

# POST SHOW REPORT

# 2017

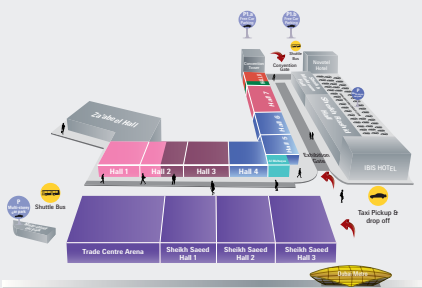
The Largest International Trade Fair for Beauty Products, Hair, Fragrances and Wellbeing in the Middle East

## SHOW PROFILE

A truly unprecedented and record-breaking success, the 22<sup>nd</sup> edition of Beautyworld Middle East delivered attractive opportunities, incredible insights, and a fascinating glimpse into the future of the beauty and wellness industry.

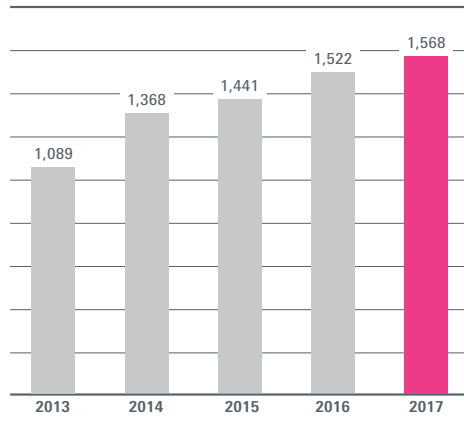
- Edition** : 22<sup>nd</sup>
- Date** : 14 – 16 May, 2017
- Venue** : Dubai International Convention and Exhibition Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Total Gross Sqm.** : 54,906 sqm.
- 2017 Exhibitors** : 1,568
- 2017 Visitors** : 41,898

## 2017 VENUE MAP

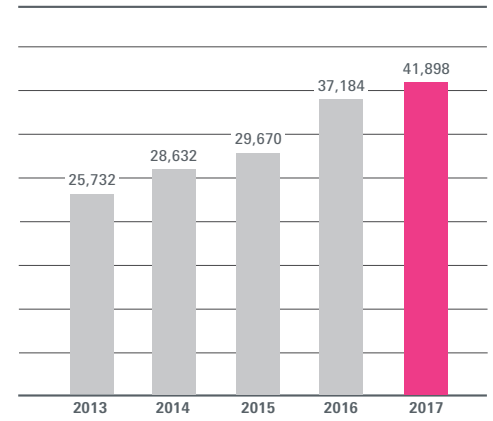


- Hair, Nails and Salon Supplies
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance
- Professional Equipment, Spa & Wellness
- Cosmetics and Skincare
- Natural & Organic
- Personal Care & Hygiene
- International Pavilions

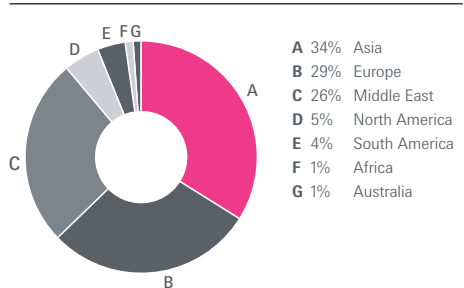
### Exhibitor growth over 5 years



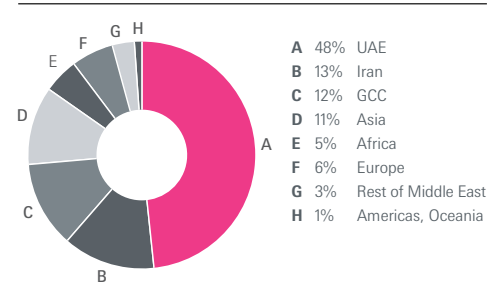
### Visitor growth over 5 years



### Regional breakdown of exhibitors



### Regional breakdown of visitors



1,568 exhibitors from 56 countries

41,898 visitors from 139 countries

### Top 10 Countries by Exhibitors

Rank	Country	Exhibitors	Count
1	China	279	
2	United Arab Emirates	201	
3	France	115	
4	Turkey	101	
5	Italy	100	
6	India	79	
7	United States	62	
8	Republic of Korea	61	
9	Spain	57	
10	Poland	52	

### Top 10 Countries by Visitors

Rank	Country	Visitors	Count
1	United Arab Emirates	20,048	
2	Iran	5,625	
3	Saudi Arabia	2,517	
4	India	1,651	
5	Pakistan	1,534	
6	Kuwait	1,141	
7	Oman	500	
8	Bahrain	493	
9	Iraq	483	
10	Egypt	480	

Organised by:

## Market Information

# MEA

## OVERVIEW

### RETAIL VALUE

**\$30** billion in 2016

**6%** GROWTH OVER 2015

**\$34.5** billion ESTIMATED TO GROW BY 2021

# GCC

## OVERVIEW

### RETAIL VALUE

**\$9.3** billion in 2016

**10%** GROWTH OVER 2015

**\$13.6** billion ESTIMATED TO GROW BY 2020

# KSA

## OVERVIEW

### RETAIL VALUE

**\$5.3** billion in 2016

**\$9.5** billion ESTIMATED TO GROW BY 2020

# UAE

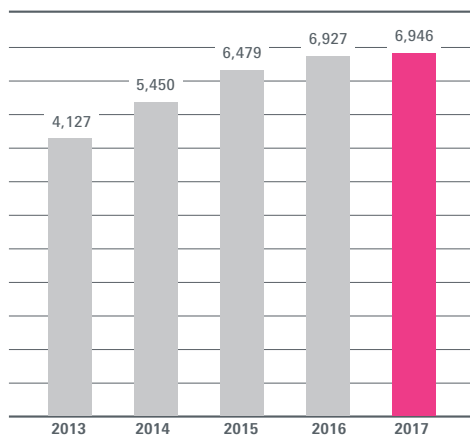
## OVERVIEW

### RETAIL VALUE

**\$2.1** billion in 2016

**\$2.7** billion ESTIMATED TO GROW BY 2020

## Total SQM growth of UAE companies



# 2017 SHOW HIGHLIGHTS

Battle of the Barbers

Business in Beauty Summit

Centre Stage by Nazih Group

Face It! by Mehron & MADI International

Fragrance Station

Hair Education by ghd

**NEW** Hollywood Hair Artist: Guy Tang

Nail It! by Artistic Nail Design & OPI

Quintessence - the art of perfume

**NEW** Sensorial Journey by Carita & centdegrees

**NEW** Economics of Wellness Forum

## Number of exhibitors per product category

Exhibitors	2015	2016	2017
Cosmetics and Skincare	582	640	460
Personal Care and Hygiene	-	-	169
Natural and Organic	-	-	49
Fragrance	181	184	185
Hair, Nails & Salon Supplies	311	313	289
Machinery, Packaging & Raw Materials	276	280	299
Professional Equipment & Spa and Others	35	39	58
Others (Trade Associations/ Government Agencies/ Public Institutes/Media/Business Services)	56	66	59
<b>Total Exhibitors</b>	<b>1,441</b>	<b>1,522</b>	<b>1,568</b>

## Product Category Individual + Pavilion

Exhibitors	Sqm (2015)	Sqm (2016)	Sqm (2017)
Cosmetics and Skincare	8,770	9,079	7,428.45
Personal Care and Hygiene	-	-	2,928.35
Natural and Organic	-	-	484.55
Fragrance	5,774.5	6,090	6,166.1
Hair, Nails & Salon Supplies	5,838.5	5,647.5	5,574.85
Machinery, Packaging & Raw Materials	3,845.5	4,396	4,868.83
Professional Equipment & Spa and Others	850.5	819	948.75
Others (Trade Associations/ Government Agencies/ Public Institutes/Media/Business Services)	466.5	1,388.5	1,968
<b>Total Exhibitors</b>	<b>25,545.5</b>	<b>27,420</b>	<b>30,367.88</b>

## Top 10 product launches at the show

### EIDEAL (UAE)

EIDEAL launched davines, an Italian eco haircare brand with its roots founded on sustainable beauty.

### Esthechoc (UK)

A guilt-free pleasure that improves health rather than hinders it, Esthechoc is the world's first anti-aging beauty chocolate.

### EVY Professional (Australia)

The entire EVY Professional range, including hair dryers, curling irons, brushes, and the 2017 AHFAs Most Innovative New Styling Tool WINNER – the EVY iQ-ONEGLIDE, were launched for the first time in the region.

### VitaJuwel (Germany)

VitaJuwel launched its gemstone infused water bottles, vials, decanters, and dispensers.

### Quintessence – the art of Perfume (USA, France)

Fragrance creators, Thomas Kosmala, Esteban, Ulrich Lang, Nishane, Simone Cosac, and Le Galion, launched their latest lines

### LAKMÉ Cosmetics (Spain)

LAKMÉ Cosmetics launched i.plex, an innovative anti-aging plex system with a keratin complex.

### Neoderma (Cyprus)

It was Neoderma's biggest relaunch since it was first created in 1991. Neoderma also launched Neo-White – a whitening product line with HALAL certification.

### Hyunjin C&T (Korea)

Hyunjin C&T, a new player in the regional beauty market, introduced its entire range of innovative products that involve the use of gold leaf, magnetic therapy, and oxygen therapy.

### Pennelli Faro (Italy)

Among Pennelli Faro's long list of product launches this year was Ecosophy, a vegan-friendly make-up brush collection.

### Hanalei (USA)

Hanalei launched a complete range of personal care products such as lip treatments, scrubs, facial masks, lotions, and other body care items.

\*All values mentioned above are in U.S dollars  
Source : Euromonitor International except Spa & Wellness