

beautyworld

MIDDLE EAST

The largest international trade fair for beauty products,
hair, fragrances and wellbeing in the Middle East

23 – 25 November, 2020

Dubai World Trade Centre, UAE



25 YEARS AS THE REGION'S PREMIER BEAUTY TRADE SHOW

In 2020, Beautyworld Middle East will mark 25 illustrious years as the region's foremost international exhibition for all aspects of beauty and wellbeing. And if the unmatched success of the 24th edition is anything to go by, there are many more milestones to look forward to this year.

The 2019 show statistics speak for themselves. More than 44,250 visitors from 138 countries. 1,803 exhibitors from 68 countries. 32,455 sqm of exhibition space. 6 comprehensive show sections. Three days of non-stop discovery.

However, the sheer scale and variety of opportunities on offer is something that needs to be experienced to be believed. This is what makes Beautyworld Middle East a vital annual highlight for every segment of the global beauty industry, whether you are an established brand, niche innovator, regional trader or industry expert.



We are a long time exhibitor at Beautyworld Middle East. It is an important platform for us to meet existing and potential clients with different needs. Beautyworld is like a business solution that helps us connect with international suppliers from Africa and Europe. This region is very, very important for us because of the rising value of beauty products, the amount of people using the products and the numerous companies competing in this region, so we try to find a way to benefit from all these aspects.

Abdou Hamad
Professional Beauty Manager,
Nazih Group



PRODUCT GROUPS PRESENT AT THE SHOW

- Hair, Nails & Salon Supplies
- Cosmetics & Skincare
- Personal Care & Hygiene
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance Compounds & Finished Fragrance
- Natural & Organic

2020 SHOW PROFILE

Date	: 23 – 25 November, 2020
Venue	: Dubai World Trade Centre, UAE
Organiser	: Messe Frankfurt Middle East GmbH
Total Sqm	: 32,455 sqm*
Exhibitors	: 1,803*
Visitors	: 44,256*
Exhibition Timings	: 10am – 6pm

*2019 show figures

A HOLISTIC ECOSYSTEM FOR ALL THINGS BEAUTY



1,803
exhibitors from

*2019 show figures



68
countries



26
international pavilions

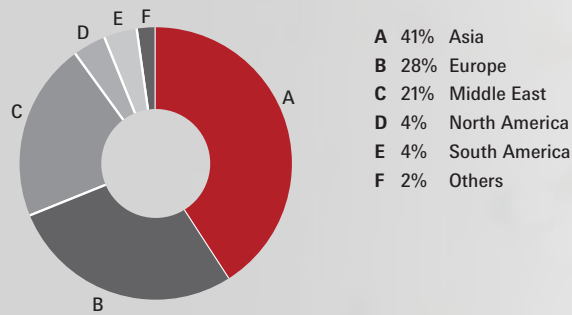
The true beauty of Beautyworld Middle East is that it is much more than just a trade platform. With the Middle East and Africa's beauty and personal care market estimated to grow from US\$34.9 billion in 2019 to US\$43.4 billion in 2022, the show offers a flourishing ecosystem for businesses to tap into relevant opportunities, and also cultivate new ones across an extensive line-up of show highlights and networking opportunities.

The GCC accounts for a significant portion of the regional market, with an estimated retail value of US\$9.7 billion in 2019 and US\$10.8 billion in 2022. This is what makes the show in Dubai a must-visit event for exhibitors and visitors from around the world.

2019 SHOW HIGHLIGHTS

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

Regional breakdown of exhibitors



92% of exhibitors are expected to return in 2020



Beautyworld Middle East helps exhibit our products to a diverse range of individuals with different types of requirements. We have also sensed a boom in the Middle East market for our products and we try to use this opportunity to reach further into regional markets.



Maninder Kaur
Vice President, Lyla Blanc



A PALETTE OF POWERFUL POSSIBILITIES

The beauty and wellness industries may be extensive and ever-expanding, but Beautyworld Middle East has room for it all across 6 comprehensive show sections dedicated to everything from cosmetics, skincare and fragrance to salon supplies, contract manufacturing, raw materials and packaging.

This allows both exhibitors and visitors to benefit from valuable synergies between various segments, discover new revenue streams and brush up on up-and-coming trends that have the potential to connect their businesses with new customer segments, markets and partners.

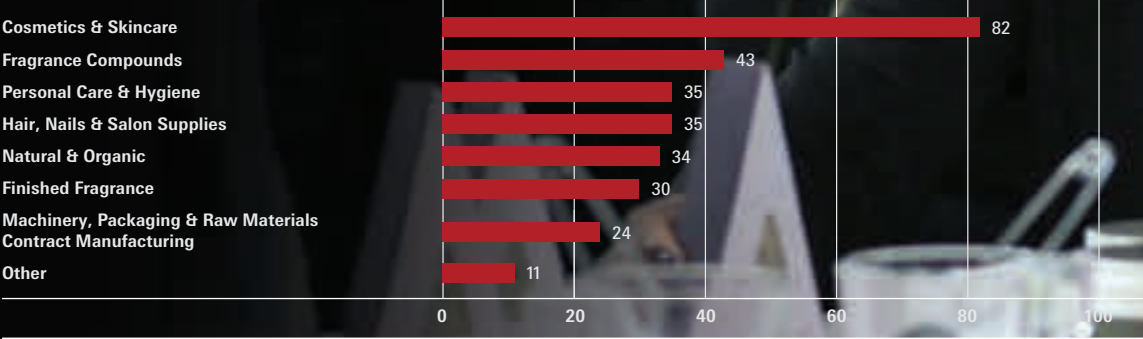
Visitors' reasons for attending the show

(all figures in %)



Visitors' interest in product group

(all figures in %)

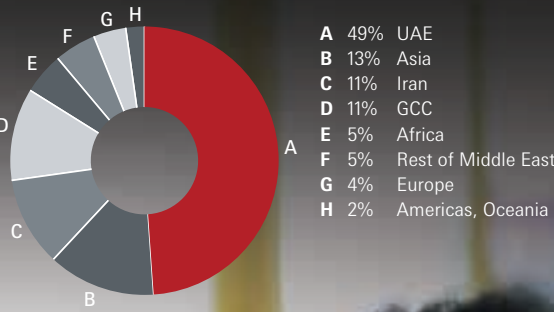


97% of visitors were satisfied with their experience

VISITOR PROFILE

- Buyers / Dealers
- Manufacturers
- Retailers / Wholesalers
- Hair & Beauty Professionals
- Importers / Exporters
- Distributors
- Hotel / Spa Developers
- Consultants / Trainers
- Cosmetologists
- Trade Associations, Governments Agencies and Media
- Bloggers & Influencers

Regional breakdown of visitors



Join us again next year!

Log on to www.beautyworldME.com to keep up-to-date with new and exciting show developments.

Mark our next show dates in your calendar:

23 – 25 November, 2020

[Click here](#) for more information on exhibiting

[Email us](#) to book your stand

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