



**COSMOPROF INDIA IS BACK WITH THE THIRD EDITION OF ITS MOST COVETED BEAUTY SHOWCASE**

*The B2B exhibition is taking place at Jio World Convention Centre, Mumbai*

**Mumbai, October 6, 2022:** Cosmoprof India, the ideal B2B event for the fast-growing and rapidly evolving beauty market scape in India, is back with the third edition of its most coveted showcase from **6th to 8th October 2022** at the **Jio World Convention Centre** in **Mumbai**, a stunning landmark for India, in a prime location for business.

Cosmoprof India represents one of the destinations of the Cosmoprof network, a 360° worldwide platform for the international Beauty community. Thanks to its exhibitions – Cosmoprof Worldwide Bologna in Italy, Cosmoprof Asia Special Edition in Singapore, Cosmoprof India in Mumbai, Cosmoprof North America in Las Vegas, and Cosmoprof CBE ASEAN in Bangkok, the Cosmoprof platform offers exclusive business tools and new networking opportunities to over 500,000 professionals and 10,000 exhibitors worldwide.

Cosmoprof India 2022 is hosting local and international players, representing Europe, the Middle East, the Far East, and other neighboring countries. For this highly anticipated 2022 edition, a grand showcase of **over 300 renowned brands from 12 countries** is being held over an expansive exhibition area of up to 10,500 square meters. The **Italian Trade Agency (ITA)** is attending with 15 Italian companies, showcasing the best proposals of *Made in Italy* beauty at the show. Investment NSW is bringing some of Australia's most innovative and amazing brands from Skincare, Wellness and Nutraceuticals industry with 9 exhibiting companies at Cosmoprof India 2022.

Organized by BolognaFiere Group and Informa Markets in India, Cosmoprof India offers attendees a high-performing experience, with exclusive access to brand-new proposals from leading brands, original trends and market research, live demos, and avant-garde beauty treatments, all under one roof.

*"We are excited to be back to Mumbai with Cosmoprof India. Thanks to its exclusive business tools and its highly performing initiatives, Cosmoprof India 2022, for the first time in conjunction with Cosmopack India, provides a unique overview of new launches and avant-garde innovations presented by both finished product brands and companies of the supply chain. The synergy between Cosmoprof and Cosmopack India can facilitate networking opportunities, as well as the development of new projects adapting to trends and consumers' habits in the region. We really wish our attendees and exhibitors to enjoy the excitement and curiosity which are characterizing the beauty industry in India today", highlights **Mr Gianpiero Calzolari, President of BolognaFiere Group.***

Speaking about Cosmoprof India, **Mr Yogesh Mudras, Managing Director, Informa Markets in India**, stated, *"Cosmoprof India is the ideal B2B event for the rapidly evolving beauty market space, representing exhibitors from across the country. This year, we are excited to host the third edition of Cosmoprof India at an even grander scale with participation from over 300 companies, both homegrown & international, from the beauty and nutraceutical sector. This year's edition also marks the debut of Cosmopack India, a B2B show for the beauty supply chain which will host international and domestic companies from raw materials & labs to private label, contract manufacturing, and packaging. Several special initiatives are being organised for our visitors, including high-quality workshops such as COSMOTALKS and COSMO ONSTAGE., enabling a network of useful business relationships. We are also providing a platform for up-and-coming brands to exhibit their curations to a wider range of audiences. To end the day on a high note, we are celebrating the best products, designs, and innovations of Cosmoprof and Cosmopack India via a special initiative this year - Cosmoprof India Awards in a gala evening at Hotel Sahar Star, Mumbai."*

While Cosmoprof India represents a new opportunity for brands of finished products, especially for Perfumery, Cosmetics & Toiletries, Beauty & Spa, Hair Care, Nail and Accessories, Cosmopack India is hosting the entire supply chain of the cosmetics industry: Raw Materials & Lab, Contract and Private Label Manufacturing, and Packaging.

**Over 7.500 pre-registered attendees** - retailers, Brands, and Salons & Spas from leading international companies -from EAU, Europe, USA, India and neighboring country are attending Cosmoprof and Cosmopack India. Being on the show floor they can schedule meetings and define commercial contracts with matching partners. Together with a rich exhibition area, beauty stakeholders can get inspired by the updates and market analyses of **CosmoTalks**. Prestigious speakers and dignitaries are sharing their market overviews and compliance issues, their studies on new future trends, their approach to sustainability, and the latest treatments and novelties.

Highly recognized international trend agencies are taking part in the CosmoTalks calendar. **BEAUTYSTREAMS** is presenting **FUTURE VIEW 2022-2027: PIVOTAL BEAUTY INDUSTRY SHIFTS**, an insight to explain how big societal movements will impact the beauty industry, and where to focus companies' strategic development efforts. Their second talk, **STOP AGE ANXIETY - CHALLENGING THE YOUTH DICTATE**: as part of a non-profit awareness campaign for the Openstreams Foundation, **BEAUTYSTREAMS** is presenting their analysis of how brands are addressing ageing today, as well as their vision on how to enhance attitudes towards ageing and alleviate the pressures created by the beauty dictates of our modern society. **BIG IDEAS AND BEAUTY PERSONAS 2024**, in partnership with **WGSN**, explores the six need-to-know directions that will impact the industry in 2024 and the newly adapted and intentioned key beauty personas that will emerge in 2024. **MINTEL** is presenting the **FUTURE OF CLEAN BEAUTY IN INDIA**. The pandemic has made consumers prioritise their health and wellness: Mintel explains how this shift in consumer behaviour aligns well with the tenets of clean beauty, and how this can potentially accelerate the clean beauty movement in India, as long as clean beauty can attach itself to a clear definition and purpose. **EUROMONITOR INTERNATIONAL** is focusing on sustainability, too, with its seminar **SUSTAINABILITY: EVOLVING NICHE MARKET IN INDIA**. Often considered as an evolution from 'green products', the word sustainability is buzzing globally across industries with beauty & personal care in India not being an exception. The talk highlights how an additional criterion in the purchase decision process is starting to show up in the Indian BPC market.

Live shows and demo sessions presented by Cosmoprof India exhibitors are taking place in **Cosmo Onstage**, bringing inventive beauty technologies and new launches to life from both local distributors and international players.

In addition to the three-day exhibition, **Cosmoprof India Awards**, a special project of the Cosmoprof network curated by the international trend agency BEAUTYSTREAMS, celebrates the best products, designs, and innovations of Cosmoprof and Cosmopack India. A prestigious jury of experts from all the world selected the best in beauty in India among the exhibitors of the 2022 edition. The Awards Ceremony is scheduled on October 6th from 7.00 pm onwards at the Hotel Sahara Star, Mumbai, attended by exhibitors, VIP buyers, bloggers, influencers, speakers, beauty & fashion media, and industry veterans. The event is a soirée of Cosmoprof India along with Colorbar – The Makeup Partner, Beauty Garage – The Hair Partner, Kewin Murphy - associate partner and Vaishali S – The Couture Partner. They are all presenting their new launch and latest collection.

### **COSMETIC MARKET IN INDIA**

Beauty market in India is inching to breach the pre-pandemic levels in 2022. According to recent research by EUROMONITOR INTERNATIONAL, from April 2021 to April 2022, local market registered a strong digital push, with e-commerce beauty sales growing at 15%. 2022 sees the consumers returning to physical stores, especially to prestige and premium beauty stores.

India is estimated to be the 6<sup>th</sup> largest skincare market in the world, but it is still dominated by mass and masstige, so the growing rates of prestige beauty reveal that local consumers are looking for something different. They are experimenting with new products and treatments, they are well-informed and more attuned to international brands, so they are looking for more selective products.

Euromonitor registered an increase of 17.2% in the prestige beauty market in India during 2021. Premium skincare was the strongest category (\$183m, +13% when compared to pre-pandemic data), while make-up reached a value of \$94m (+8,5% when compared to 2019). Fragrances saw the greatest growth in 2021, rising 22.9% to \$148m, but it remained below 2019 data. In the next months, prestige beauty in India is therefore expected to pass through further changes and new growth.

For further information, [www.cosmoprofindia.com](http://www.cosmoprofindia.com)

### **About BolognaFiere Group ([www.bolognafiere.it](http://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 centres (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](http://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 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, Singapore, and Bangkok (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, Cosmoprof Asia, and Cosmoprof CBE ASEAN.) The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group Health and Beauty.



### **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](http://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](http://www.informamarkets.com/en/regions/asia/India.html)

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