

COSMOPROF INDIA 2023 WRAPS UP ON A HIGH NOTE, SETTING NEW STANDARDS IN THE BEAUTY INDUSTRY

The 4th edition of the key exhibition for the beauty industry in India recorded positive feedback from key domestic players and international suppliers and brands

Over 9,000 professionals from 55 countries attended the 3-day exhibition

Mumbai, 14 December 2023: The 4th edition of Cosmoprof India, delivered impressive results. The B2B show, dedicated to the fast-growing Indian beauty market took place **between 7 to 9 December 2023 with over 450 brands and exhibitors from 19 countries and region of origin. Over 9,000 stakeholders from 55 countries and regions** gathered at the **Jio World Convention Centre in Mumbai**, registering a 20% growth compared to the previous edition. Best represented countries have been India, United Arab Emirates, United States Of America, United Kingdom, Australia, France, Italy, Nepal, South Korea.

“We are excited about the success of Cosmoprof India”, states **Mr. Enrico Zannini, General manager of BolognaFiere Cosmoprof**. “For 3 incredible days, over 9,000 attendees from 55 countries - suppliers, brands, retailers, distributors, and professionals - had the chance to meet each other, explore the cutting-edge trends and product launches, and get inspired by new tools and solutions. Year after year the exhibition in Mumbai is becoming one of the strategic rendezvous for stakeholders, and today we can proudly announce that the show is already one of the most renown b2b events focusing on the fast-growing Indian beauty industry. For this edition we already registered an impressive increase in attendance from new companies, with a notable 28% increase compared to the previous year, as well as a highly positive percentage of international brands, +49% compared to last year”.

“The conjunction between Cosmopack India, with leading suppliers presenting their latest and most innovative solutions, and Cosmoprof India, with finished product brands launching their brand-new collection, is really appreciated by stakeholders”, continued Mr Zannini. “Thanks to the synergy with Informa Markets in India, our partners in the joint-venture, we will increase our efforts to make Cosmoprof India becoming the best partner for new business opportunities in the region, thanks to our excellent match-making tools, to our impressive insights and to the unrivalled potential of the Cosmoprof international network”.

Speaking on the successful conclusion of the Cosmoprof India 2023, **Mr Yogesh Mudras, Managing Director, Informa Markets in India** said, “The Cosmoprof India stands as the premier B2B platform gathering for the dynamically shifting beauty market, showcasing exhibitors nationwide. This season, our enthusiasm peaked as we unveiled the 4th Edition of Cosmoprof India on a more expansive scale. We proudly welcomed participation from over 450 companies and brands,

spanning both local and international enterprises in the beauty and cosmetics sectors. Notably, Cosmoprof India witnessed a remarkable 20% growth in footfalls and an impressive increase of exhibitor participation by 44% as compared to last year. Cosmopack India, a salon dedicated to the beauty supply chain showing diverse array of international and domestic companies, covering everything from raw materials and laboratories to private label, contract manufacturing, and packaging.”

“To enhance the experience for our esteemed visitors, we curated several special top-of-the-line initiatives, including top-tier formats like CosmoTalks, CosmoForum, Cosmo Onstage to name a few. These not only impart valuable knowledge but also foster a network of meaningful business relationships year-one-year. The event culminated on a high note with the celebration of excellence in Beauty. The Cosmoprof India Awards showcased the pinnacle of achievements, recognizing the best products, designs, and innovations from Cosmoprof and Cosmopack India in a distinctive initiative tailored for this year,” he further added.

Cosmoprof India 2023 provided a strategic overview to both the development of the local industry and international trends and brand-new solutions, owing to the presence of **5 country pavilions**: Australia, Korea, Italy, Taiwan, and UK.

Speaking on the companies participating in the Italian pavilion with ITA – Italian trade Agency at Cosmoprof India 2023, **Alberto Montabone, Co-Founder of RedMoringa** said: *“We are totally satisfied with the results of the event,. The organization was efficient and allowed us to interact fruitfully with numerous potential partners and/or customers. We received a level of interest beyond our expectations, which confirms the potential of a small Made in Italy brand like ours in a country like India. We believe that part of the success we have achieved comes from the knowledge of the positive effects of the plant we use in our products, which is very widespread in India. Therefore, we are eager to reap the benefits as soon as possible.”*

Antonino Fulco, Area Manager of Export Sales Department of Omas Tecnosistemi, had the same impression: *“India is a market with great potential and growing interest in quality of our made in Italy machinery, in particular for the processing and packaging of make-up products, such as mascara and lipsticks. Our experience at Cosmoprof India was extremely positive”.*

Thanks to highly-performing match making tools, Cosmoprof India welcomed over 150 prestigious buyers from Nepal, Sri Lanka, and UAE, together with senior executives from retail in India. Highly effective meetings were arranged throughout the three-day show, connecting suppliers and branded finished product companies with common interests for new projects and collaborations.

Positive feedbacks have been received from both buyers and companies, who have expressed great satisfaction after their immersive experience at the event.

“Cosmoprof India has been a wonderful experience. The whole team worked so well that we had the opportunity to meet with important potential partners and we leave this Country on a positive note. We will be back again in the near future and we will share this beautiful experience with our colleagues and other companies”, said **Fabio Franchina, President of Framesi International**.

“It was an absolute pleasure connecting with everyone at Cosmoprof India. The energy, enthusiasm, and passion for beauty, tech, and innovation were truly inspiring. From deep conversations to hands-on demos and engaging seminars, every interaction at the event was a testament to the power of connections in the beauty, fashion and technology industries,” said, **Tanuj Mishra, AVP India, Perfect Corp.**

Fabio Bellavita, Managing Director of ICC, shared the same enthusiasm: *“India is a market with a great potential. It is young - even in terms of brand managers’ age - and is growing rapidly. Local operators are very interested in quality and they are ready to invest, especially for the lips and eyes segment. During Cosmoprof India we recorded above all a strong interest in particular for the hybrid formulation, both aesthetic and curative”.*

Offering insightful perspectives on the burgeoning Indian beauty market **Mr. Spoorthy Shetty, CEO BBlunt (Mama Earth Group) (India)** said, *“India's beauty industry, despite its massive 1.4 billion population, holds considerable potential for further growth and expansion. The professional hair care market, that alone valued at 2100 crores, exemplifies this potential. The growing demand for international beauty products, fuelled by the rise of e-commerce channels and their integration with physical stores. Social media plays a crucial role in shaping consumer preferences, particularly among Tier 2 cities, leading to a shift towards international brands and prestige categories. However, a major challenge in harnessing this growth is the acute shortage of skilled technicians. With less than 1% growth in hairdressers observed in 2022, the industry faces a critical talent gap. While academies exist, a focus on grassroots talent nurturing is crucial to address this deficit and ensure sustainable growth. Brand preferences are also shifting, with a noticeable trend towards international brands due to heightened social media awareness and a growing desire for prestige products. This industry insight aligns perfectly with the opportunities highlighted at Cosmoprof India 2023, further solidifying the dynamic potential for growth in the Indian beauty sector.”*

Sharing his insights on the growth of the industry, **Mr. Samir Srivastav, CEO, LOOKS Salon Group** said, *“Cosmoprof India showcases India's potential in beauty and cosmetics, revealing vast opportunities. The beauty industry is booming, especially with urban Indian consumers, and attracting both national and international exhibitors. Our vision is to open 500 salons by 2029 in India driven by Tier 1 cities while exploring Tier 2 cities, expanding from our current 213 salons in 51 cities. The industry stands at ₹80,000 crores, growing at 10% CAGR. New services like nails and male grooming are on the rise, alongside increased consumption of home care products. This surge in product consumption explains the influx of brands entering the market, signifying changing consumer preferences and ample growth prospects.”*

Emphasizing a notable shift in the dynamics of the beauty and cosmetics industry, **Mr Sanjiv Sharma, CEO of Grey Trendy Professionals Pvt Ltd**, said, *"India has transitioned from a consumer to a leader in the beauty and cosmetics industry. The world now looks to India as a pioneer, and the next two decades will see the global market seeking to learn and acquire our best products. This optimism is fuelled by the rapidly expanding men's grooming market in India, which is currently at 900 million USD expected to reach USD 1900 million by 2029. Grey Trendy Professionals Pvt Ltd. is capitalizing on this growth, aiming to expand its Men's Barber Salon Chain brand, HMX BY HAIRMECHANIXX stores from its current five branches to 50 by 2024 and 100 by 2025. The company prioritizes standardized operation processes, reasonable pricing, and top-quality international products, contributing to its rapid success. Events like Cosmoprof India provide a platform to explore the potential of the Indian beauty market, underscoring India's rise as a global hub for beauty products, attracting international attention, and setting new industry standards."*

SPECIAL HIGHLIGHTS

Interactive educational sessions and engaging panel discussions provided inspiration and valuable insights to beauty stakeholders who attended the show.

Cosmoprof and Cosmopack India Awards celebrated the most outstanding products of Cosmoprof India 2023 with an exclusive gala event held on December 7 at Sofitel Hotel. Over 400 attendees joined the winners ceremony and an exclusive fashion show presenting the last collection by the renowned designer Vikram Phadnis. To find out winners of Cosmoprof and Cosmopack India 2023, visit the website <https://india.cosmoprofawards.com/en>. A special thanks to our Runway by Cosmoprof India Sponsors: ITA Italian Trade Agency(Platinum Sponsor), Beauty Garage (Runway Sponsor), Streamline (Hair Sponsor).

CosmoTalks gathered over 50 high qualified international and local speakers and more than 600 attendees for interesting updates and insights on new trends and consumers' habits; **CosmoForum** presented high-level analyses on regulations in the beauty industry and market statistics. Attendees could appreciate the know-how and experiences of global main partners: ASIA COSME LAB, BEAUTYSTREAMS, EUROMONITOR INTERNATIONAL, FIRESIDE VENTURES, KANTAR, MTE EDIZIONI, NIELSEN IQ BASES and WGSN.

Live demos & performances enriched the calendar of **Cosmo Onstage**, the area dedicated to the professional channel. Cosmoprof India 2024 was the stage for the first edition of **World Massage Meeting**, the event organized in partnership with the renowned European Massage Association and Cidesco International School, and dedicated to advanced professional training in the massage industry. The initiative analysed the beneficial effects of Ayurvedic massage, starting from its historic roots to the most appreciated actual techniques. Attendees had the chance to assist to live performances with prestigious experts such as **Monika Opoldova, Member of the Scientific Steering Committee of EMA, Massage Therapist e Massage Teacher**; **Leena Khandekar, Founder Director Lee's International Beauty & SPA Institute**; **Bhakti Sapke, Founder and Director, ISAS Beauty School**; **Vaishali Shah, Technical Head – LTA School of Beauty**.



COSMOPROF INDIA IS SET TO RETURN IN 2024

Save the dates of Cosmoprof India 2024: the show will be back at the **Jio World Convention Centre in Mumbai from 5 to 7 December 2024.**

For further information, www.cosmoprofindia.com

About BolognaFiere Group (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art and culture, and boasts one of the most advanced exhibition centres in the world. BolognaFiere Group manages three exhibition centers (Bologna, Modena, and Ferrara) with an exhibition portfolio of over 80 events in Italy and abroad. BolognaFiere Group consists of several companies that offer an extensive range of event services and provide companies with all the specialized services and promotional activities needed to successfully participate in its exhibitions.

About BolognaFiere Cosmoprof (www.cosmoprof.com)

BolognaFiere Cosmoprof is the organizer of Cosmoprof events worldwide. Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250.000 attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

About Informa Markets and our business in India

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – www.informamarkets.com/en/regions/asia/India.html

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