beautyworld MIDDLE EAST

POST SHOW REPORT



SHOW PROFILE

The 2019 edition was a landmark success, achieving a record-breaking increase in the number of visitors and exhibitors.

More than 44,000 visitors from 138 countries gathered for the dynamic three-day event to explore the most promising opportunities in MEA's US\$34.9 billion beauty and personal care market.

Edition : 24th

Date : 15 – 17 April, 2019

Venue : Dubai World

Trade Centre

Organiser: Messe Frankfurt

Middle East GmbH

Exhibitors: 1,803

Visitors : 44,256

2019 VENUE MAP



Machinery, Packaging, Raw Materials & Contract Manufacturing

Fragrance Compounds & Finished Fragrance

Quintessence – the art of perfume

Cosmetics & Skincare

Personal Care & Hygiene

Hair, Nails & Salon Supplies

Natural & Organic

International Pavilions

EXHIBITOR OVERVIEW

1,803 exhibitors

68 countries

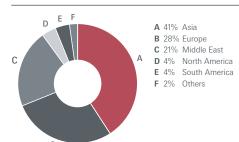
OVERVIEW 4.4.050

44,256 visitors

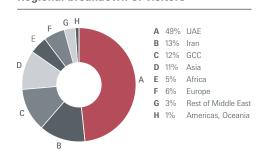
VISITOR

138 countries

Regional breakdown of exhibitors



Regional breakdown of visitors



Top 10 Countries by Exhibitors

	Countries	Count
1.	China	426
2.	United Arab Emirates	160
3.	France	125
4.	Turkey	110
5.	Italy	99
6.	Poland	84
7.	India	78
8.	United States	75
9.	Republic of Korea	68
10.	Brazil	60

Top 10 Countries by Visitors

	Countries	Count
1.	United Arab Emirates	22,484
2.	Saudi Arabia	2,704
3.	Islamic Republic of Iran	2,542
4.	India	2,225
5.	Pakistan	1,800
6.	Kuwait	1,317
7.	Egypt	816
8.	Iraq	779
9.	China	629
10.	Oman	597

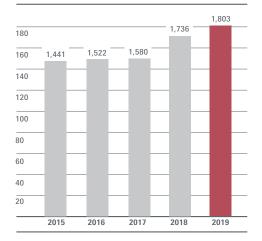
Organised by:



2019 SHOW HIGHLIGHTS

- Front Row NEW
- Beauty Business
 Conference
- Ready to Beauty NEW
- Battle of the Barbers
- Nail It! by Artistic Nail Design & OPI
- Quintessence –
 the art of perfume
- Fragrance Station

Exhibitor growth over 5 years



Quick Links:

- → Click here to view the **Show video**
- → Click here to view the Press release
- → Click here to Save the date for 2020

See you next year! 31 May – 2 June, 2020

Number of exhibitors per product category 2019

Product Category	Exhibitors
Cosmetics and Skincare	492
Hair, Nails & Salon Supplies	368
Machinery, Packaging & Raw Materials	308
Fragrance	256
Personal Care and Hygiene	151
Natural and Organic	102
Others (Trade Associations / Government Agencies / Public Institutes / Media / Business Services)	97
Professional Equipment & Spa	29
Total Exhibitors	1,803

Market information

MEA

Retail value of beauty and personal care market

US\$29.8 billion in 2017



US\$32.4

This is estimated to grow to

US\$34.9 billion in 2019



7.5%

US\$43.4 billion in 2022

KSA

The largest regional market, consumers spent

US\$5.1 billion in 2018



3.2%

US\$5.8 billion in 2022

UAE

On beauty and personal care products UAE consumers spent

US\$2 billion in 2017



5%

US\$2.1 018 on in

This will rise to

US\$2.2 billion in 2019



US\$2.4 billion in 2022