

Press release

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## Beautyworld: Messe Frankfurt active worldwide with strong cosmetic-fair brand

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**The Beautyworld fairs in Japan and the Middle East continue to expand in 2017 - with more than 140,000 visitors and 2,547 exhibitors. In 2018 Messe Frankfurt establishes the 5<sup>th</sup> Beautyworld trade fair globally with Beautyworld Saudi Arabia.**

What ideals of beauty are held by people living in the Middle East or Asian-Pacific region? How important is beauty in these markets and what news is there from the worldwide cosmetic sector and hair industry? Is red still trendy in Japan when it comes to nail care? And which fragrance is most popular in Dubai or Saudi Arabia?

For more than 20 years, Messe Frankfurt has been holding international trade fairs under the Beautyworld brand and providing the beauty industry with a platform for the exchange of information about the cosmetic, wellness and spa sectors. The Beautyworld network of Messe Frankfurt comprises four annual events: Beautyworld Middle East in Dubai, Beautyworld Japan in Tokyo, Beautyworld Japan West in Osaka and Beautyworld Japan Fukuoka, which attracted a total of 2,547 exhibitors (2016: 2,422) and more than 140,000 (2016: 125,000) visitors in 2017.

In 2018 Messe Frankfurt will expand the Beautyworld brand into Saudi Arabia. Beautyworld Saudi Arabia will be the 5<sup>th</sup> Beautyworld event globally and will be organised together with Saudi-based ACE Exhibitions.

All events are aimed at the operators and staff of beauty salons, hairdressing salons, nail studios, hotels, spas, the retail and wholesale trades, and students of professional beauty academies. "The demand for beauty products of all kinds has grown constantly over recent years. Thanks to its international contacts and market research, Messe Frankfurt can react promptly to growth potential and take due account of demands in the markets concerned", says Julia Uherek, Group Show Director Consumer Goods Fairs Messe Frankfurt Exhibition GmbH.

**Beautyworld Middle East: the platform for international key players**  
With Beautyworld Middle East, Messe Frankfurt has been holding an event in Dubai, one of the world's most important growth markets, since 2002. Leading international key players, especially from Europe and North America, are exhibiting in Dubai. The range of products to be seen at Beautyworld Middle East stretches from skin and hair care products,

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via fragrances, beauty accessories, decorative cosmetics and nail design, to raw materials, filling equipment and packaging. The fair has grown continuously and recorded more exhibitors and visitors again in 2017: 1,568 exhibitors from 56 nations (2016: 1,522) presented their latest products and innovations to 41,898 trade visitors from 139 countries (2016: 37,184). Beautyworld Middle East is in fact a leading international trade fair in the sector and attracts buyers not just from the Gulf area. The next Beautyworld Middle East will be held at the Dubai International Convention and Exhibition Centre (UAE) from 15 to 17 April 2019.

### **Beautyworld Japan: the biggest beauty fair for the Japanese cosmetics market**

Since its première in 1998, Beautyworld Japan in Tokyo has been distinguished by a growing product spectrum and an increasing number of visitors. It is the biggest beauty fair for the Japanese cosmetics market, as shown by the large number of 73.034 visitors (2016: 64.578) who came to the 20<sup>th</sup> anniversary edition to gain inspiration from the beauty products, treatments and services offered by 624 exhibitors (2016: 535) from 16 countries in 2017. Particularly in demand by trade visitors were cosmetic products, beauty accessories, beauty salon fittings and furnishings and nail care. The next Beautyworld Japan will be held at the 'Tokyo Big Sight' International Exhibition Centre from 13 to 15 May 2019.

### **Beautyworld Saudi Arabia: new expansion to the Beautyworld brand**

The launch of Beautyworld Saudi Arabia in October 2018 comes as consumer and professional spending on beauty and wellbeing in the country continues to rise. Saudi visitors to Beautyworld Middle East have increased steadily over the last six years, therefore Beautyworld Saudi Arabia will be the ideal platform for the beauty industry to enhance their relationship with existing customers and increase their market presence. Beautyworld Saudi Arabia will cover the six product groups of fragrance; cosmetics and skincare; personal care and hygiene; natural and organic; hair, nails and salon supplies as well as machinery, packaging, raw materials and contract manufacturing. The event has a massive appeal to industry professionals in the regional beauty market: from distributors, beauty and hair professionals, retailers and wholesalers to hotels and spas. The first event will be held at the Jeddah Center for Forums and Events from 14 – 16 October 2018.

### **Beautyworld Japan West: characterised by steady expansion**

The success of Beautyworld Japan in Tokyo caused Messe Frankfurt to launch an additional event to cater more specifically for the needs of the beauty community in Western Japan. Beautyworld Japan West made its debut in October 2006 and since then has been an important member of the Beautyworld family of events. It is aimed at all professionals and trainees from the beauty sector in Western Japan and is held at the International Exhibition Centre in Osaka, Japan's second biggest economic area. In 2017, 262 exhibitors (2016: 264) presented their latest products and services to 21,492 visitors (2016: 19,744) from 22 countries. The focus of the fair is on cosmetic products, makeup,

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perfumes, manicure and pedicure products, hair cosmetics, hairdressing equipment and accessories. The next Beautyworld Japan West will be held from 15 to 17 October 2018.

### **Beautyworld Japan Fukuoka: the trade event for the beauty industry in the Kyushu region**

Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, registered a growth in visitor numbers also for the fifth edition in 2018: 96 exhibitors (2017: 93 exhibitors) presented the complete spectrum of beauty articles from spa and wellness products, fragrances and perfumes, hair and nail care products to salon equipment and beauty accessories to 4,582 visitors (2017: 4,886 visitors). Beautyworld Fukuoka was created especially for the local market of the Kyushu region, an economic region characterised by a high density of cosmetic salons and beauty service providers, who comprise the target group of the fair. The seminars offered gave trade visitors a sweeping overview of the latest trends and new products, as well as practice-oriented subjects. Beautyworld Japan Fukuoka 2019 will be held at the Fukuoka Kokusai Centre on 4 and 5 February 2019.

The next beauty fairs to be organised by Messe Frankfurt:

- Beautyworld Middle East, Dubai, UAE, **15 to 17 April 2019**
- Beautyworld Japan, Tokyo, Japan, **13 to 15 May 2019**
- Beautyworld Saudi Arabia, Jeddah, Saudi Arabia, **14 to 16 October 2018**
- Beautyworld Japan West, Osaka, Japan, **15 to 17 October 2018**
- Beautyworld Japan Fukuoka, Fukuoka, Japan, **4 + 5 February 2019**

Further information and high-quality photographs can be found at:

[www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

[www.beautyworldme.com](http://www.beautyworldme.com)

[www.beautyworldjapan.com](http://www.beautyworldjapan.com)

[www.beautyworldksa.com](http://www.beautyworldksa.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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