



*beautyworld*

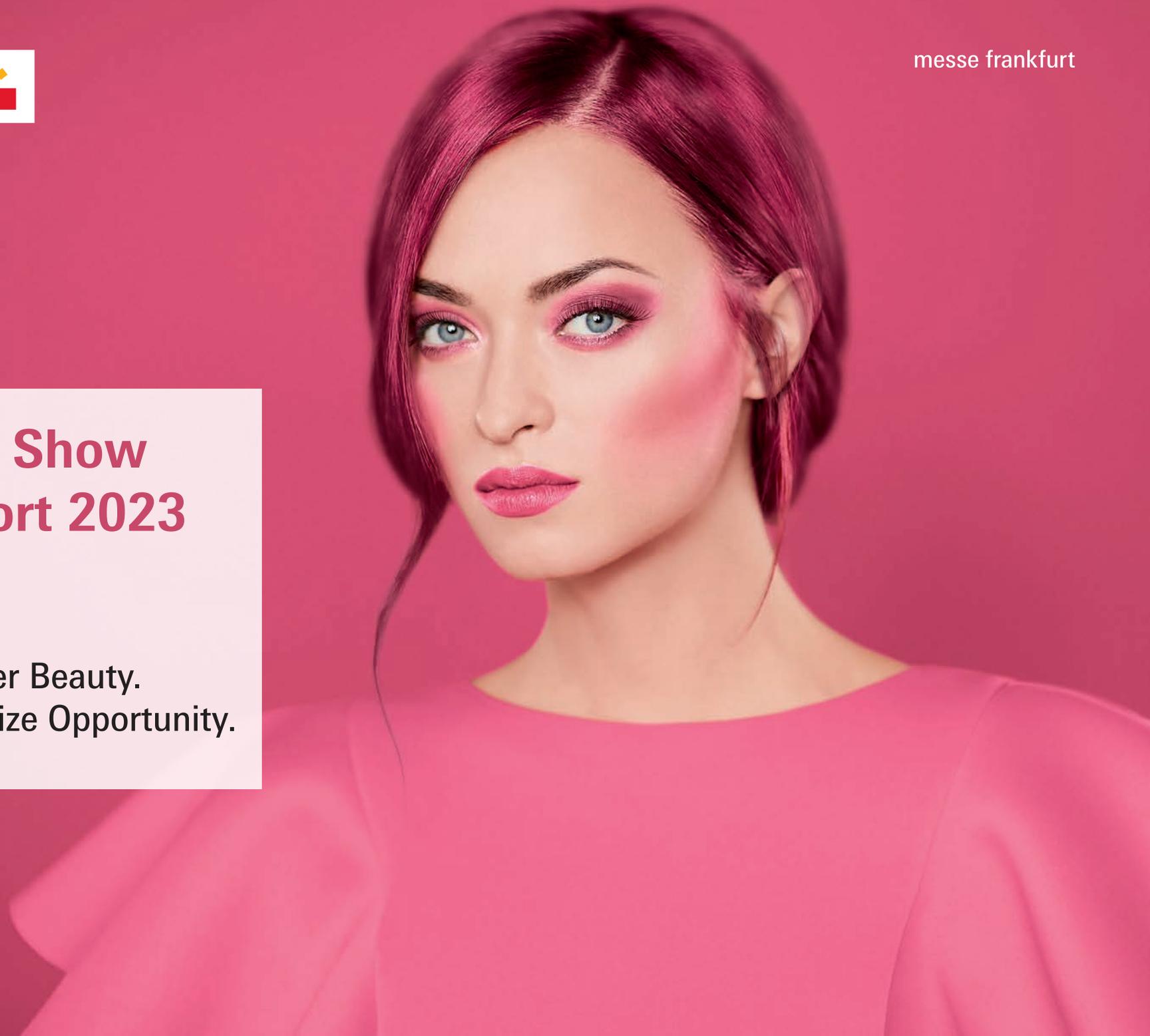
MIDDLE EAST

30 Oct – 1 Nov 2023  
Dubai World Trade Centre

## Post Show Report 2023

Uncover Beauty.  
Maximize Opportunity.

messe frankfurt



# beautyworld

MIDDLE EAST

## Where beauty means business.

Testament to the continuing positive swell in the Middle East's beauty and wellness markets, a record number of visitors experienced the largest and most successful edition of the region's pre-eminent international trade fair for the beauty and wellness industry at Beautyworld Middle East 2023.

With a stellar line-up of over 1,765 exhibitors, the most in the event's history and drawing an unprecedented 65,263 visitors from 156 countries, Beautyworld Middle East 2023 was a high energy platform for connection, education and global trade, cementing its position as one of the world's largest and most important trade shows for the industry.

**56,244** Gross Sqm

**15** Exhibition Halls

**9** Product Segments

Beauty Tech

Clean Conscious

Personal Care & Hygiene



International Country Transitions

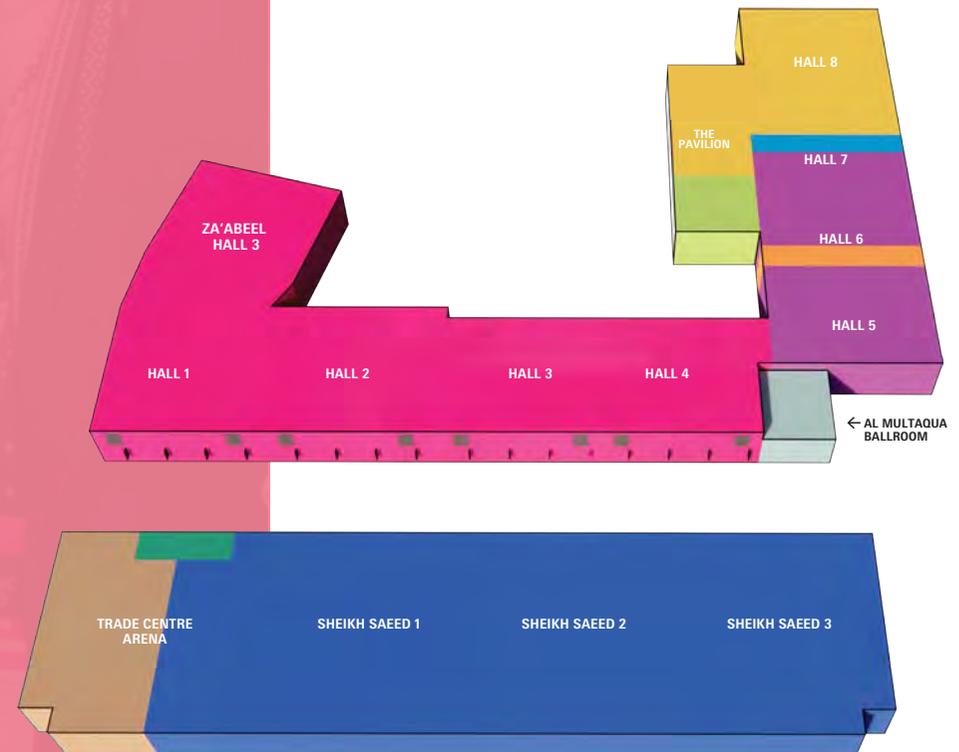
Cosmetics & Skincare

Fragrances & Fine Fragrance

Quintessence the art of perfume

Hair, Nails & Salon Supplies

Supply Chain & Services



## EXHIBITOR OVERVIEW

# The largest presentation of global brands in the event's history!

**1,765**

Exhibitors

19% New

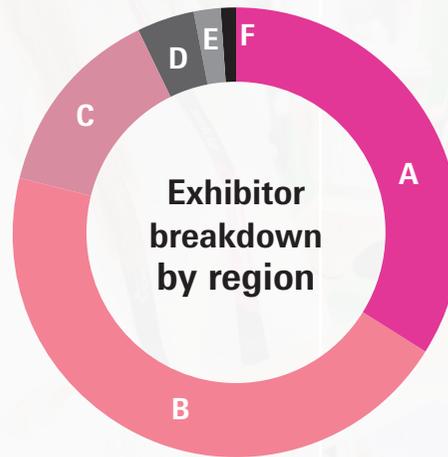


**57**

Countries

**25**

Country Pavilions



A Europe 34%

B Asia 45%

C Middle East 14%

D South America 4%

E North America 2%

F Africa 1%

**83%**

Exhibitor Satisfaction

**90%**

Likelihood to Exhibit in 2024

**74%**

believe BWME is the best platform for new brands.

## VISITOR OVERVIEW

# The world unites in Dubai



- A GCC 67%
- B Asia 11%
- C Middle East 10%
- D Europe 6%
- E Africa 4%
- F Americas 2%

**65,503**  
Visitors



**156**  
Countries

### Top 10

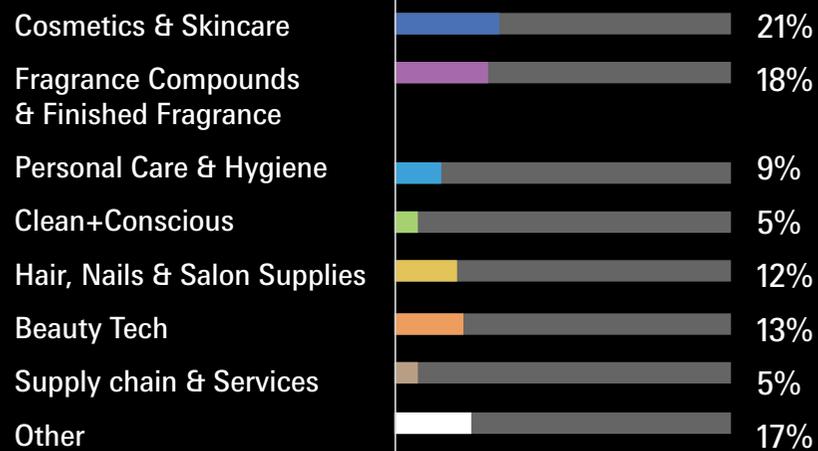
- |   |  |
|---|--|
|  <b>1</b> UAE           |  <b>6</b> Kuwait   |
|  <b>2</b> Iran         |  <b>7</b> Iraq    |
|  <b>3</b> Saudi Arabia |  <b>8</b> Egypt   |
|  <b>4</b> India        |  <b>9</b> Türkiye |
|  <b>5</b> Pakistan     |  <b>10</b> China  |

**97%** Visitor Satisfaction

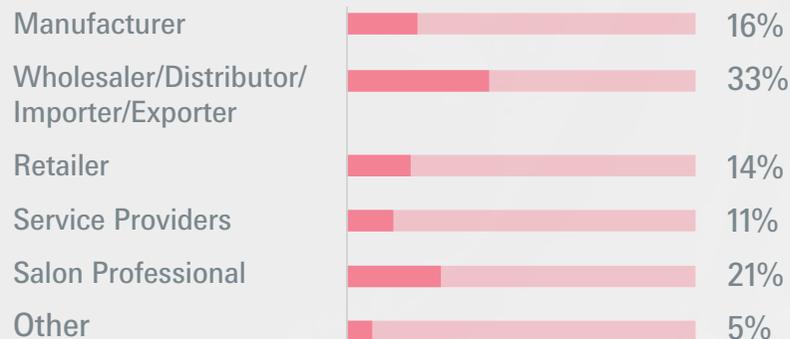
**95%** Likelihood to visit in 2024

# VISITOR OVERVIEW

## Visitor interest by product segment



## Visitor nature of business



225

Global Media Attendance

72%

with purchasing power place orders at or after the show

## Visiting Companies

الطائر  
al tayer

Ali Bin Ali

APPAREL  
GROUP

CHALHOUB GROUP

noon

OUNASS

نمشي  
NAMSHI

Unilever

LIFE

GMG

COTY



LANDMARK  
GROUP

MADI  
international

BEAUTY SOLUTIONS  
est. 2000



جاشنمال  
JASHANMAL

EIDEAL

SISTERS  
BEAUTY LOUNGE

# More than just a trade show



## Beautyworld Middle East Awards

A stellar night of glitz and glamour celebrating winners across 16 categories, creating an opportunity to network with the global beauty industry.



## Signature Scent

With participation from 15 international fragrance houses who created their interpretation of a signature scent for the show, this year's competition saw the introduction of the latest scent technology from Airparfum®, with attendees voting Golden Light by Jean Francois Thizon, perfumer at Parfex as the 2023 Signature Scent winner.



## Next in Beauty Conference

With 20 free to attend sessions featuring over 40 speakers and industry experts over 3 days the Next in Beauty program encompassed market intelligence, emerging trends and revolutionary innovation reshaping the sector on both a regional and global scale.



## Emovation Lab

Anfasic Dokhoon, a pioneer in the realm of luxury fragrances, debuted the Emovation Lab, a cutting-edge fragrance experience at Beautyworld for the first time providing visitors with the opportunity to craft their own distinctive scents tailored to their emotions and senses.



## Front Row by Nazih

A crowd favourite stage in partnership with Nazih Group, attendees experienced a high energy line-up of dynamic demonstrations from international industry talent as well as special guest appearances in a creative format that is both engaging and entertaining.



## Nail it! Competition by Nazih Group

Returning as the premier creative competition, 'Nail It!' by Nazih Group created a platform to showcase the extraordinary talents of the region's best in nail artistry, with expert judges and international brand teams.



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MIDDLE EAST

**28 – 30 October 2024**  
Dubai World Trade Centre

**See you  
in 2024!**

**Exhibitor Enquiries**

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