

beautyworld

MIDDLE EAST

SHOW PREVIEW 2018

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



SHOW PROFILE

After two decades in the world of beauty, we feel more energised than ever, as we open up new markets and opportunities for our exhibitors and visitors.

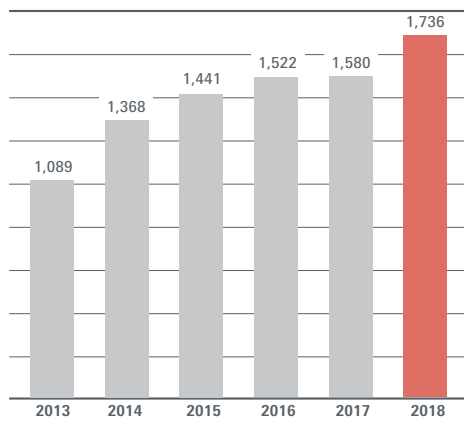
Edition : 23rd
Date : 8 – 10 May, 2018
Venue : Dubai International Convention and Exhibition Centre
Organiser : Messe Frankfurt Middle East GmbH

Total Gross Sqm. : 61,072 sqm.

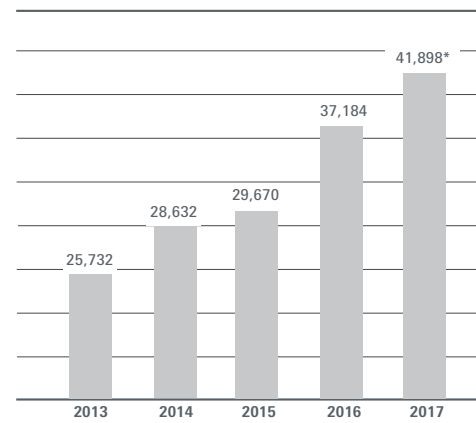
2018 Exhibitors : 1,736

2017 Visitors : 41,898*

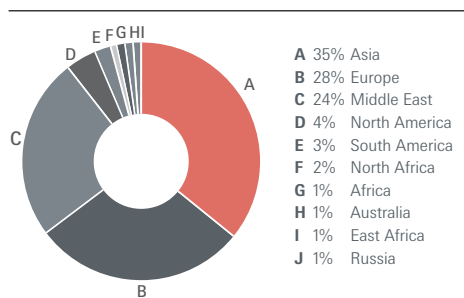
Exhibitor growth over 6 years



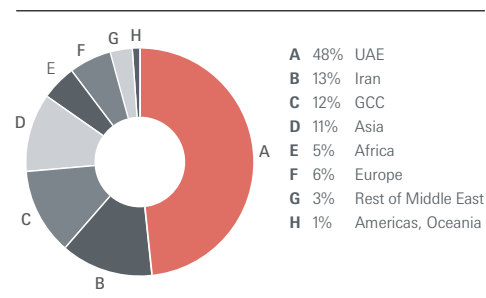
Visitor growth over 5 years



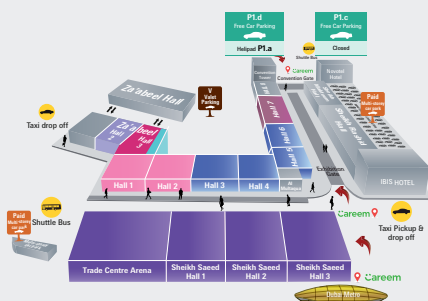
Regional breakdown of exhibitors



Regional breakdown of visitors*



2018 VENUE MAP



- Hair, Nails and Salon Supplies
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance
- Cosmetics and Skincare
- Natural & Organic **NEW**
- Personal Care & Hygiene
- International Pavilions

1,736 exhibitors from 62 countries

Top 10 Countries by Exhibitors

Top 10 Countries	Exhibitors	Count
1	China	336
2	United Arab Emirates	199
3	France	122
4	Turkey	122
5	Italy	102
6	India	94
7	Poland	71
8	United States	67
9	Spain	57
10	Korea, Republic of	55

41,898 visitors from 139 countries*

Top 10 Countries by Visitors

Top 10 Countries	Visitors	Count
1	United Arab Emirates	20,048
2	Iran	5,625
3	Saudi Arabia	2,517
4	India	1,651
5	Pakistan	1,534
6	Kuwait	1,141
7	Oman	500
8	Bahrain	493
9	Iraq	483
10	Egypt	480

*2017 figures.
2018 figures will be shared in the post show report.

2018 SHOW HIGHLIGHTS

NEW centdegrees presents Blend IT!

Centre Stage by Nazih Group

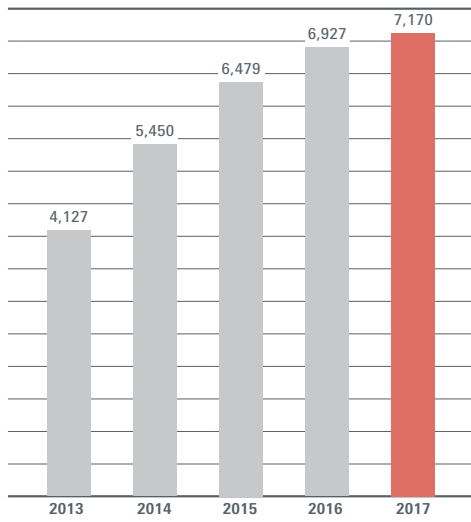
Quintessence

Fragrance Station

Battle of the Barbers

Nail It! by Artistic Nail Design & OPI

Total SQM growth of UAE companies



MEN'S GROOMING



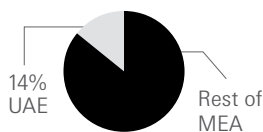
MEA Estimated to grow to
\$3.7 billion in 2017 → **\$5.5** billion in 2021

UAE Estimated to grow to
\$321 million in 2017 → **\$411** million in 2021

SPA & WELLNESS



MEA
SPA MARKET
\$3 billion



The Global Wellness Institute also estimates that the UAE will top spa growth, with wellness-focused trips doubling from 2012-2017, with nearly one million trips added at an **18 per cent annual growth rate**.

Market information

Retail value of beauty and personal care market

MEA

\$32.7 billion in 2017

9.7% CAGR

\$47.5 billion ESTIMATED TO GROW BY 2021

GCC

\$10.2 billion in 2017

5.8% CAGR

\$12.8 billion ESTIMATED TO GROW BY 2021

KSA

\$5.4 billion in 2017

6.3% CAGR

\$6.9 billion ESTIMATED TO GROW BY 2021

UAE

\$2.2 billion in 2017

5.2% CAGR

\$2.7 billion ESTIMATED TO GROW BY 2021

Retail value for top 5 categories (2017)

	FRAGRANCE	HAIRCARE	SKINCARE	COLOUR COSMETICS	MALE GROOMING
MEA	\$5.6 billion	\$6 billion	\$4.5 billion	\$4.2 billion	\$3.7 billion
GCC	\$3 billion	\$1.4 billion	\$1.5 billion	\$1.2 billion	\$1.1 billion
KSA	\$1.8 billion	\$784 million	\$713 million	\$561 million	\$559 million
UAE	\$674 million	\$319 million	\$313 million	\$298 million	\$321 million

UAE number one in per capita spend (US\$241) on BPC in MEA, and 9th globally and estimated to increase to **\$250 mn in 2018** and onto **\$278mn in 2021**

**All values mentioned above are in U.S dollars
 Source : Euromonitor International except Spa & Wellness*