

*beautyworld*

SAUDI ARABIA

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Messe Frankfurt Exhibition GmbH

11 – 13 February 2024  
Riyadh, Saudi Arabia

Organised by



# Post Show Report 2024

Source globally,  
Connect locally



# THE BEST EDITION SO FAR

NEW VENUE. LARGEST SHOWCASE OF GLOBAL INNOVATION.

In a dazzling showcase of the flourishing beauty and wellness landscape in the Middle East, Beautyworld Saudi Arabia 2024 emerged triumphant as the largest and most impactful edition in the region.

**14,860**  
sqm

**350**  
Exhibitors

**5**  
Product Segments

**4**  
Halls

**3**  
Networking Days

**2**  
New Features

**1**  
Mega Event



## Covering key sections of the beauty industry



Supply Chain  
& Services



Cosmetics  
& Skincare



Hair, Nails &  
Salon Supplies



Finished Fragrance  
& Fragrance  
Compounds



Personal care  
& Hygiene



# EXHIBITOR OVERVIEW

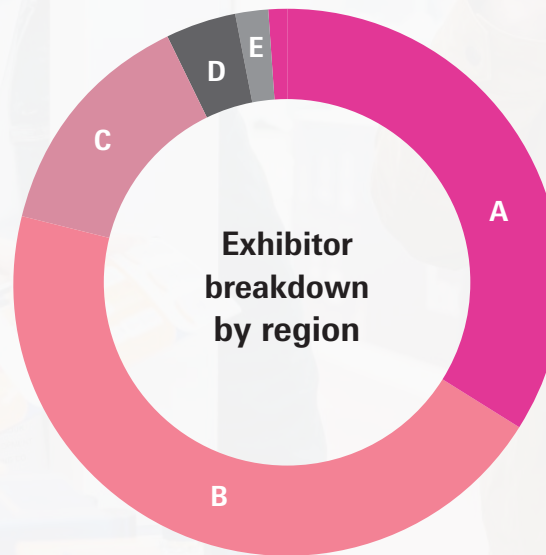
## Our largest showcase of global and local innovation in Riyadh

**350**  
Exhibitors  
486% New



**42**  
Countries

**7**  
Country Pavilions



- A 14% Europe
- B 38% Asia
- C 42% Middle East
- D 5% South America
- E 1% North America

**85%**  
Exhibitor Satisfaction

**85%**  
Intent to return in 2025



# VISITOR OVERVIEW

The largest gathering of genuine beauty buyers in Saudi Arabia



A 84% Saudi Arabia

B 16% International

**13,686**  
Visitors  
288% increase



**73**  
Countries

## TOP 10 International Countries



United Arab Emirates



India



Egypt



China



Kuwait



Pakistan



Turkiye



Qatar



Bahrain



Jordan



# VISITOR OVERVIEW

Senior Management

**70%**

## Visitor interest by product segment

**33%**

Cosmetics & Skincare

**21%**

Fragrance

**15%**

Hair, Nails & Salon Supplies

**15%**

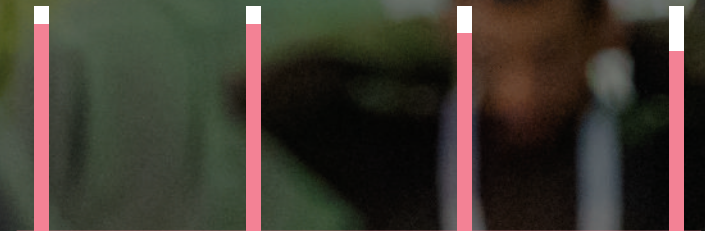
Other

**9%**

Personal Care & Hygiene

**7%**

Supply Chain & Services



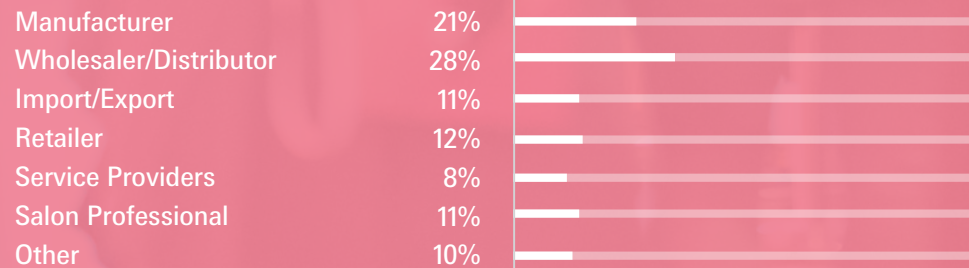
**92%**  
Visitor Satisfaction

**92%**  
Visitors met their objectives at the show

**88%**  
Visitors were decision makers

**88%**  
Intent to return in 2025

## Visitor Nature of Business





# 2024 HIGHLIGHTS new

**beautyLIVE!** at Beautyworld Saudi Arabia featured three days of demonstrations, training, and artistry for the very first time. From 'barber battles' to nail artistry and permanent make-up tutorials, the BeautyLIVE! stage came alive with regional and global experts to celebrate the vibrant spirit of the beauty industry like never before.



The **Next in Beauty Conference** showcased an array of important industry sessions encompassing market intelligence, emerging trends, and revolutionary technologies that reshaped the beauty sector on both a regional and global scale. As part of Beautyworld Saudi Arabia 2024, for the first time, the three-day agenda exposed attendees to fresh viewpoints, new insights, and advanced business strategies from a range of international trend analysts, key brand experts, educators, and business leaders from around the world.

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21 – 23 April, 2025  
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**See you  
in 2025!**

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