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

May 26 – 28, 2015
Dubai International Convention and Exhibition Centre, UAE

www.beautyworldME.com
20 years on...
and still causing a sensation!

Beautyworld Middle East is the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East and the 20th edition is gearing up to be the biggest in history.

It is the definitive trade event where regional and international visitors gather in the thousands to discover the latest products and services the beauty industry has to offer. The exhibition has been playing a crucial role in the growth and development of the Middle East’s burgeoning beauty industry and represents a truly comprehensive range of global products and brands.

Be part of it all at Beautyworld Middle East 2015.

“The quality and quantity of visitors were beyond our expectations and our guest book was completely booked out. The show was a great platform to introduce our brand for the first time to the region.”

Omran Al Sayed, Founder and CEO, Mexico International
2015 Show Profile

Date : May 26 – 28, 2015
Venue : Dubai International Convention and Exhibition Centre
Organiser : Epoc Messe Frankfurt GmbH
Total Sqm : 44,382 (2014 results)
Exhibitors : 1,368 (2014 results)
Visitors : 28,632 (2014 results)
Exhibition Timings : 10am – 6pm
Special Highlights : Beautyworld Middle East Boutique
Hair Education by ghd
Nail It! by OPI and Nazih Group
Fragrance Station
Spa and Salon Management Summit
A golden age for beauty
Statistics that anticipate a glowing future

The cosmetics market in the Middle East is rapidly expanding and showing no signs of stopping. According to current estimations, the industry will be worth an enormous US$ 29.4 billion by 2017 – which may come as a surprise, but the fact is that beauty products have always been held in high regard in the Middle East, with the use of fragrances in Arab culture dating back to the 9th Century.

Market Facts and Figures

The power shift to emerging markets is still on track, with the MEA poised to maintain its position as the second fastest growing beauty and wellness market over the next five years, growing at a CAGR of 4.4 per cent, compared to the global average growth of 2.9 per cent.

MEA regional performance
With a population of 28.7 million, Saudi Arabia was the largest market overall in the region in 2013, with retail sales valued at US$ 4.2 billion, a 17.5 per cent market share.

Iran led sales growth with a CAGR of 30 per annum between 2008-2013, while at US$ 156 per head, the UAE was number 1 in per capita consumption in 2013.

Mass versus premium products
Mass beauty and personal care products held the lion’s share of sales value across the MEA in 2013, accounting for 69 per cent of retail sales, valued at US$ 16.5 billion. The value of premium products sold across the region in 2013 was US$ 7.5 billion.

Fragrances
The MEA’s love for fragrances continues to grow unabated, with retail sales for the sector valued at US$4.5 billion in 2013, a 19 per cent share of the total beauty and wellbeing market. This figure is estimated to grow to US$ 6.4 billion by 2018, while Saudi Arabia and the UAE will be 1st and 3rd places globally in terms of per capita spend on fragrances.

Hair, colour cosmetics and skin care
Retail sales for the MEA hair care sector totalled US$ 4 billion in 2013, a 17 per cent share of the beauty and wellbeing market, while colour cosmetics and skin care both held 13 per cent share each, with retail sales valued at US$ 3.1 billion each.

Spa
The development of MEA cities into thriving commercial and tourism hubs has fuelled demand for world-class multifaceted spa and wellness services. With the UAE at the forefront, the regional spa sector is set to take off.

The retail value of the UAE spa industry is expected to reach US$ 440.1 million in 2017, significantly more than its US$ 330.2 million value in 2012, while the Saudi spa industry is expected to enjoy 11 per cent growth by 2017.

Source: Euromonitor International
Growth of premium beauty is intensifying, forecast to exceed the pace of the mass segment by 2018. Future growth engines remain the US and China, which is expected to overtake Japan as the second largest market. Category opportunities are polarised between premium skin care and premium fragrance in selected growth markets. However, driven by the fast expanding consumer base for mass products in emerging markets the ratio of premium to mass is expected to decline globally.
Flawless coverage!
An entire palette of vibrant colours

It’s a well-known fact that Beautyworld Middle East is the must-attend trade show for those connected to the beauty and wellness industries. And if you’re looking for undisputable evidence to prove this then just take a look at last year’s figures.

In 2014, more than 1300 exhibitors participated, presenting a truly broad variety of products from the hair, nails and accessories, cosmetics and skincare, packaging and raw materials, fragrance, and spa and wellness categories.
Benefits of exhibiting

- Meet new business partners, find new markets
- Boost brand recognition
- Enhance your sales cycle
- Improve your industry knowledge
- Increase your market share, monitor your competitors

Five core product groups are represented at the show

- Hair, Nails and Accessories
- Cosmetics and Skincare
- Machinery, Packaging and Raw Materials
- Professional Equipment and Spa
- Fragrance

We entered the Middle East market in 2006 and we realised fairly quickly that we are very competitive in this region in what we provide.

Our customers appreciated immediately what we have to offer and we opened our own office in 2008. Ever since we have to show that we are in the market and we are at Beautyworld Middle East to acquire new customers and present our company.

This is our eighth year at Beautyworld Middle East and we are growing every year which means we are successful. It helps us to meet new clients. This is our fastest growing market in the world so we will definitely be back next year.

Guido Kaiser, Director of international sales, Dullberg Konzentra

This is our third time at Beautyworld Middle East and we are here to increase the client visibility to the brand as well as obviously to get introduced to new distributors in the region. Most of the visitors are from Saudi and the UAE, and the show has been very interesting for us. Our targets have been well and truly hit and we will definitely be back next year.

Van Tibolli, Founder and CEO, Van Tibolli Beauty
Universal attraction
Why exhibitors come from near and far

1,368 exhibitors from 52 countries attended the 2014 show – an overwhelming 26% increase over the previous year.
The show is becoming more and more of an important platform for the beauty industry, not only in the Middle East but also in East and North Africa, Central Asia and CIS countries, which are big areas for us with big opportunities. Beautyworld Middle East for me is the best platform where we can reach these markets and find people that need and want our products.

Fadi Sawaya, CEO, Sawaya

Beautyworld Middle East is a very interesting place to meet our customers and showcase our products. There has been a lot of traffic at our stand and we think it has been a very successful event. We will surely be back next year.

Torsten Korb, CEO, Pfeilring
Revealed!
The top 10 reasons why visitors attend the show

Last year more than 28,632 visitors from 121 countries attended Beautyworld Middle East. That’s an incredible 11% increase over the previous year.

Visitors’ reasons for attending the show (all figures in %)

- Initiate new business relations: 41%
- View/get to know innovations, new developments: 21%
- View/get to know product variants: 21%
- Prepare purchasing decisions: 19%
- Compare competitors: 19%
- Expand specialist knowledge: 16%
- Exchange experience: 17%
- Conduct purchases: 17%
- Cultivate existing business relations: 16%
- Achieve an overall impression of the market situation: 15%

Regional breakdown of visitors

- A 55% UAE
- B 13% GCC
- C 9% Asia
- D 8% Iran
- E 5% Africa
- F 5% Europe
- G 4% Rest of Middle East
- H 1% Australia, North America, South America

We are at Beautyworld Middle East to maximise our presence in the Middle East, Central Africa, North Africa. We are looking for more efficient distributors with whom we can grow and we can confidently say that Beautyworld Middle East has met our expectations. We are quite satisfied, and will be back next year.

Engin Egemen, Export Development Director, Eveline Cosmetics
Revealed!
The top 10 reasons why visitors attend the show

Last year more than 28,632 visitors from 121 countries attended Beautyworld Middle East. That's an incredible 11% increase over the previous year.
Visitors at Beautyworld Middle East may all come from different parts of the world, but they all come with one clear purpose in mind - namely, the desire to place substantial business with you. What’s particularly noteworthy is that a significant number of these visitors are key decision makers from top management positions, and together represent every intricate aspect of the beauty and wellness industries.

Visitors’ main areas of interest at Beautyworld Middle East

(All figures in %)

- Cosmetics: 45%
- Skincare: 36%
- Fragrance: 34%
- Hair: 29%
- Nails: 21%
- Healthcare: 16%
- Anti-ageing: 16%
- Spas: 15%
- Salon and spa equipment and furnishings: 15%
- Toiletries: 12%
- Wellness: 9%
- Fitness: 6%
- Dental: 5%
- Tanning: 5%
- Other: 5%

Overall assessment of show by visitors

- A: 94% Extremely satisfied/Satisfied
- B: 6% Less satisfied

“Beautyworld Middle East is a very good platform for us to reach new markets both within the region and further afield. It’s a nice bridge between us and most of the companies around the world, as well as customers and retailers throughout the region. At Beautyworld Middle East, we learn new ideas that can be implemented here in the market, and what the latest trends are in the global industry. Essentially, the show brings the experiences of 160 countries in one location at one time. Rather than flying to 160 counties, we have them all next to us here in one place.”

Ghanim Al Ghanim,
Managing Director, Glory Horizons General Trading
The feedback on our product has been very positive. Visitors experience what can be achieved through trials and demonstrations on-stage, where they can get their hair done and see instant results. We have had a constant flow of interested people visiting us for trials and demonstrations. This works well for us as well as our visitors.

Steve Thomas, Sales Director, ghd
Show Highlights!

From the competition of Nail It!, through to the workshops and conference programme of the Spa and Salon Management Summit, Beautyworld Middle East always presents three days of immensely valuable opportunities to explore, compete and learn.

**Beautyworld Middle East Boutique**
The Beautyworld Middle East Boutique will showcase exceptionally luxurious products across cosmetics, skincare, fragrances and more. As a beauty retailer or distributor, a visit to the Beautyworld Middle East Boutique affords you a chance to see, feel and assess the business viability of the world’s most exclusive and niche products, many of which are looking to make an entry into a new and eager market.

**Nail It! by OPI and Nazih Group**
Running for the 6th consecutive year, Nail It! by OPI - the dedicated competition for nail care professionals, will take place over the three days of the show.

**Hair Education by ghd**
Favoured by stylists and celebrities everywhere, ghd has been heralded as the ‘Aston Martin of the hair world’. Explore the fashion & inspiration zone and education zone at their stand and discover new fashion and styling techniques, top tips from their creative teams and experience the benefits of their product portfolio.

**Fragrance Station**
Sample various fragrances on display at the exhibition by visiting one single location! Find a scent you like? Simply look at the tag attached to the fragrance to see the exhibitor name and stand number.

**Spa and Salon Management Summit**
Solid business practices are what every spa and salon needs to be successful. Attend this year’s Spa and Salon Management Summit and participate in the stimulating discussions that provide valuable insights into opening, operating and managing a profitable business in a growing and changing industry and keeping your business ahead of your competition.

**And much more!**
Log on to www.beautyworldME.com to keep up to date on new and exciting show developments.

Mark our show dates in your calendar:
May 26 – 28, 2015
About the Organiser

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €545 million in sales and employing some 2,000 people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 150 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised a total of 113 trade fairs, of which more than half took place outside Germany.*

The portfolio of events for Epoc Messe Frankfurt in Dubai includes Automechanika Dubai, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Light Middle East, Materials Handling Middle East, Leatherworld Middle East, Paperworld Middle East and Playworld Middle East. The subsidiary also organises a series of conferences and seminars including the Global Network of Emergency Medicine and the Pediatric Orthopaedic Surgery Conference, the Worker Health Protection Conference, and the GCC Car Modifications Conference.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at www.beautyworldME.com or contact us directly at beautyworld@uae.messefrankfurt.com

*Preliminary figures 2013.