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| Press release | 21 October 2024 |
| Beautyworld Middle East 2024: Showcasing the best of the Region’s Clean & Conscious Beauty Movement | Kate McGinleyTel. +971 4 3894 573kate.mcginley@uae.messefrankfurt.com [www.ae.messefrankfurt.co](http://www.ae.messefrankfurt.com)[m](http://www.ae.messefrankfurt.com) [www.beautyworldme.com](http://www.beautyworldme.com) |

* **Beauty consumers now expect more than just natural and organic certifications. Beautyworld Middle East is set to shine a light on the brands and products which are helping to bring sustainability to the forefront of the industry.**
* **Research shows the Middle East has one of the highest per capita spends in the world on beauty and personal grooming ($247 US Dollars) and that the clean beauty industry will be worth $2.6 billion in the six Gulf Cooperation Council (GCC) nations by 2025.**

**Dubai, UAE**: This year’s Beautyworld Middle East, the 28th edition of the region’s largest international trade show for the beauty and wellness industries, will offer a powerful showcase for brands that are changing the way the sector looks at sustainability.

Globally, consumers are seeking ways to incorporate more natural, ethical and clean products into their daily lives. In the Middle East, research shows that people are more conscious of buying products with eco-friendly formulations, sustainable packaging, and stress-relieving fragrances. This shift towards holistic wellbeing and sustainable living has prompted many brands in the beauty and haircare industries to examine their operations and ethics.

One of the driving forces behind the growth of clean and conscious practices is the Middle East’s younger demographic. Under 30 year olds make up 50% of the MENA population and it is this consumer group who are putting the responsibility back on brands to level up their green credentials.

Brands who are aligning themselves with evolving consumer trends have a significant opportunity and at **Beautyworld Middle East**, great minds from the region will come together to share this knowledge and best practice.

**Clean + Conscious at Beautyworld Middle East**

Brands committed to making a difference to both people and the planet will be featured at Clean + Conscious 2024. New exhibitors include **Oon Natural: Idemo** and **Biossential** from Malaysia**, Xanella** from Sweden and **Nesti Dante** from Italy**.** Visitors can interact with these and other brands by heading to **Hall 7** at Dubai World Trade Centre from 28 to 30 October.

To participate at Beautyworld Middle East 2024, there are

**six pillars** that clean + conscious brands must be able to demonstrate. These are:

* **Clean**: The use of safe, non-toxic and natural ingredients and materials.
* **Inclusivity:** Representation and celebration of diversity across all races, cultures, gender and ages.
* **Sustainability:** Zero waste production, sustainable packaging and environmentally friendly ingredients and processes.
* **Ethical Sourcing & Production**: Embracing fair trade, cruelty free, halal and vegan ethicality in their actions.
* **Social Impact:** The welfare of local and global communities through empowerment and philanthropy.
* **Transparency**: Clear and open communication on the who, what, where and why behind each product.

Spread over 15 halls, this year’s show is 12% bigger than 2023 and features over 2,000 exhibitors, 400 of which are new to the event.

**Ravi Ramchandani, Show Manager said**: “We are seeing a significant shift in the beauty industry towards a cleaner and more conscious way of creating products. Consumers are looking to buy from authentic, transparent brands that have strong values and can show how they have put these values into action. At Beautyworld Middle East 2024 we are thrilled to welcome clean and conscious brands to exhibit and to celebrate all the hard work and innovation that is happening in this fast-growing category.”

In addition to the main exhibition, this year's **Beautyworld Middle East Awards** will recognise and celebrate the sector with the **Conscious Brand of the Year** category. Shortlisted finalists include last year’s winner **LUSH Fresh Handmade Cosmetics**, and innovative vegan lipstick **Alizarine by Le Rouge Francais** which contains plant-based pigments. The winner of this sought-after award will be revealed at a grand ceremony on 29 October at the Conrad Dubai.

To access the exhibitor’s digital press box, please use this link: <https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en/press/dpb.html>

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**About Beautyworld Middle East**

Beautyworld Middle East, taking place from 28-30 October 2024 at Dubai World Trade Centre, is the region’s largest trade fair for beauty, hair, fragrance and well-being. As one of the most influential and visited beauty trade shows in the world, the event offers over 65,000 trade visitors a convenient and engaging platform to meet with over 1,800 exhibitors from across 60 countries for three days of unrivalled business networking, sourcing and inspiration.

more information, please visit our [website](https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en.html).

**About Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 609 million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**About Messe Frankfurt Middle East**

Messe Frankfurt Middle East’s portfolio of exhibitions includes: Beautyworld Middle East, Beautyworld Saudi Arabia, Automechanika Dubai, Automechanika Riyadh, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Logimotion, Light + Intelligent Building Middle East and Paperworld Middle East. In the 2023/24 event season, Messe Frankfurt Middle East exhibitions combined featured 6,324 exhibitors from over 60 countries and attracted 224,106 visitors from 156 countries. For more information, please visit our [website](http://www.messefrankfurtme.com).