

MUMBAI

JIO WORLD CONVENTION  
CENTRE

5 - 7 DECEMBER 2024

COSMOPROF INDIA

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**COSMOPROF INDIA  
2024: A RESOUNDING  
SUCCESS FOR THE  
PREMIER HUB FOR  
INDIA'S BEAUTY  
INDUSTRY**

**The exhibition confirms  
its constant growth  
hosting 11,124 attendees  
and over 700 exhibitors  
and brands**

**December 12, 2024** – A remarkable success characterised the 2024 edition of **Cosmoprof India**, which took place from **December 5 to 7 at the Jio World Convention Centre in Mumbai**. Organised by BolognaFiere Group and Informa Markets in India, the exhibition recorded impressive growth.

**11,124 stakeholders** attended the exhibition **(+27% compared to 2023)**, travelling from all over India, as well as from UAE, Nepal, Sri Lanka, USA, Russia, Italy, South Korea, and other countries. They enjoyed networking and interaction with **345 exhibitors representing more than 700 brands (+55% compared to last year) from 21 countries and regions**.

Thanks to the promotional initiatives and projects dedicated to the exhibition in the previous months, the impact of international exhibitors has been noteworthy, with **57% of them coming from outside India (34% of those from Europe, 9,5% from the Americas and 26,5% from Asia Pacific)**. Notably, **76% of exhibitors attended the exhibition for the first time**, underscoring the global beauty community's growing interest in Cosmoprof India.

The growth of the exhibition is confirmed by the prominent growth of **the exhibition area, which expanded to 20,252 square meters (+68% compared to 2023)**.

Strong attention has been paid to match-making programs and international promotion. The participation of **9 group and country pavilions** including Australia, Brazil, Germany, Indonesia, Italy, South Korea, Spain, Taiwan Region, and UK increased the exhibition offer with the latest international novelties. **Approximately 200 senior executives and top buyers from 9 countries and regions** attended Cosmoprof India, taking advantage of exclusive b2b match-making tools, thus underscoring the show's role as the premier platform for industry leaders in the region.

The exhibition offer was paired with exclusive insights and special initiatives. More than 350 stakeholders attended the 16 educational sessions of **CosmoTalks and CosmoForum**, with the strategic contribution of renowned trend agencies such as Asia Cosme Labs, BEAUTYSTREAMS, Centdegres, Ecovia International, Euromonitor International, Fashion Snoops, WGSN along with Bombay Shaving Company, Looks Salon and Reliance Retail. Great success recorded the events dedicated to the professional channel, with the launch event of **ONE SHOT BY ON HAIR**, with live demos and hair styling sessions attended by more than 250 people, and the interesting presentations of the **World Massage Meeting**, focused on massage and holistic treatments.

The **COSMOPROF INDIA and COSMOPACK INDIA AWARDS**, the exclusive project curated by BEAUTYSTREAMS for the Cosmoprof network, celebrated the most outstanding products at Cosmoprof India 2024 and the evolution of consumers' beauty routines. This year, the contest was highly appreciated by stakeholders, with an impressive growth in submissions, up to +105% compared to last year. Over 400 people

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among exhibitors, buyers, media and press attended the Cosmoprof India Awards & Networking Night on December 5, which featured the '**Runway by Cosmoprof India**'—a dazzling Fashion Beauty Show curated by renowned designers Paras and Shalini of Geisha Designs. The event proved a great success thanks to the invaluable support of its sponsors: **ITA – Italian Trade Agency (Platinum Sponsor)**, **Beauty Garage (Runway Sponsor)**, and **Streamline (Hair Sponsor)**, and **ENRICH (Make-Up Sponsor)**.

#### ENTHUSIASTIC COMMENTS BY STAKEHOLDERS

The rich exhibition offer, the high-quality content, and the performing business tools of Cosmoprof India have been highly appreciated and recognised by stakeholders while on the show floor.

"Cosmoprof India is a trade fair of national importance in a thriving market. We perceived strong participation and promising business opportunities in the short and medium term", said Filippo Cavalleri - **Sales Area Manager-PL division Alfaparf Milano SPA (Italy)**.

"We have resolved to partake in Cosmoprof India with the aim of gaining a deeper awareness and tangible insight into a market such as the Indian one, which holds immense potential. We have observed a commendable level of professional education and encountered Indian professionals with an open-minded approach towards various medium- to long-term business strategies. In the future, we shall see whether our investment yields fruitful returns!" commented **Ilaria Campestri, Head of Sales - IDM Automation (Italy)**.

"It was an honour to be part of Cosmoprof India 2024. The platform brilliantly showcased innovation, beauty trends, and technology. Curating sessions and being on the jury was a privilege, and the successful launch of One Shot by On Hair and the Startup Area truly reflects the event's vision and excellence", highlighted **Samir Srivastav, CEO of Looks Salon (India)**.

"Cosmoprof India was always an inspiration in the beauty industry with innovation and technology. This year, the Cosmoprof team organised once again a mind-blowing event, which really amazed me. The show was bigger and better as compared to last year; now my expectation for next year is even higher", said **Jayan Sathyan, Group Head - Beauty - Lulu Group International (UAE)**.

"Participating in Cosmoprof India 2024 offers invaluable insights into emerging trends and provides firsthand knowledge of market demand. It's an essential step for New Edition to build brand visibility, forge partnerships, and stay ahead in a competitive market. The exposure and networking opportunities we gained have set a strong foundation for future growth and innovation", underlined **Mohamed Shafeeg, CEO of New Edition (Maldives)**.

"Cosmoprof Mumbai 2024 truly showcased the dynamic energy of the Indian beauty industry, and we were proud to be part of such an incredible platform. We took part in the 'One Shot by On Hair' event, delivering

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innovative and sustainable haircare demonstrations, and in the exclusive runway. Cosmoprof continues to set the benchmark for excellence and innovation in the beauty space, providing an invaluable platform to connect with industry leaders and explore the future of beauty”, said **Ankith Arora, CEO and Founder of Streamline Beauty India Pvt Ltd (India)**.

Positive vibes were highlighted by this year’s country pavilions, too. “The Australian Trade and Investment Commission was delighted to bring several Australian beauty/ cosmetic brands to Cosmoprof India 2024. This initiative underscores our commitment to supporting the growth of the Indian beauty industry through knowledge-sharing, innovation, and partnership. This year, we saw a lot of interest come our way, and given the warm reception we received, we are keen to bring back a delegation next year. Thanks to the Cosmoprof team for all their support”, echoed **John Southwell, Senior Trade and Investment Commissioner – Australian Trade and Investment Commission (Austrade)**.

“It was an excellent event, especially considering that it was our first participation as a country pavilion and the potential of the Indian market. The organisation and the venue were impressively prepared to receive the trade show, which marks the relevance of Cosmoprof Mumbai as a B2B event in India. We had an opportunity to get a really good location at the event and promote Brazil and CT&F sector strength, even counting the support from ApexBrasil and the Brazilian Consulate in India. All the Brazilian exhibitors were happy with the results, with potential partners, and they already confirmed their participation in 2025”, commented **Gueisa Silvério, International Business Manager ABIHPEC (Brazil)**.

"It was the first time that Germany participated with a German Pavilion at Cosmoprof India. 10 companies presented products „made in Germany“, and they were overwhelmed by the great interest shown by visitors in their products", commented **Birgit Huber, Deputy Director General IKW (Germany)**.

“It was an absolute pleasure to participate in the Cosmoprof Expo Mumbai for the first time. We are extremely delighted with how seamlessly and professionally the event was organised. We brought a delegation of Indonesian companies representing diverse sectors such as body care, skin care, perfume, eyelashes, and facial tissues. All our participants were thrilled to be part of this exceptional event, as it provided an invaluable platform to connect with a wide range of potential buyers, importers, and distributors. The response and engagement we received were overwhelmingly positive, and we are truly grateful for the opportunities this has opened”, highlighted the **Indonesia Trade Promotion Centre (ITPC), Chennai**.

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Positive feedback was shared by the buyers and importers attending Cosmoprof India. **Mohamad Alhusein, Managing Director of JULY FRANCE PARIS TRADING LTD**, an importer working in Cyprus and Lebanon, said: "It was my pleasure to join the fair; it was a good experience, and we found many potential opportunities to collaborate with Indian companies."

**SAVE THE DATE FOR THE 2025 EDITION!**

After such a successful edition, companies and stakeholders will meet again in Mumbai next year, **from 4 to 6 December 2025**.

To discover more about the exhibition, [www.cosmoprofindia.com](http://www.cosmoprofindia.com)

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