**COSMOPROF INDIA BRINGS TOGETHER BEAUTY STAKEHOLDERS UNDER ONE ROOF**

**Key players and prestigious trend scouters are meeting at Cosmoprof India 2023**

**to discover new trends and anticipate the evolution of Indian industry**

**Mumbai, 7 December 2023**: The highly anticipated launch of **Cosmoprof India**, one of the network’s event dedicated to the fast-growing Indian market, is finally underway. **From 7 to 9 December 2023** in the **Jio World Convention Centre in Mumbai** suppliers, brands, retailers, distributors, and professionals can explore cutting-edge trends and product launches, engage in discussions on evolving consumer behaviours, and delve into the strategic significance of India as a key destination for beauty brands and suppliers.

**Cosmoprof India** unveils new launches from finished product brands specialized in Cosmetics & Toiletries, Beauty Salon & SPA, Natural & Organic, Nail & Accessories, and Hair Salon. Simultaneously, **Cosmopack India** showcases the most innovative and avant-garde solutions for the supply chain, from ingredients and raw materials to branded finished products, including machinery and equipment, from private label to contract manufacturing and packaging.

Cosmoprof India continues to demonstrate robust growth, aligning seamlessly with the economic expansion of the region. The 2023 edition registers impacting results, with an **increase of up to 44% of exhibiting companies**. **Over 450 brands and exhibitors** are showcasing their latest launches and novelties, **coming from 19 countries and regions**. The growing acknowledgement of the exhibition within the industry is evident in the significant influx of new exhibitors, marking a notable 28% increase compared to the previous year, as well as by the positive percentage of **international brands (+49% compared to last year, with Korea, Italy, UK, and Taiwan being the most represented countries).** Perfumery & Cosmetics, OEM, ODM and Private Label, and Primary Packaging are the product categories attracting the highest number of exhibitors.

**The exhibition area has reached 12,000 sqm**, too, making a substantial **+34% growth compared to the last edition**. This increase highlights the event's growing influence and relevance in the industry. Cosmoprof India 2023 is attracting global attention, as represented by the presence of **5 country pavilions**: Australia, Korea, Italy, Taiwan, and UK.

At Cosmoprof India stakeholders can take advantage from networking with peers and new leads from all segments of the beauty industry, from the supply chain to finished product brands, thanks to unrivalled tools for match making. A dedicated buyer program facilitates attendance of approximately 130 key players from Nepal, Sri Lanka, and UAE, together with top buyers from India: they are all interested in the development of the local industry, as well as in new trends and consumers’ habits. Their collective interest lies in the development of the local industry, as well as staying abreast of new trends and consumer habits.

“Cosmoprof India represents one of the destinations of the Cosmoprof network, together with Bologna, Hong Kong, Las Vegas, Bangkok and, starting from 2024, Miami and Riyadh. The exhibition reflects all the elements which make Cosmoprof a global partner for business, at the same time adapting to the specific needs of the Indian market. Thanks to the constant contribution of the most prestigious trendsetters and worldwide leading companies and brands, Cosmoprof India is already highly recognized from beauty professionals all over the world,” states **Mr** **Gianpiero Calzolari, President of BolognaFiere**.

Business opportunities in the region are visible to all stakeholders. With a population of 1.486 billion people, India has become the most populous country as of June 2023 passing China. The growth of the middle and upper classes and a strong influence of international media are deeply influencing the local population. Beauty registers one of the highest growing rates, with personal care products, skincare and fragrances recording the highest increase.

Speaking on the occasion, **Mr Yogesh Mudras, Managing Director, Informa Markets In India** said, "As the Indian consumer landscape evolves, a decisive shift emerges, wherein consumers are more opinionated, aware, and focused. With Consumer Spending surging to $296 billion (INR 23.7 lakh crores), India is on track to become the world's third-largest consumer market by 2027. The per capita gross income of Indian consumers too is anticipated to rise by 138% in real terms from 2021 to 2040, expanding their disposable income and creating ample opportunities for beauty brands to deepen their presence in the Indian market. Despite this potential, the pipeline is still limited, with only 17-18 million out of 100 million women actively engaging with beauty products, highlighting a significant runway for further market share growth. In this transformative period, COSMOPROF India stands out as a pivotal partnering platform, reshaping the Indian cosmetics industry through collaboration, innovation, and a dedicated commitment to meeting the dynamic preferences of today's consumers”.

**SPECIAL EVENTS AND PROJECTS**

In addition to an elegant exhibition offer, attendees of 2023 can experience new initiatives and inspiring projects to enrich their experience. A rich calendar of educational sessions is providing new suggestions and ideas for the industry. **CosmoTalks** is presenting round-table sessions focusing on macro-trends and insights on new consumers’ habits with the participation of global analysts, experts, iconic voices & thought leaders sharing their know-how and expertise. **CosmoForum** is hosting sessions dedicated to regulations in the beauty industry and market analysis. Live demos and performances are defining the atmosphere of Cosmo Onstage, the area dedicated to the professional channel.

Cosmoprof India 2023 is thrilled to welcome some of the most prominent **beauty influencers**, adding their star power to the event. These influencers not only set trends but also act as advocates for innovative and trendsetting products from exhibiting companies. They share recommendations and favourite picks with their extensive global community of beauty enthusiasts.

To reward the excellence and innovation of stakeholders in the beauty business in India, the **Cosmoprof and Cosmopack India Awards,** in exclusive partnership with the global agency BEAUTYSTREAMS, are celebrating excellence and innovation among 2023 exhibitors. A prestigious jury of highly recognised experts and opinion leaders have analysed the proposals from the 20 finalists, and winners are being announced on 7th December during a gala event at Sofitel Hotel. This prestigious occasion will be graced by the exclusive presence of the renowned designer Vikram Phadnis, who will unveil his latest collection. A Special thanks to our Runway by Cosmoprof India sponsors: ITA-Italian Trade Agency (Platinum Sponsor), Beauty Garage (Runway Sponsor), Streamline (Technical Sponsor).

For the 1st time ever, winners in India will have the exclusive opportunity to showcase their products to the biggest beauty international community gathering at Cosmoprof Worldwide Bologna 2024, next March, being part of a dedicated installation.

Not-to-be missed either is the **World Massage Meeting**, held for the 1st time in India. It is organised in partnership with European Massage Association and Cidesco International, with an emotional and cultural journey from traditional ayurveda massage to modern techniques.

For further information, [www.cosmoprofindia.com](https://eu-central-1.protection.sophos.com?d=cosmoprofindia.com&u=aHR0cDovL3d3dy5jb3Ntb3Byb2ZpbmRpYS5jb20=&i=NjEzNzM0NGJiZWY2MWIwZTg1MTk4NGY2&t=Q3ppRkJ4SldTR3FEVm5DaGJaTzZ6czB6Vk9DeFFpM0JSRmNIdkpHMVBoND0=&h=4596d4bbd2404aef9513b8b0f2c45b68)

**About BolognaFiere Group (**[**www.bolognafiere.it**](https://eu-central-1.protection.sophos.com?d=bolognafiere.it&u=aHR0cDovL3d3dy5ib2xvZ25hZmllcmUuaXQv&i=NjEzNzM0NGJiZWY2MWIwZTg1MTk4NGY2&t=OHBBTWM3QU4vTGpKbkd4c3V1YmVjQjA3aGZ2M0VsSTVmVzRtYU9HeXpBbz0=&h=4596d4bbd2404aef9513b8b0f2c45b68)**)**

BolognaFiere Group is the world’s leading trade show organizer in cosmetics, fashion, architecture, building, art and culture, and boasts one of the most advanced exhibition centres in the world. BolognaFiere Group manages three exhibition centers (Bologna, Modena, and Ferrara) with an exhibition portfolio of over 80 events in Italy and abroad. BolognaFiere Group consists of several companies that offer an extensive range of event services and provide companies with all the specialized services and promotional activities needed to successfully participate in its exhibitions.

**About BolognaFiere Cosmoprof (**[**www.cosmoprof.com**](https://eu-central-1.protection.sophos.com?d=cosmoprof.com&u=aHR0cDovL3d3dy5jb3Ntb3Byb2YuY29tLw==&i=NjEzNzM0NGJiZWY2MWIwZTg1MTk4NGY2&t=VHArYkxsdTd4RnR5MHZmOHJVR25RUzliWEkxY0RXb1MydXE4cFkxNk9GST0=&h=4596d4bbd2404aef9513b8b0f2c45b68)**)**

BolognaFiere Cosmoprof is the organizer of Cosmoprof events worldwide. Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250.000 attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia.

**About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](https://eu-central-1.protection.sophos.com?d=informamarkets.com&u=aHR0cDovL3d3dy5pbmZvcm1hbWFya2V0cy5jb20v&i=NjEzNzM0NGJiZWY2MWIwZTg1MTk4NGY2&t=Mk80ZXpMbnpYbXFnVTYxcDEvbXkxaStXeFhlUDBIQ21JbGdzTVdkdlZMdz0=&h=4596d4bbd2404aef9513b8b0f2c45b68)

**About Informa Markets and our business in India**

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – [www.informamarkets.com/en/regions/asia/India.html](https://eu-central-1.protection.sophos.com?d=informamarkets.com&u=aHR0cDovL3d3dy5pbmZvcm1hbWFya2V0cy5jb20vZW4vcmVnaW9ucy9hc2lhL0luZGlhLmh0bWw=&i=NjEzNzM0NGJiZWY2MWIwZTg1MTk4NGY2&t=K2JtSXM4M3Z0WDVHL0lINm8xcmxvZUJGOWlaMGdWWStINzFwNVVwdGZCTT0=&h=4596d4bbd2404aef9513b8b0f2c45b68)

**MEDIA CONTACTS:**

**BOLOGNAFIERE COSMOPROF SPA**

Ms. Arianna Rizzi

P: +39.02.45.47.08.253

arianna.rizzi@cosmoprof.it

**INFORMA MARKETS INDIA PVT. LTD**

Ms. Roshni Mitra

P:+91.7506183888  
roshni.mitra@informa.com

Ms. Mili Lalwani

P: +91.9833279461

mili.lalwani@informa.com