

beautyworld

MIDDLE EAST

*The region's largest
international trade fair
for the beauty industry.*

POST SHOW REPORT 2022

The 26th edition of **Beautyworld Middle East** concluded on a high note with a strong international presence from **66 exhibiting countries** and **27 international country pavilions**, making it a huge success.

The three-day event engaged **52,760 visitors** from **139 visiting countries** with a full itinerary of events, from a keynote interview with **Jo Malone CBE** at the Next in Beauty conference and live demonstrations at Front Row by Nazih Group, to the **Mounir Master Class**, fragrance interpretations at Signature Scent, an exclusive platform of niche fragrances at Quintessence and much more.

As we draw curtains on this edition, we thank everyone for joining us over three exciting and memorable days at the Dubai World Trade Centre. We are grateful to our valued exhibitors, visitors, speakers, presenters, sponsors and partners.

Edition

26th

Date

31 Oct – 2 Nov, 2022

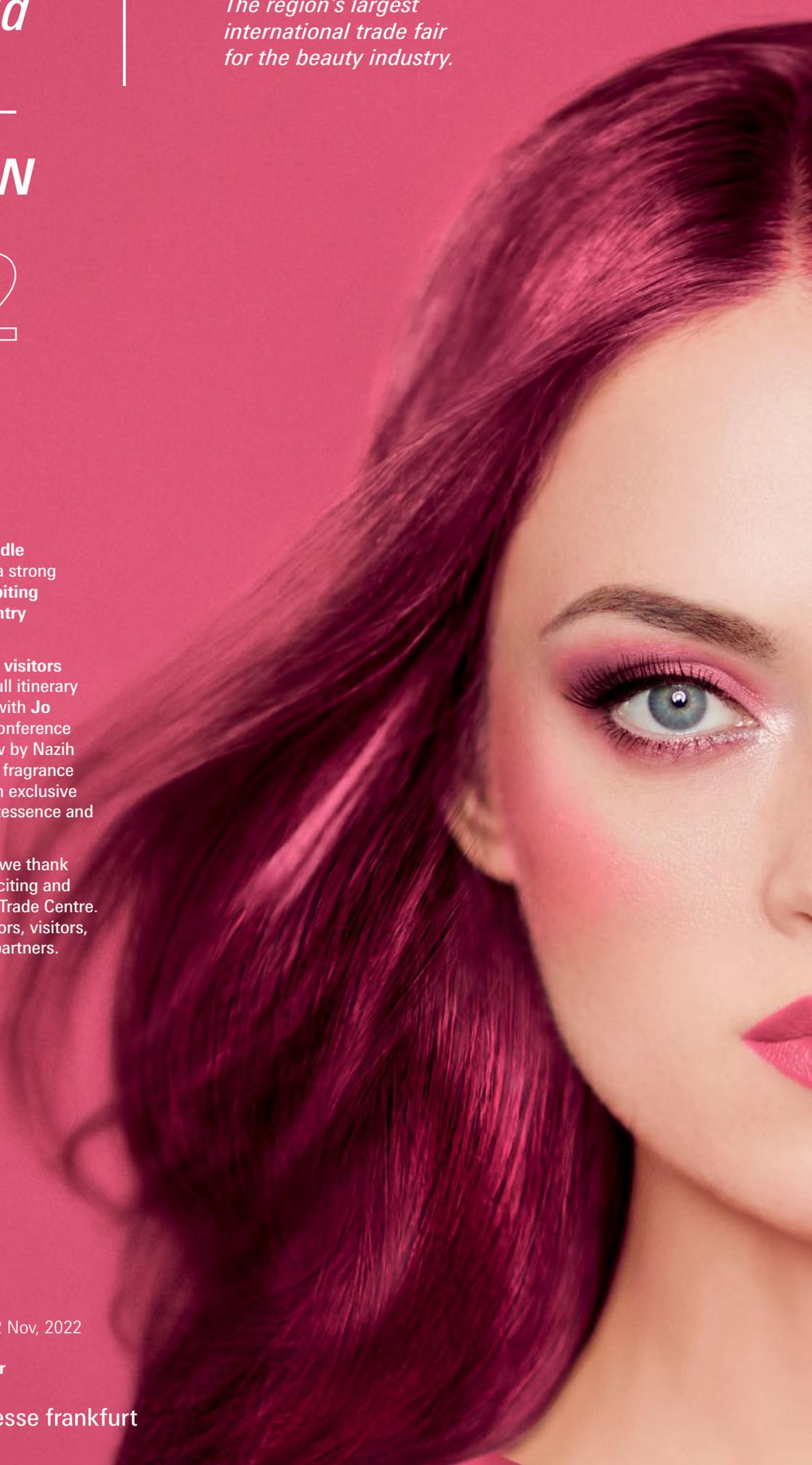
Venue

Dubai World Trade
Centre

Organiser

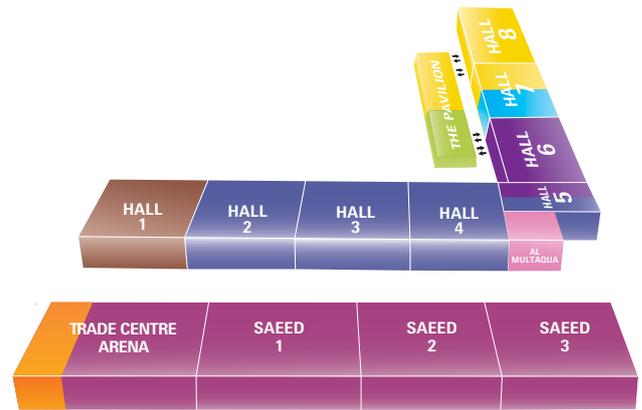


messe frankfurt



Venue Map

- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance Compounds & Finished Fragrance
- Quintessence the art of perfume
- Cosmetics & Skincare
- Natural & Organic
- Personal Care & Hygiene
- Hair, Nails & Salon Supplies
- International Country Pavilions
- Beauty Tech



Exhibitor Overview

1,430 exhibitors > **66** countries > **27** country pavilions

Regional Breakdown of Exhibitors



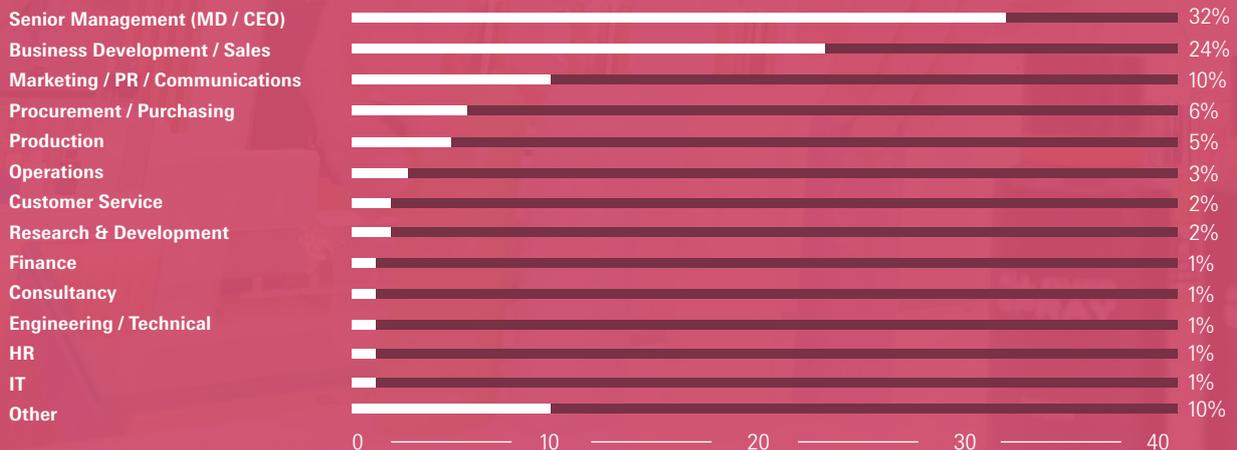
Visitor Overview

52,760 visitors > **139** countries

Country Breakdown of Exhibitors



Job Functions (all figures in %)



Show Features & Events

-  **Signature Scent**
AI Multaqua Ballroom
-  **Beautyworld Middle East Awards**
The Address Sky View
-  **Next in Beauty Conference**
Trade Centre Arena
-  **Quintessence – the art of perfume**
AI Multaqua Ballroom
-  **Front Row by Nazih Group**
The Pavilion
-  **The School Masterclass by Mounir**
Sheikh Maktoum Hall NEW
-  **The Premium Club**
Trade Centre Arena



“While exhibiting at Beautyworld Middle East, we were able to get inquiries from Italy, Israel, Egypt, Lithuania and even South Africa.”

Hanna Felipe, Brand & Product Manager, Piliani



Digital Platform

155,323
Recommendations

14,509
Connections

8,777
Mobile App Users



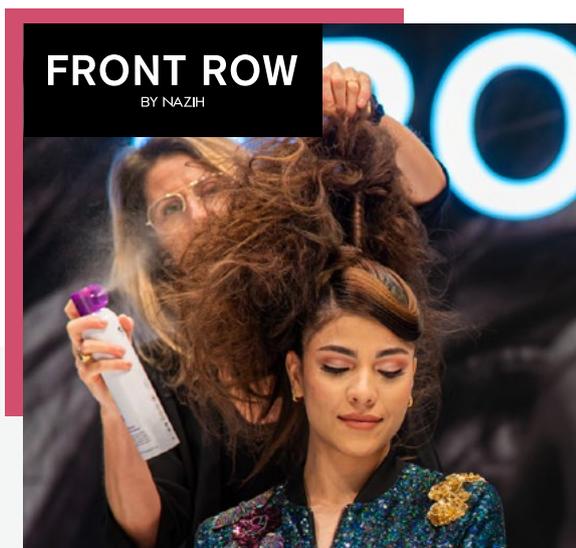
Cyber Blend by Jean Niel Sas crowned Beautyworld Signature Scent

16 of the top international fragrance houses came together to create their interpretation of a signature scent for the show. The Cyber Blend scent by Benoît Vittet, Head of Perfumery at Jean Niel Sas, scooped the coveted award for this year's edition courtesy of their scent, which was deemed to perfectly encapsulate the essence of the event through notes such as Fiery Saffron, Pink Pepper and Oudh.



A stellar night with glitz and glamour felicitating winners across 13 categories

The Beautyworld Middle East Awards returned this year with a flamboyant masquerade gala dinner on 31 October 2022 at the Address Sky View Ballroom. The ceremony recognized outstanding performers, visionaries and achievers across the industry and created an opportunity to network and celebrate with the global beauty industry.



Market Information

Retail Value for the Top 5 Categories in 2022



Fragrance



Hair Care



Skin Care



Colour Cosmetics



Men's Grooming

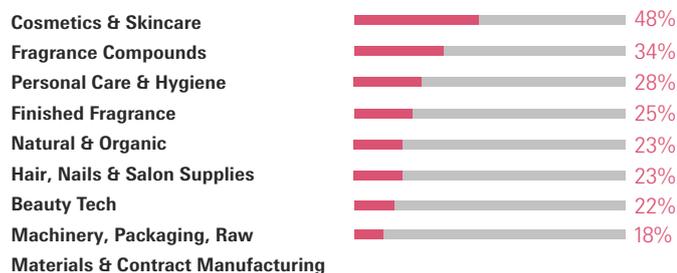
	Fragrance	Hair Care	Skin Care	Colour Cosmetics	Men's Grooming
MEA	\$5.3bn	\$6.8bn	\$5bn	\$4.2bn	\$3.7bn
GCC	\$2.6bn	\$1.7bn	\$1.4bn	\$1.3bn	\$1.1mn
UAE	\$632mn	\$341mn	\$322mn	\$292mn	\$542mn
KSA	\$1.6bn	\$1.013bn	\$738mn	\$642mn	\$311mn

**All values mentioned above are in U.S. dollars*

In 2022, KSA and the UAE together will comprise **22.6%** of the Middle East & Asia's beauty and personal care market

**Source: Euromonitor International*

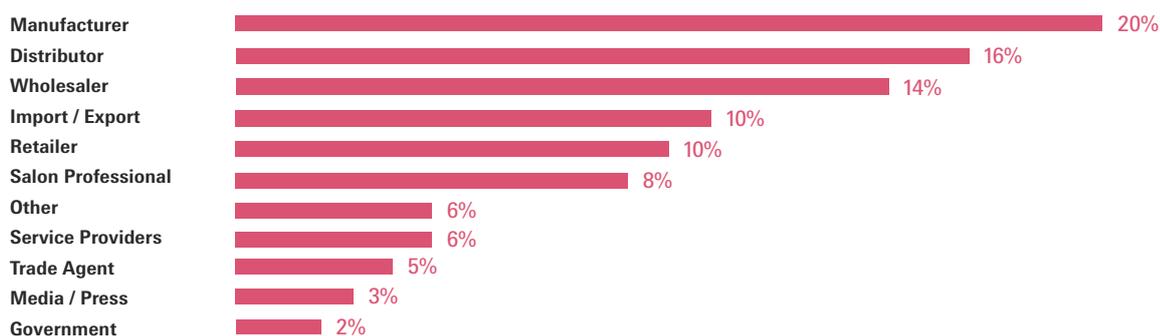
Visitor interest by product segment



"I love new ideas, new energy and I love the fact that people are building businesses from all over the world. I believe there's a huge opportunity in the Middle East and Far East and there's great opportunity for discovering international markets here at Beautyworld Middle East."

Jo Malone CBE, perfumer and founder of Jo Loves

Visitors nature of business



Visitor
Satisfaction
97%

Likelihood to Visit **Beautyworld
Middle East** Next Year
95%



Exhibitor **Satisfaction**

91%

Likelihood to Exhibit at **Beautyworld Middle East** Next Year

96%

“This is a \$6.8 billion market opportunity and already US companies are exporting \$335 million of beauty and personal care goods to this region every year. Companies come from all over and look for the newest and hottest products and they end up in retail stores right after Beautyworld Middle East.”

**Bruce Ellsworth, Commercial Attaché,
Consulate General of the USA**

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