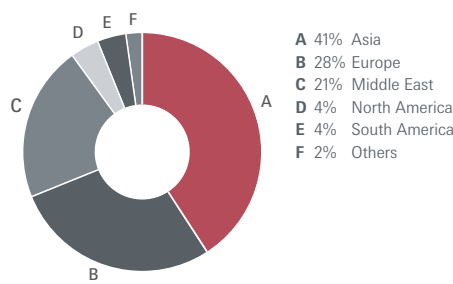
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance Compounds & Finished Fragrance
- Quintessence – the art of perfume
- Cosmetics & Skincare
- Personal Care & Hygiene
- Hair, Nails & Salon Supplies
- Natural & Organic
- International Pavilions

## EXHIBITOR OVERVIEW

**1,803 exhibitors**

**68 countries**

### Regional breakdown of exhibitors

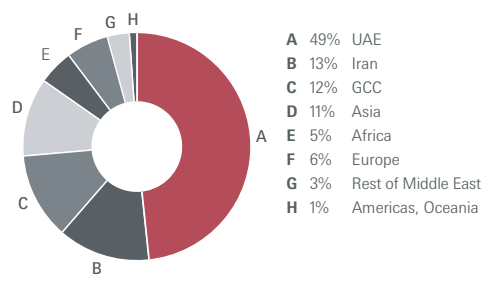


## VISITOR OVERVIEW

**44,256 visitors**

**138 countries**

### Regional breakdown of visitors



### Top 10 Countries by Exhibitors

Countries	Count
1. China	426
2. United Arab Emirates	160
3. France	125
4. Turkey	110
5. Italy	99
6. Poland	84
7. India	78
8. United States	75
9. Republic of Korea	68
10. Brazil	60

### Top 10 Countries by Visitors

Countries	Count
1. United Arab Emirates	22,484
2. Saudi Arabia	2,704
3. Islamic Republic of Iran	2,542
4. India	2,225
5. Pakistan	1,800
6. Kuwait	1,317
7. Egypt	816
8. Iraq	779
9. China	629
10. Oman	597

Organised by:



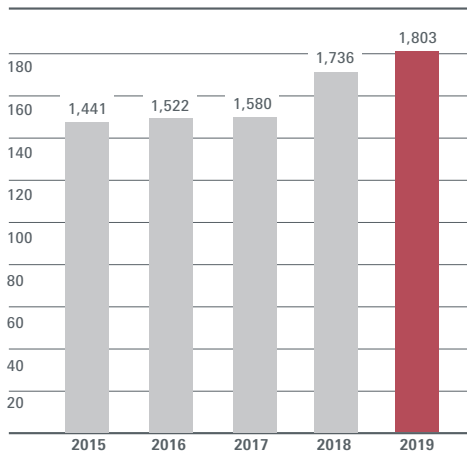
# 2019 SHOW HIGHLIGHTS

- Front Row **NEW**
- Beauty Business Conference **NEW**
- Ready to Beauty **NEW**
- Battle of the Barbers
- Nail It! by Artistic Nail Design & OPI
- Quintessence – the art of perfume
- Fragrance Station

# Number of exhibitors per product category 2019

Product Category	Exhibitors
Cosmetics and Skincare	492
Hair, Nails & Salon Supplies	368
Machinery, Packaging & Raw Materials	308
Fragrance	256
Personal Care and Hygiene	151
Natural and Organic	102
Others (Trade Associations / Government Agencies / Public Institutes / Media / Business Services)	97
Professional Equipment & Spa	29
<b>Total Exhibitors</b>	<b>1,803</b>

Exhibitor growth over 5 years



### Quick Links:

- ➔ [Click here](#) to view the **Show video**
- ➔ [Click here](#) to view the **Press release**
- ➔ [Click here](#) to **Save the date for 2020**

**See you next year!**  
31 May – 2 June, 2020

## Market information

### MEA

Retail value of beauty and personal care market

**US\$29.8**  
billion in 2017



**US\$32.4**  
billion in 2018

This is estimated to grow to

**US\$34.9**  
billion in 2019



**US\$43.4**  
billion in 2022

### KSA

The largest regional market, consumers spent

**US\$5.1**  
billion in 2018



**US\$5.8**  
billion in 2022

### UAE

On beauty and personal care products UAE consumers spent

**US\$2**  
billion in 2017



**US\$2.1**  
billion in 2018

This will rise to

**US\$2.2**  
billion in 2019



**US\$2.4**  
billion in 2022