

# *beautyworld*

## MIDDLE EAST

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

**5 – 7 October, 2021**

Dubai World Trade Centre, UAE



# 25 YEARS AS THE REGION'S PREMIER BEAUTY TRADE SHOW

In 2021, 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 24<sup>th</sup> 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. It's what makes Beautyworld Middle East more important than ever for every segment of the global beauty industry, whether you are an established brand, niche innovator, regional trader or industry expert.



*As a long standing exhibitor and supporter, Nazih Group is excited to be a part of Beautyworld Middle East in October 2021. The show's autumn dates provides manufacturers an ideal window to bring to market their latest innovations ahead of the busy holiday season and New Year.*

**Nazih Hamad**  
Managing Director,  
Nazih Group



## 2021 SHOW PROFILE

Date : 5 – 7 October, 2021  
Venue : Dubai World Trade Centre, UAE  
Edition : 25<sup>th</sup>  
Exhibition Timings : 10am – 6pm  
Organiser : Messe Frankfurt Middle East GmbH

## PRODUCT GROUPS REPRESENTED AT THE SHOW

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



# A HOLISTIC ECOSYSTEM FOR ALL THINGS BEAUTY

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\$35 billion in 2020 to US\$53.6 billion in 2023, 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\$9.2 billion in 2020 and US\$10 billion in 2023. As the regional economy recovers from the impact of the COVID-19 pandemic, the market continues to show promising momentum for sustained growth. This is what makes the show in Dubai a must-visit event for exhibitors and visitors from around the world.

## 2021 SHOW HIGHLIGHTS

Front Row

Beauty Business Conference

Quintessence – the art of perfume

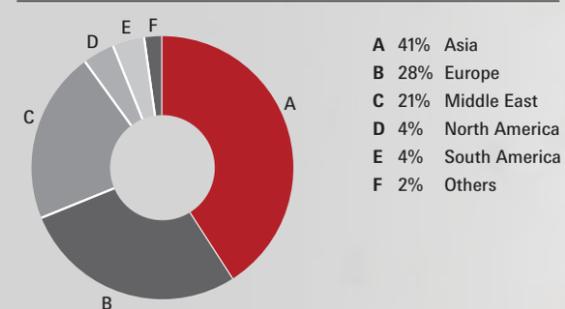
Battle of the Barbers

Nail it! By Artistic Nail design & OPI

Fragrance Station

View the full list at [www.beautyworldME.com/events](http://www.beautyworldME.com/events)

### Regional breakdown of exhibitors



\*2019 show figures



*We're very happy to come back stronger to Beautyworld Middle East in autumn 2021, and we'll bring to the show a unique experience with Firmenich. It will also be a great way to celebrate the 50<sup>th</sup> anniversary of the UAE while the Dubai Expo 2020 will be in full swing.*



**Ian Crompton**

Regional Director for Fine Fragrances,  
Firmenich



# 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.

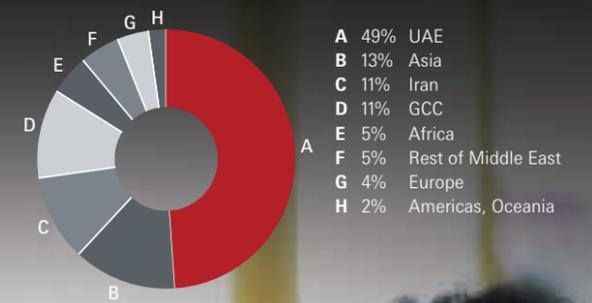
This allows both exhibitors and visitors to benefit from valuable synergies between various segments, discover new revenue streams and brush up on up-and-coming trends that have the potential to connect their businesses with new customer segments, markets and partners.

**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



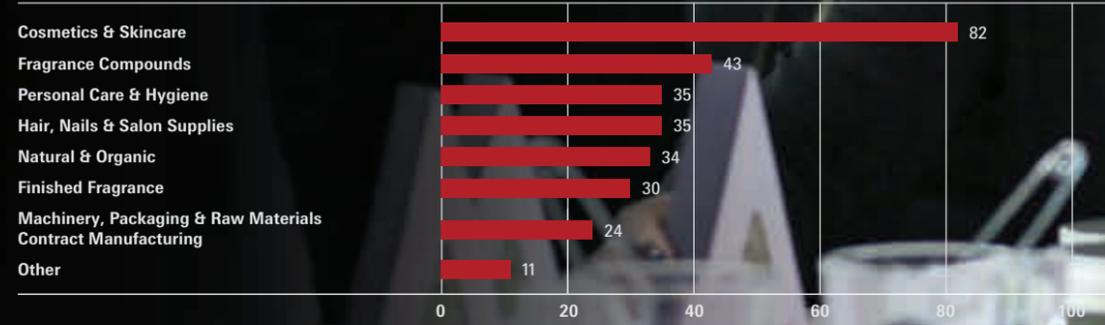
## Visitors' reasons for attending the show

(all figures in %)



## Visitors' interest in product group

(all figures in %)



\*2019 show figures

# BE PART OF OUR NEXT EDITION

Log on to [www.beautyworldME.com](http://www.beautyworldME.com) to keep up-to-date with new and exciting show developments.

Mark our next show dates in your calendar:

**5 – 7 October, 2021**

For more information on exhibiting, visit  
[www.beautyworldME.com/exhibit](http://www.beautyworldME.com/exhibit)

Email us to book your stand at  
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