

•
**COSMOPROF WORLDWIDE
BOLOGNA 2026**

**START YOUR BUYER
JOURNEY**

COSMOPROF

WORLDWIDE BOLOGNA



BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

An event by

**Bologna
Fiere**

In partnership with

 **COSMETICA ITALIA**
the personal care association

With the support of

[madeinitaly.gov.it](https://www.madeinitaly.gov.it)



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY

For further information, please
contact: buyers@cosmoprof.com

COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE

Cosmoprof Worldwide Bologna is the **leading event dedicated to all sectors of the beauty industry.**

With 56 years of experience in the beauty market, Cosmoprof is globally recognized as the **international stage** where companies do business and present product launches, and the **unmissable event** to source innovative solutions and scout trends.

The event is organized by the **BolognaFiere Group**, one of the top international players in the fairs market, in partnership with **Cosmetica Italia** –the personal care association, and with the support of the **Italian Ministry of Foreign Affairs and ITA, Italian Trade Agency.**

2025 EDITION

56th

SQM

170.000+

2025 VISITORS

255,000+

46% FROM ITALY
54% FROM
150+ COUNTRIES

2025 EXHIBITORS

3,128

FROM 65 COUNTRIES



[CLICK HERE
TO WATCH
COSMOPROF 2025
POST SHOW →](#)

WHY COSMOPROF ?

1

1 FAIR/3 SHOWS

DISCOVER THE EVENT
LAYOUT →

2

THE PREMIER
GLOBAL PLATFORM

MEET THE KEY PLAYERS IN
THE COSMETICS
INDUSTRY →

3

SPECIAL PROJECTS &
INSIGHTS

KEEP UP-TO-DATE WITH THE
LATEST TRENDS OF THE
INDUSTRY →

4

BUSINESS & NETWORKING

BUSINESS SERVICES: BUYER
PROGRAM & COSMOPROF MY
MATCH →

5

A TAILOIRED SERVICE
JUST FOR YOU

START YOUR BUYER
JOURNEY AND DISCOVER
HOW TO GET THE MOST OUT
OF YOUR VISIT →

6

THE COSMOPROF NETWORK

BECOME PART OF THE
COSMOPROF COMMUNITY
WORLDWIDE →

1 FAIR / 3 SHOWS

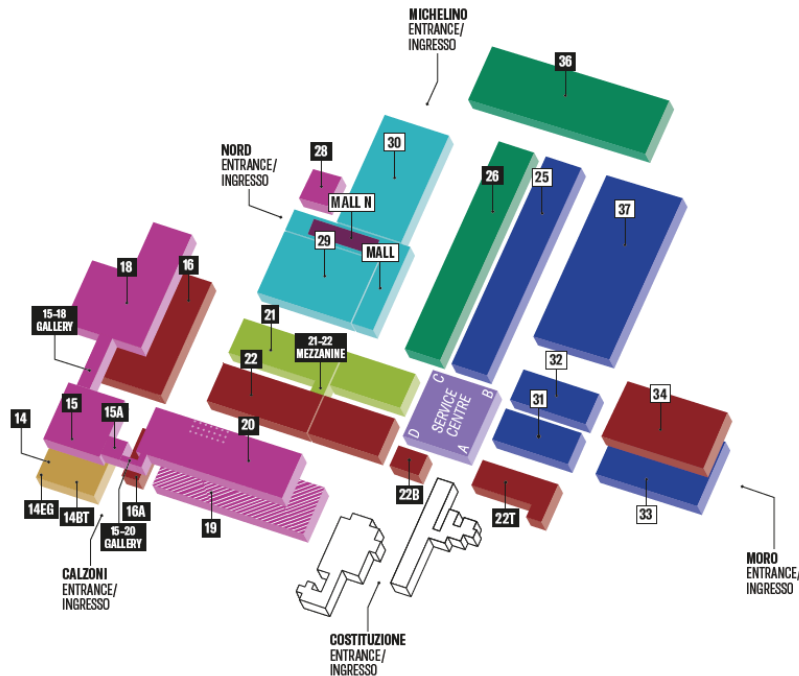
Cosmoprof Worldwide Bologna is a 3-show-event, with each show dedicated to specific industries and distribution channels.

All salons will open simultaneously from Thursday, March 26.

Cosmopack and Cosmo Perfumery & Cosmetics will close on Saturday, March 28, while Cosmo Hair, Nail & Beauty Salon, will close on Sunday, March 29.

N PAVILIONS OPEN FROM 26TH TO 28TH MARCH
PADIGLIONI APERTI DAL 26 AL 28 MARZO

N PAVILIONS OPEN FROM 26TH TO 29TH MARCH
PADIGLIONI APERTI DAL 26 AL 29 MARZO



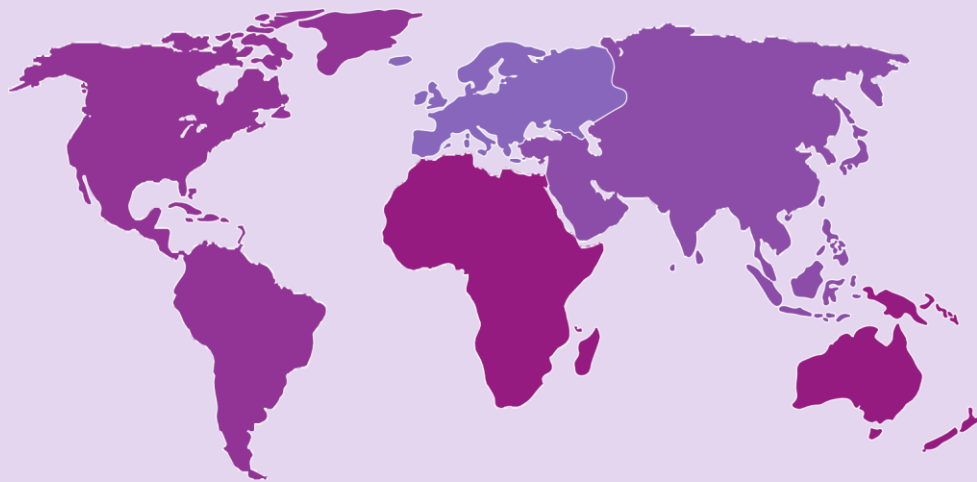
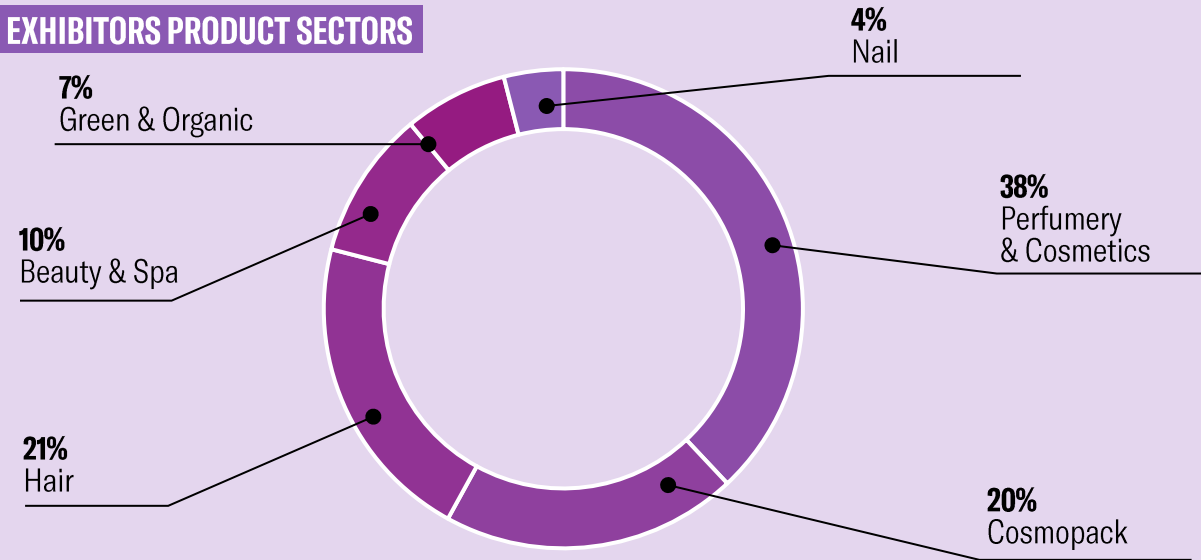
26- 28 MARCH From Thursday to Saturday		26 - 29 MARCH From Thursday to Sunday
COSMOPACK	COSMO PERFUMERY & COSMETICS	COSMO HAIR & NAIL & BEAUTY SALON
The leading international event focused on the entire beauty supply chain.	The show dedicated to Perfumery & Cosmetics products distributed in different retail channels.	The show hosting exhibitors of finished products ranging from Professional Hair, Beauty & Spa, Nail and accessories.
<ul style="list-style-type: none"> PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING MACHINERY FRAGRANCES & INGREDIENTS 	<ul style="list-style-type: none"> COSMOPRIME A selective pavilion that hosts Premium Perfumery & Cosmetics and the Extraordinary Gallery, the special area dedicated to indie and prestige/luxury brands. GREEN & ORGANIC Natural and eco-sustainable green products. COSMETICS & TOILETRIES Fragrances, make-up, accessories, skincare and toiletries. 	<ul style="list-style-type: none"> PROFESSIONAL HAIR Products, tools, equipment, furnishings and accessories. BEAUTY & SPA Cosmetic products, machinery and equipment, decor and fittings for beauty salons and spas, tanning, aesthetic medicine. NAIL Nail products, professional nail reconstruction products and treatments for hands and feet, accessories, equipment and services. COSMOSHOP An area for a selection of hair and beauty companies selling directly to professional operators.
<ul style="list-style-type: none"> COUNTRY PAVILIONS A collection of solutions for the beauty industry, retail and professional products from all over the world gathered under their country flag. 		

COSMOPROF 2025 EXHIBITORS

3,128 exhibitors from 65 countries - representing over 10,000 brands, showcased their latest innovations at Cosmoprof Worldwide Bologna 2025.

With a remarkable **5,8% increase in exhibition space** compared to 2024, and **35% brands exhibiting for the first time**, Cosmoprof confirms its role as the **leading global event for the cosmetics industry**.

EXHIBITORS PRODUCT SECTORS



7% AMERICAS

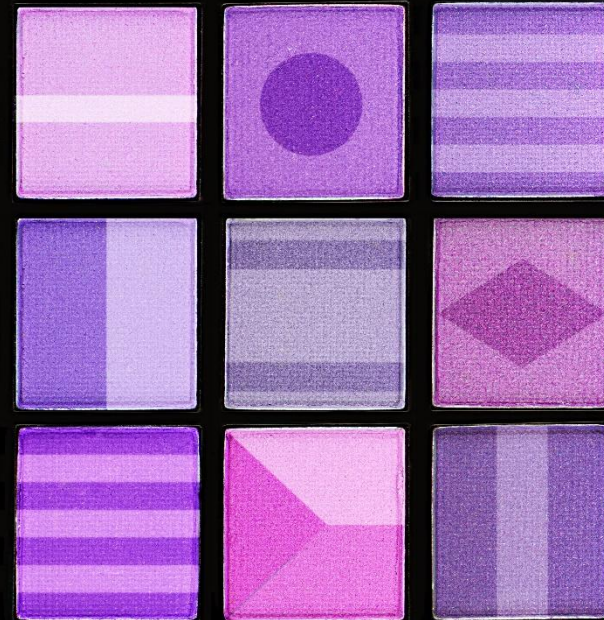
56% EUROPE

36% ASIA

1% REST OF THE WORLD

30 COUNTRY PAVILIONS

Australia, Brazil, California, China, Czech Republic, Estonia, France, Germany, Greece, India, Indonesia, Ireland, Japan, Latvia, Norway, The Pacific Island, Poland, Romania, South Korea, Spain, Sweden, Taiwan Region, Tunisia, Turkey, Ukraine, UK, USA.



TOP EXHIBITORS ATTENDING 2025 SHOW

COSMETICS & TOILETRIES	GREEN & ORGANIC	COSMOPRIME	EXTRAORDINARY GALLERY
<p>1,063 Exhibitors 5% Italy / 95% rest of the world</p> <p>TOP BRAND Ahava, Airval, Arabian Oud, Armaf, Babaria, Byphasse, , Coscentra, Evian, Evoluderm, Hamidi, Marqlabs, MiiN, Note Cosmetique, Peggy Sage, Zwilling, 7 Days</p>	<p>196 Exhibitors 26% Italy / 74% rest of the world</p> <p>TOP BRAND Ben & Anna, Benecos, Bomb Cosmetics, Equilibra, Frais Monde, L'erbolario, L'erboristica, La Nordica, La Phocéene, Lepo, Maternatura, Natura Siberica, Noah, Pharmalife, Saponificio Artiginale Fiorentino, Tek</p>	<p>107 Exhibitors 24% Italy / 76% rest of the world</p> <p>TOP BRAND Ahava, Alma K, Astra Makeup, Avant Skincare, Beesline, Bellaoggi, Fit by Fede, Geske, Gosh Copenhagen, Groupe Bogart, Korres, Labo Swiss</p>	<p>51 Exhibitors 10% Italy / 90% rest of the world</p> <p>TOP BRAND BeautyLab Compagnia delle Indie, Ecrú, Gerrard International, Gitti, Lord&Berry, Swiss Detox, Urang</p>
COSMOPACK	BEAUTY & SPA	PROFESSIONAL HAIR	NAIL
<p>637 Exhibitors 37% Italy / 63% rest of the world</p> <p>TOP BRAND Ancorotti Cosmetics, Aptar France, B.Kolormakeup & Skincare, Baralan, Berlin Packaging, Bergami Packaging Solutions, Brivaplast, Chromavis, Citus Kalix, Colep, Cosmax, Coven Egidio, EPS Fragrances, Fiabila, Geka, HCP, HCT by kdc/one, Heinz Glas, IMA, Intercos, Keystone, Kolmar Korea, Lumson, Marchesini Beauty Group, Scentmate by dsm-firmenich, Schwan Cosmetics, Tecnicosmesi, Toly, Woojung.</p>	<p>303 Exhibitors 40% Italy / 60% rest of the world</p> <p>TOP BRAND Baldan, Bioline, Comfort Zone, Ghareni, Golmar, Inglot, Kryolan, LPG, La Truccheria Maison Estetiques, Panestetic, Starpool, Teslamed, Treatwell, Vagheggi, Vismara.</p>	<p>682 Exhibitors 21% Italy / 79% rest of world</p> <p>TOP BRAND Alfaparf, Babyliss, Bumble&Bun, Ceriotti, Cotril, Depot, Elchim, Fondonatura, Ga.Ma, Gamma & Bross, Gamma più, Hair Company, H.S.A Hairstyling Applications, Itely, Jean Paul Myne', Medavita, Milk Shake, Nashi, Oway, Parlux, Pettenon, Rica, Takara Belmont, Tagliati x il Successo, Valera, Vezzosi, Wahl, Z.One</p>	<p>136 Exhibitors 25% Italy / 75% rest of world</p> <p>TOP BRAND Clarissa Nail, Cluster, Dougel, Exclusive Lash Brow, Grafton Beauty, Glam Lac, Indigo, Kalentin, Kinetics, Kylua, Musa, Passione Beauty, Thuya, Voesh, Wwbd Group</p>

FIND OUT THE BEST IN BEAUTY

Cosmoprof Worldwide Bologna is the global event where new products and solutions are presented.

Digital tools like the **Digital Catalogue**, **Cosmoprof My Match**, and our **special projects**, allow Buyers to discover the latest trends and innovations.



We select the most innovative products, designs and solutions, but your voice makes the difference - join the Jury and decide who wins! Get in touch with the Buyer Team for more info.



We discover new trends by selecting forward-thinking products and solutions.



We showcase the most successful product launches from our exhibitors, connecting buyers with cutting-edge innovations. Over 450 new products debuted in the last edition.



BUYER PROGRAM

The Buyer Program is an **invite-only initiative** designed to boost **direct contact between exhibitors and selected international buyers**. The program helps companies to expand their business worldwide through **effective B2B meetings** and support key players' visit with **dedicated services and assistance**.

Step into our community of excellence and unlock premium benefits designed just for you.

PARTICIPATION BENEFITS:



- ✓ Buyer Badge – early access to the show and reserved access to the events



- ✓ Dedicated assistance by our Incoming Team



- ✓ Scheduled B2B meetings



- ✓ Hospitality packages*



- ✓ Access to the exclusive Buyer Lounges



- ✓ Light Lunch**



EXCLUSIVELY RESERVED TO:

- ✓ IMPORTERS
- ✓ DISTRIBUTORS
- ✓ RETAILER OR CHAIN STORES / E-TAILER
- ✓ BRAND & MANUFACTURING COMPANIES LOOKING FOR THE MOST INNOVATIVE SOLUTIONS IN THE SUPPLY CHAIN
- ✓ SALON CHAIN OWNERS LOOKING FOR NEW PRODUCTS / TOOLS / EQUIPMENT / FURNITURE
- ✓ WHOLESALERS
- ✓ BUYING OFFICES



EFFECTIVE SUPPORT - DEDICATED TEAM

As a member of the Buyer Program, you can take advantage of the **support of the Buyer Team**, who can assist you in your business activity, specifically:

- Guiding you in the use of the **digital tools** (digital catalogue and Cosmoprof My Match)
- Assisting you in advance in **selecting specific products, brands and/or exhibitors** (if your search has not been effective)
- Helping you on site to find **new business opportunities** and to suggest you how to **better navigate the showfloor** (the Incoming Buyer Team is always present at the Buyer Lounges)

RETAIL SECTOR

Are you a distributor or importer looking for new products to import and resell to retailers, pharmacies and/or fast-moving consumer goods (FMCG) companies?
Or are you a retailer, luxury department store, large-scale distributor or e-commerce platform looking for new products to resell?

Please contact:
Patrizia Necchi
patrizia.necchi@cosmoprof.it

PROFESSIONAL SECTOR

Are you a distributor or importer looking for new products to import and resell to beauty professionals?
Are you a hair, beauty or nail salon, spa, resort or medical clinic looking to expand your portfolio or renovate your salon with new furniture and tools?

Please contact:
Agnese Petrone
agnese.petrone@cosmoprof.it

NATURAL & ORGANIC SECTOR

Are you a distributor or importer looking for new products to import and resell to specialist organic product shops and herbalists?
Are you a specialised retailer, retail chain, herbalist shop or e-commerce platform looking for new natural and organic products to resell?

Please contact:
Giorgia Marziali
giorgia.marziali@cosmoprof.it

COSMOPACK

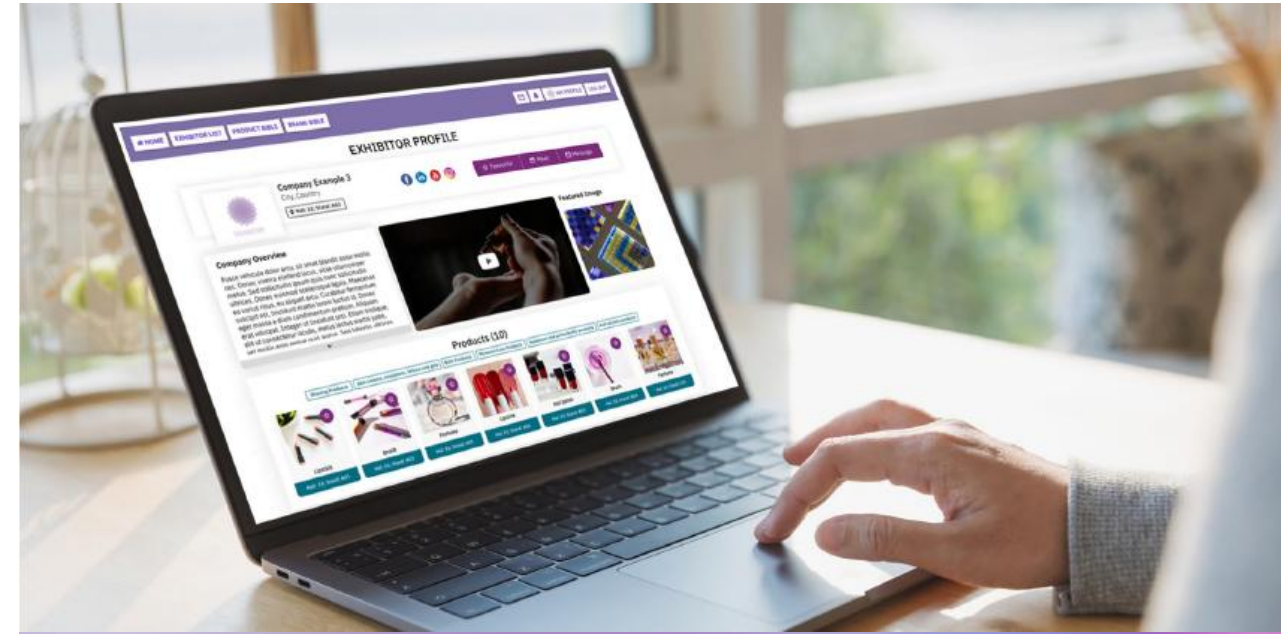
Are you a brand owner or manufacturing company looking for new suppliers and solutions to create your own brand?

Please contact:
Giorgia Marziali
giorgia.marziali@cosmoprof.it

COSMOPROF MY MATCH

Cosmoprof My Match is the **B2B digital matchmaking platform** developed by Cosmoprof Worldwide Bologna with the aim of:

- ✓ Facilitating **networking** between buyers and exhibitors
- ✓ Optimizing the **business partners selection** process
- ✓ **Prescheduling meetings** before the show
- ✓ **Keeping track** of suppliers, brands, products, solutions
- ✓ **Improving the user experience** during the exhibition
- ✓ Enhancing the **Beauty community** worldwide



COSMOPROF MY MATCH MAIN FEATURES:

- ✓ **CREATE A PERSONALISED ONLINE PROFILE**
- ✓ **SELECT COMPANY PROFILES OF INTEREST**
- ✓ **ADVANCED SEARCH FILTERS**
- ✓ **DISPLAY PARTNERS BY NEEDS**
- ✓ **ADD TO "FAVORITES" THE MOST INTERESTING PROFILES**
- ✓ **SEND MEETING REQUESTS AND MESSAGES**
- ✓ **SUGGESTED MATCHING PROVIDED BY THE PLATFORM**

...AND MANY MORE TO BE DISCOVERED



BUYER LOUNGE

Designed exclusively for our buyers, the **Buyer Lounge** is a place to recharge and relax, as well as a **networking area to plan your daily meetings and meet your peers**. You can always count on the presence of the Buyer Team, ready to answer your questions, support your visit and listen to your feedback.

Buyer Lounges are strategically located throughout the fair district: **hall 14** and **hall 36**, open from the 26th to 28th of March.



EXCLUSIVE COMPLIMENTARY SERVICES

- ✓ EXCLUSIVE AREA FOR RELAX
- ✓ LIGHT REFRESHMENTS
- ✓ WI-FI
- ✓ CLOAKROOM
- ✓ ONSITE CONCIERGE



START YOUR BUYER JOURNEY



- ✓ Register or log in on www.cosmoprof.com and complete your profile to join the biggest beauty community in the world.



- ✓ Apply to the Buyer Program in the dedicated section, in your reserved area.



- ✓ Use Cosmoprof My Match to select your favourite business partners.



- ✓ Plan your Buyer Experience in advance by pre-scheduling your meetings.



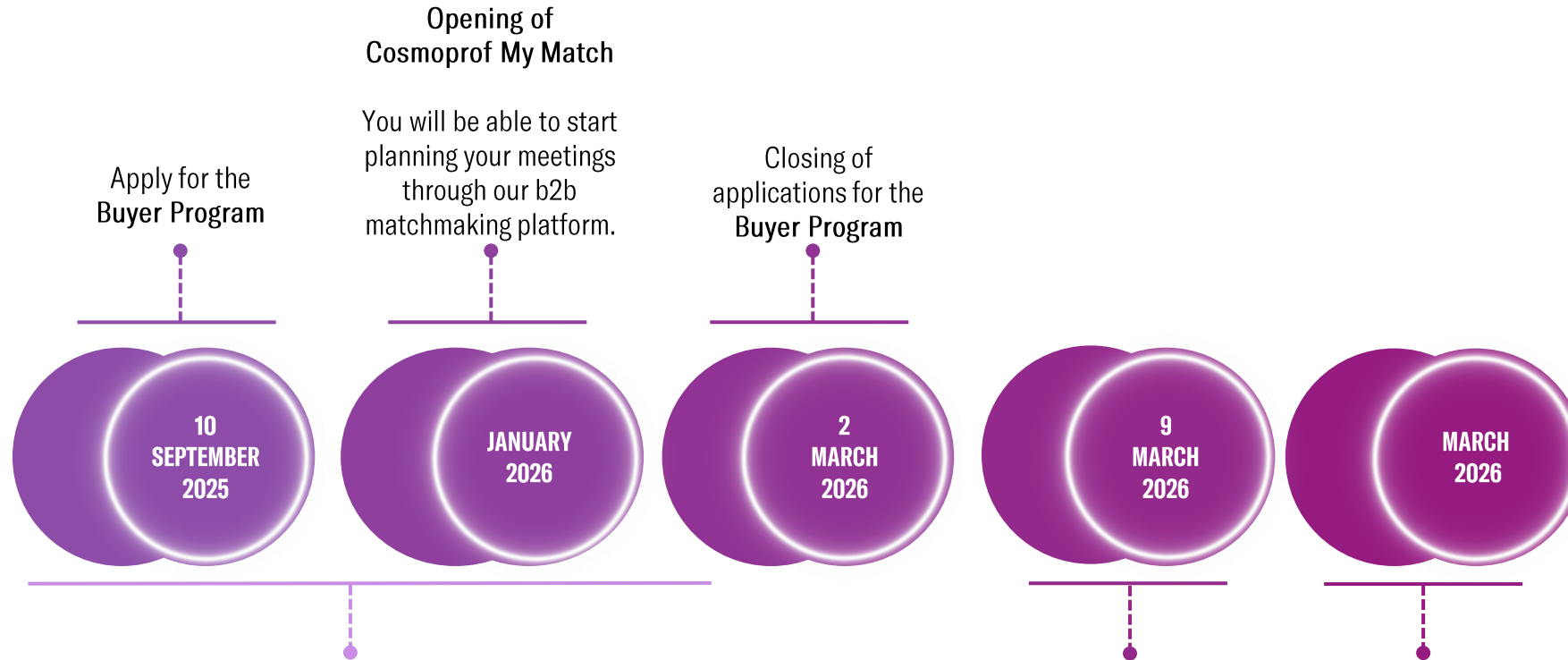
- ✓ Make the most of your time at the show, enjoy free services and meet your peers at the Buyers Lounges.



- ✓ Discover the latest trends and market insights by attending CosmoTalks, Cosmoprof Awards and CosmoTrends guided tours.



START YOUR BUYER JOURNEY



Apply for the
Buyer Program

10
SEPTEMBER
2025

Opening of
Cosmoprof My Match

You will be able to start
planning your meetings
through our b2b
matchmaking platform.

JANUARY
2026

Closing of
applications for the
Buyer Program

2
MARCH
2026

9
MARCH
2026

MARCH
2026

You will receive a feedback email shortly after submission of your application. In case of approval, you'll receive **details about the benefits package** reserved to you.

Please remember that the entrance ticket to the exhibition may be part of the benefits package, so wait until you receive our feedback before purchasing it. Please note that refunds are never provided.

You will receive the **Daily Program** with all relevant information for your visit and an email with a **code** and instructions to redeem your free entrance ticket (*Buyer Badge*) from the Buyer Team.

**SEE YOU AT
COSMOPROF
WORLDWIDE
BOLOGNA
2026!**

SAVE THE DATE
27 March
Cosmoprof & Cosmopack
Awards Ceremony



Any doubts? Please remember that the Buyer Team is always available to help you. You can contact us at buyers@cosmoprof.it

WE ARE COSMOPROF



cosmoprof.com

AN EVENT BY



cosmoprof-asia.com

ORGANISER - COSMOPROF ASIA LTD



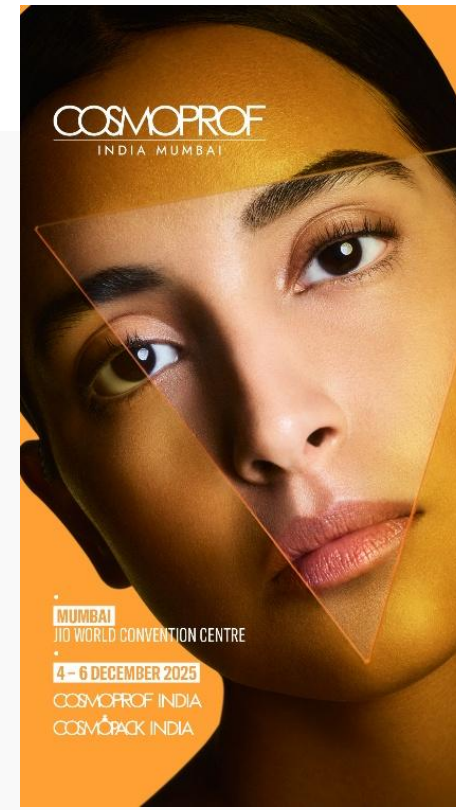
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ORGANIZER - USA BEAUTY LLC

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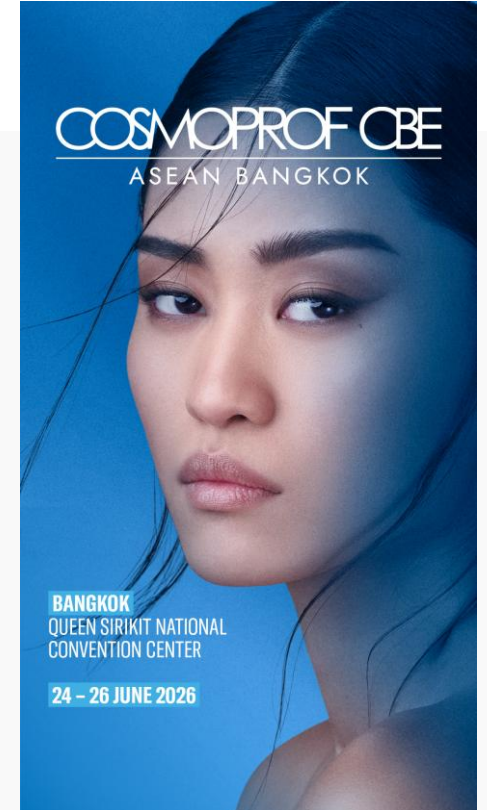


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