



COSMOPROF

INDIA MUMBAI

**2019
COSMOPROF
INDIA
MUMBAI**

12 – 14 JUNE

**BOMBAY
CONVENTION & EXHIBITION
CENTRE (BCEC)**



COSMOPROF INDIA: THE B2B SHOW FOR THE BEAUTY INDUSTRY IN INDIA

Cosmoprof India in Mumbai is the ideal business-to-business event for the fast-growing beauty market in India. Launched in 2018 as a special “preview”, it received an exceptional response in the form of exhibitors and visitors alike.

Cosmoprof India represents the fourth destination of the Cosmoprof network, a 360° worldwide platform for the international beauty community, with shows in Bologna, Las Vegas and Hong Kong which all together involve over 370,000 professionals and 7,000 exhibitors from all over the world.

Geo-adapted from the global Cosmoprof brand, Cosmoprof India will have its own unique scale and entity. The 2019 edition will definitely increase: the new venue of the Bombay Convention & Exhibition Centre will offer more exhibition space to host a wider showcase of beauty companies. The 3-day show - an increase of an additional day - will guarantee more business opportunities among Indian and international beauty professionals.



EVENT OVERVIEW: A SUCCESSFUL “PREVIEW” EXPECTED TO GROW

	2018	2019
Edition	A special "preview"	1 st Edition
Venue	Sahara Star Hotel	New Venue! Bombay Convention & Exhibition Centre (BCEC)
Date	2 show days 10-11 September 2018	3 show days 12-13-14 June 2019
Exhibition Area (Gross)	3,000 sqm	10,000 sqm
Number of exhibitors	107 from 15 countries	300+ exhibitors (expected)
Total visitors	3,898 from 37 countries	5,000+ visitors (expected)
Press	100+ press	100+ press (expected)



INCREDIBLE INDIA: THE BOOMING BEAUTY MARKET

While it accounts for only 1.6% of the total global industry, the beauty market in India has immense potential, with an increase in consumption of 60% in the last five years and an overall value constantly growing. This makes it a hotbed of competition and opportunity for multinational and homegrown brands.

Mumbai has a diverse population of various income groups, which attracts demand for both mass and premium beauty brands. The influence of Bollywood and the fashion industry makes people experimental in nature and willing to try out new products making the city suitable for new product launches.

Mumbai is a haven for make-up lovers and has a strong retail network selling BPC products in its huge malls, stand-alone beauty stores, small local stores and well-known historic street shopping areas. [Euromonitor]

Cosmoprof India provides a microcosm of the changing, multi-dimensional, complex beauty market that is India. It represents the ideal platform for international brands to test waters in the Indian beauty market.

Cosmoprof India's mission is to infuse a new direction to the dynamic local market by creating an opportunity for companies to network with international brands, key players and suppliers to enhance local production, introduce innovative technologies and superior quality standards.

Indian beauty market highlights

- Indian consumers are becoming more knowledgeable about beauty and personal care
- High growth for all beauty sectors based on natural, organic, anti-ageing and anti-pollution trends
- 6.5 billion dollars is the current beauty market size
- High demand of products that satisfy tastes and flavors of Indian consumers
- The market will touch 20 billion dollars by 2025 with 15-20% of annual growth
- High demand of qualified personnel
- Increase of modern distribution channels as well as e-commerce

FACTS & FIGURES 2018

EXHIBITORS

107
Exhibitors

15
Countries

ALL BEAUTY SECTORS REPRESENTED

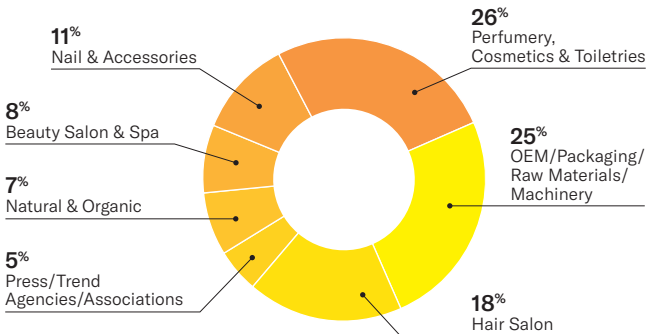
A wide range of solutions for the beauty brands

- Raw materials and ingredients
- Equipment, machinery and automation systems for the cosmetic industry
- Contract and private label manufacturing
- Primary packaging
- Secondary packaging
- Products and services for the cosmetic industry

All finished products

- Cosmetics & Toiletries
- Beauty Salon
- Hair Salon
- Nail & Accessories

Exhibitors by Product Sectors



Top 5 Countries by Exhibitors

1
India

2
Italy

3
Korea

4
USA

5
China

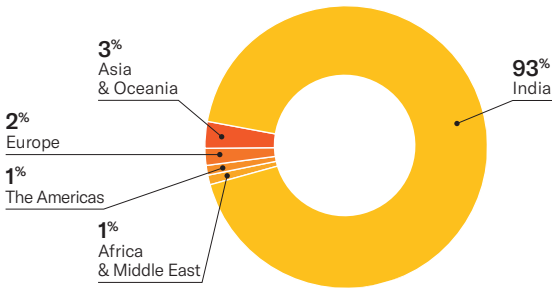
VISITORS

3,898
Visitors

37
countries
and regions

100+
press
representatives

Geographic Breakdown



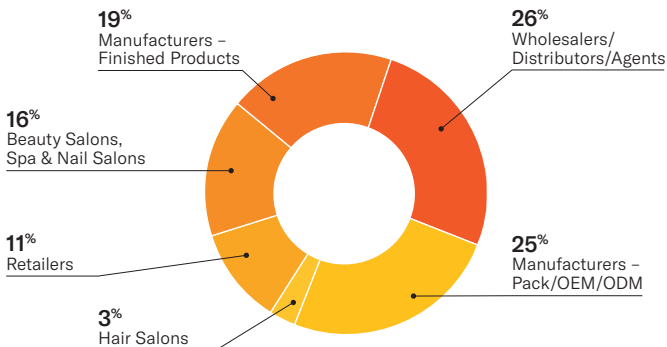
Top 5 Visiting International Countries

- | | | | | |
|-------|---------|---------|-------|---------|
| 1 UAE | 2 Italy | 3 China | 4 USA | 5 Korea |
|-------|---------|---------|-------|---------|

Top 5 Visiting Indian States

- | | | | | |
|---------------|--------------|-----------|-----------|--------------|
| 1 Maharashtra | 2 Delhi, NCR | 3 Gujarat | 4 Haryana | 5 Tamil Nadu |
|---------------|--------------|-----------|-----------|--------------|

Visitors by Nature of Business





SPECIAL PROJECTS TO INCREASE YOUR BUSINESS

Cosmoprof India is enriched by special programs to secure the presence of qualified buyers and distributors and to enhance business opportunities during the show.

Cosmoprof Buyer Programme

The Cosmoprof Buyer Programme is a consolidated project across all Cosmoprof shows. It aims at facilitating the connection between exhibiting companies and top buyers seeking to collaborate to achieve mutual commercial benefits. It develops concrete business opportunities thanks to a customized agenda of pre-scheduled meetings by cross-checking and matching business features and needs. Cosmoprof India 2019 will host international buyers with a focus on India and Middle East.

Cosmoprof India Awards *New for 2019!*

All exhibitors can take part in the industry Awards to receive additional marketing and recognition. Winning awards can improve your prospects and customers vision of your business, allowing you to gain new sales and networking opportunities with other great companies.

Update Your Knowledge

Cosmotalks will bring together industry leaders to participate in round-table discussions and panels to share their knowledge and insights. The 2019 agenda will be rich with practical, business-oriented seminars, trends and forecast presentations and market analysis. Special focus will be given to Indian latest trends and how to enter into this market. Cosmoprof Onstage will host live shows and demo sessions of innovative beauty products presented by Cosmoprof India exhibitors.

Be Part of Cosmoprof Trends

Innovative products displayed at the show will be selected by an international trend agency and featured in the "Cosmoprof Trends" report to be widely distributed to journalists, buyers and everyone interested in discovering the trends! Free opportunity to all exhibitors.

Beauty Influencers

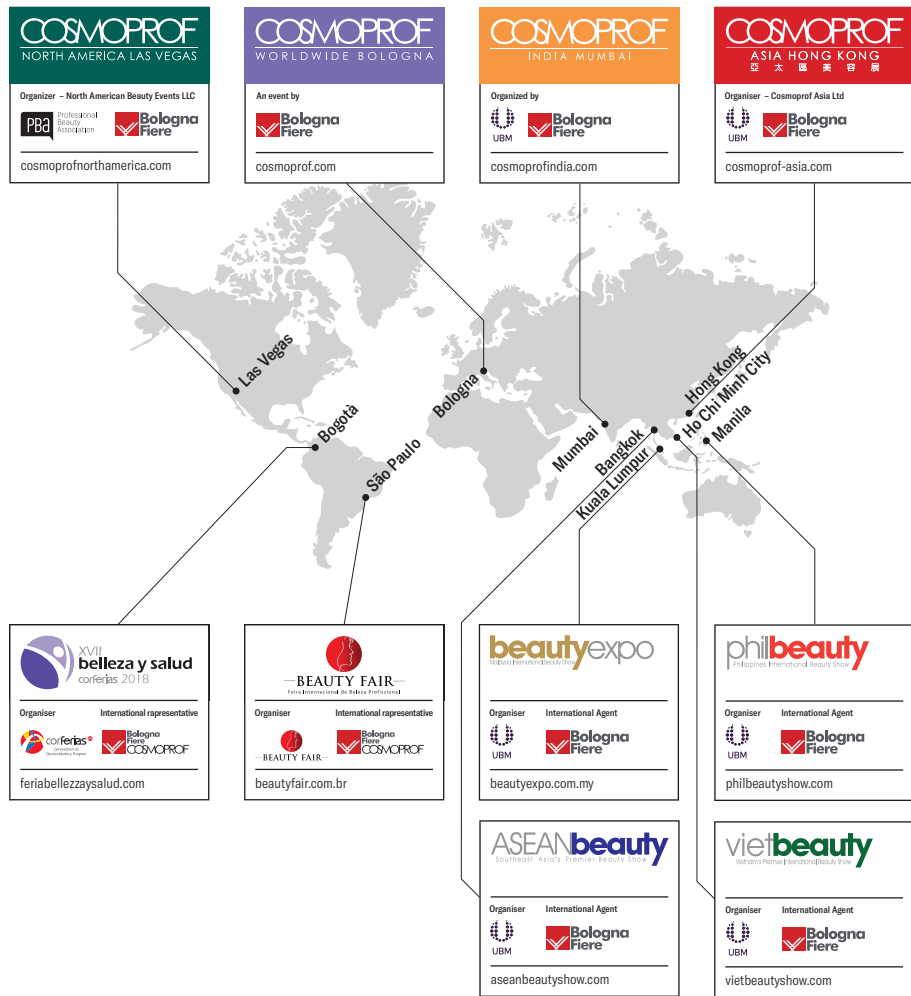
Official beauty bloggers are invited to the show to post show specials and trendy products from exhibitors, providing a continuous coverage on social media platforms. Free opportunity to all exhibitors.

Partnership Opportunities

Exhibitors can enjoy more advertising opportunities and tailor-made sponsorship ideas to capture buyers and media's attention. A wide choice of online and printed opportunities as well as networking events to get additional exposure.

THE INTERNATIONAL PLATFORM

FOLLOW US, BOOST YOUR BUSINESS!



Cosmoprof India is organised by



#cosmoprofindia

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