

8th
EDITION



EGY BEAUTY AFRICA

**The Largest Exhibition For Cosmetics, Cosmeceuticals
and Beauty Industries in Egypt and Africa.**

24-25-26 APRIL 2027

EGYPT INTERNATIONAL EXHIBITIONS CENTER



www.egybeautyafrika.com

Beauty Beyond Borders: The Rise of Egypt, Middle East & Africa Markets



The beauty, cosmetics, and cosmeceuticals market in Egypt is experiencing strong upward momentum, driven by a young population, rising awareness of personal care, and the increasing influence of digital platforms. Egypt has become one of the fastest-growing beauty markets in North Africa, with expanding demand across skincare, haircare, and dermatological products. The shift toward professional-grade and medically backed solutions is also accelerating the growth of cosmeceuticals, positioning Egypt as a key emerging hub for both consumption and production.

Key Figures

- Middle East Beauty & Cosmetics Market: USD 19.2 Billion (2025) → USD 26+ Billion (2034)
- Middle East & Africa Cosmeceuticals Market: USD 3.69 Billion (2025) → USD 5.19+ Billion (2033)
- Middle East & Africa Cosmetics Market: USD 11.6 Billion (2025)
- Projected Growth Rate: 4.6% CAGR (2025–2033)
- Key Growth Drivers:
 - Growing population
 - Rising disposable income
 - Urbanization
 - Premium beauty demand

EGY BEAUTY AFRICA 2027: Where Global Beauty Meets Africa's Fastest-Growing Markets

Positioned at the forefront of the region's beauty industry, EGY BEAUTY AFRICA continues to set the benchmark as the leading B2B platform connecting international and regional brands with high-growth markets. The exhibition brings together a powerful mix of manufacturers, distributors, and innovators to present cutting-edge products, emerging trends, and next-generation technologies shaping the future of beauty.

Taking place in Cairo — a strategic gateway to both African and Middle Eastern markets — the event serves as a critical entry point for companies aiming to expand their footprint across these dynamic regions. Its location offers direct access to rapidly evolving consumer bases and a strong network of trade professionals actively seeking new partnerships and solutions.



Building on its consistent growth, the 2027 edition is expected to attract tens of thousands of qualified trade visitors from across the globe. The exhibition environment is designed to maximize business outcomes, offering unmatched opportunities for networking, deal-making, and long-term collaboration across all sectors of the beauty and personal care industry.

A key highlight of the event lies in its experiential approach. Live demonstrations, technical showcases, and on-ground activations transform the exhibition into an interactive hub, where products are not only displayed but experienced. This dynamic format enables brands to communicate value more effectively, engage directly with decision-makers, and create lasting impressions.

For exhibitors, EGY BEAUTY AFRICA represents a strategic business accelerator. Whether entering new markets, strengthening distribution channels, or launching innovations, the platform delivers direct access to targeted buyers and industry stakeholders within one of the world's most promising beauty landscapes.

Enhancing the overall ecosystem, the exhibition runs alongside two major co-located events that expand its industry reach. DETCHEM AFRICA, dedicated to detergents, chemicals, and raw materials, highlights industrial advancements and manufacturing solutions, while EGY PERFUMES AFRICA focuses on the art and science of fragrance, showcasing premium brands, essential oils, and packaging innovations. Together, these events create a fully integrated platform covering the entire value chain of beauty, hygiene, and fragrance industries across Africa and the Middle East.



Advantages of Exhibiting

Elevate your brand on a global stage

Unlock unparalleled business prospects

Connect with 18 diverse and vibrant markets



Secure lucrative deals and partnerships

Explore new heights of success

Join a league of industry pioneers

Stay ahead of competition

Strengthen your global presence

Explore new export horizons



Form partnerships and strategic alliances

Collect leads and contacts for potential sales

Develop personal connections with customers and partners.

Event Facts

Figures &

For 2026

7

Editions

360

Exhibitors

28

Countries

20K

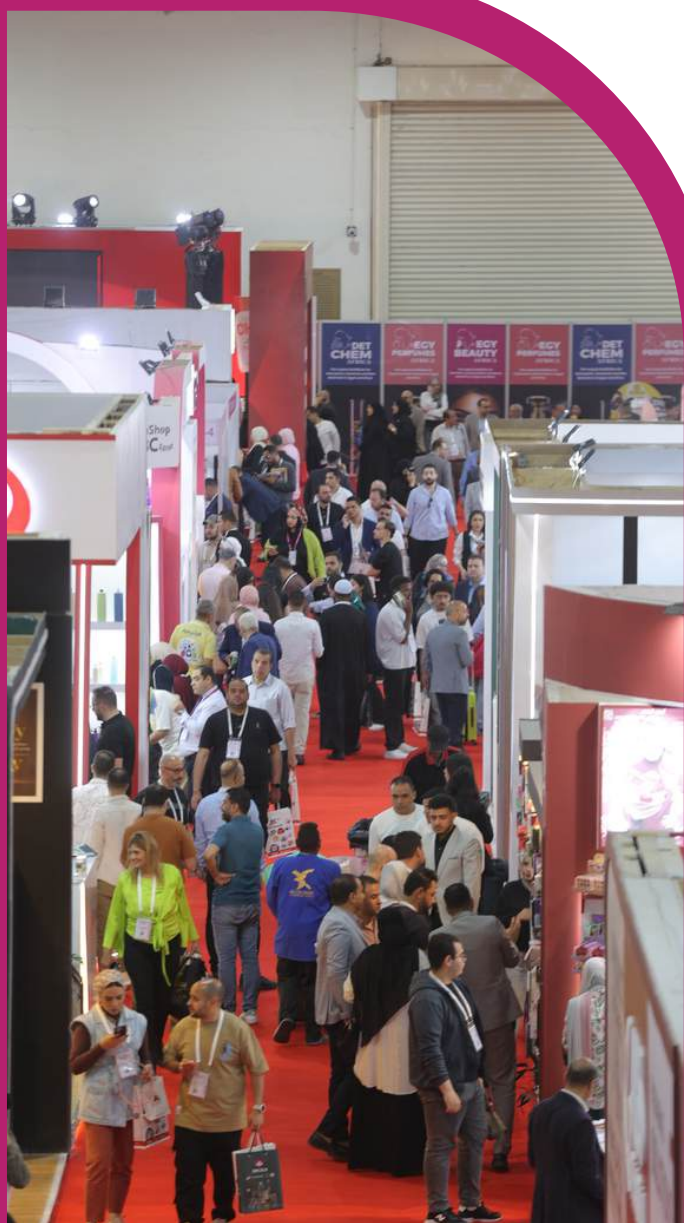
M2 Space

26K

Visitors

+250

Hosted Buyers



8

Editions

450

Exhibitors

36

Countries

30K

M2 Space

30K

Visitors

+250

Buyers

Event Facts

Figures &

For 2027



Egy Beauty Africa Exhibitors Profile

Cosmetics, Cosmeceuticals and Skin Care:

- Dietary Supplements
- Medical Cosmetics
- Make-up Tools & Accessories
- Skin & Body Care Products
- Pharmaceuticals & Medical Cosmetics
- Nail, Hand & Foot Care Products, Tools & Accessories
- Organic Cosmetics & Natural Cosmetics
- Personal Care Products
- Natural Wellness Products
- Waxing Treatments
- Spa Products
- Baby care products

Packaging and Private Label:

- Packaging – Closures, Caps: Atomizers & Spray, Blister Packaging.
- Packaging- Containers: Cartons, Die-cutting, Embossing, Enameling
- Bottles- Cans- Jars: Paper, Plastic, Transparent
- Testing & Certification Services
- Testing & Research Lab
- Aerosol Cans, Caps, Containers, Valves, Spray Pumps, Crimpers
- Dietary Supplements
- Organic Products & Oils
- Beauty & Personal Care
- Health Products
- Make-up
- Logistics, Handling and Storage
- Personal Hygiene & Healthcare
- Skin Care
- Industrial & Professional Care
- Laundry detergents
- Baby Care
- Trade Associations / Organizations
- Personal Accessories
- Health, Wellness & Over the counter
- Branding & Corporate Identity
- Creative Design



VISITORS PROFILE



- Pharmacy Owners/ Managers
- Importers / Exporters/ Distributors
- Agents/Corporate Buyers
- Dermatologists
- Cosmetics Manufacturers
- Cosmetic Shops/ Retailers
- Retail Chains
- Hair Dressers/ Makeup Artists
- Stylists/ Trainers
- Beauty Clinics Equipment Suppliers
- Spa Specialists
- Purchasing Specialists
- Pharmaceuticals Associations
- Trade Associations
- Government Officials/Media

**THE MIDDLE
EAST & AFRICA'S
ULTIMATE
BEAUTY
INDUSTRIES
SOURCING
EVENT**

COSMECEUTICALS SUMMIT

ACTIVITY PERFORMANCE OVERVIEW:

Conference Goals:

- Exploring the Latest Cosmeceutical Innovations
- Discussing Industry Trends
- Sharing Scientific & Educational Insights
- Connecting Industry Experts & Investors
- Enhancing Knowledge in Dermatology & Cosmeceuticals

Audience:

- Pharmacists
- Dermatologists
- Cosmeceutical Brand Owners
- Distributors & Suppliers
- Cosmetic Manufacturers
- Industry Buyers & Traders
- Beauty Industry Experts

Attendance:

- 3,000 Audience have attend the conference

Speakers:

- 20 Industry Leadrs, Beauty experts, Brand Owners,





8th
EDITION

 **EGY**
BEAUTY
AFRICA

professional hair care

24th – 26th April 2027

EGYPT INTERNATIONAL EXHIBITIONS CENTER - NEW CAIRO

**the Largest Exhibition for professional and hair care
Products in Egypt and Africa**

professional Exhibitors Profile

- Hair salon Products
- Hair Colorants
- Machines & Accessories
- Beauty Salon Products & Equipment

- Professional Manicure/Pedicure
- Salon & Spa Equipment
- Hair Salon Tools

VISITORS PROFILE

- Beauty Salons
- Importers / Exporters/ Distributors
- Hair Dressers/ Makeup Artists
- Spa Specialists

- Purchasing Specialists
- Pharmacy Owners/ Managers
- Product Developers
- Retail Chain Buyers



EGY BEAUTY & CHI HAIR STAGE SHOW

ACTIVITY PERFORMANCE OVERVIEW:



Attendance:

- **3,352 Professionals** have attend the show.



Audience:

- **Hair Professionals.**
56%
- **Salon Owners.**
24%
- **Beauty Industry Experts.**
20%

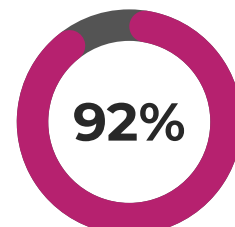


Activity Goal:

- **Introducing New Hair Trends.**
- **Showcasing New Technique.**



Hair Demo Quality:





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EGY
PERFUMES
AFRICA

**The Largest Exhibition
for Fragrances and
Perfumes in Egypt
and Africa**

24-25-26 APRIL 2027

EGYPT INTERNATIONAL EXHIBITIONS CENTER



EGY PERFUMES AFRICA: THE DESTINATION FOR THE FUTURE OF FRAGRANCE

Egy Perfumes Africa is the largest specialized exhibition for fine fragrances and perfumes in Egypt and Africa, bringing together the industry's most influential brands, manufacturers, fragrance houses, suppliers, distributors, and retail professionals under one roof.

More than an exhibition, Egy Perfumes Africa is a marketplace of ideas, creativity, and commercial opportunities. The event highlights the latest developments in perfumery, fragrance ingredients, packaging solutions, private label manufacturing, and luxury scent innovations that are shaping consumer preferences across regional and international markets.

Positioned at the crossroads of Africa, the Middle East, and global trade routes, the exhibition offers a unique platform for companies seeking to expand their presence, discover new distribution channels, and connect with high-value buyers and decision-makers from across the fragrance value chain.

Egy Perfumes Africa provides an environment where heritage meets innovation, allowing established brands and emerging players alike to showcase their products, strengthen market visibility, and build long-term business relationships. Through networking opportunities, product launches, and direct business engagement, exhibitors gain access to one of the fastest-growing fragrance markets in the world.

As demand for premium and personalized fragrances continues to rise, Egy Perfumes Africa serves as the industry's meeting point for sourcing, collaboration, and growth—creating opportunities that extend far beyond the exhibition floor and helping shape the future of the perfume industry across Egypt, Africa, and the wider region.



**EGY
PERFUMES
AFRICA**

EXHIBITORS PROFILE

- **Perfumes**
- **Fine Fragrance**
- **Essential Oils**
- **Finished Fragrance**
Aromatherapy
- **Air Fresheners**
- **Solid Perfumes**
- **Incense Sticks**
- **Perfumed Candles**
- **Pressure Sprays**
- **Spray Cans**

VISITORS PROFILE

- **Perfumery Shops**
- **Distributors**
- **Agents**
- **Retail Chains**
- **Niche Boutique Owners**
- **Air Fresheners Buyers**
- **Corporate Buyers**
- **Distributors**

Advantages of Exhibiting at Egy Perfumes Africa

Engage Elite Fragrance Buyers

Forge Strategic Scent Partnerships

Sensory Product Showcases

Reach Exclusive Niche Markets

Expand into 18 Pan-African Markets

Monitor Olfactory Trends

Accelerate Global Export Sales

Secure Landmark Distribution Deals

Access the MENA Perfume Hub

Elevate Brand Prestige

**Connect with high-net-worth
distributors and retailers with serious
purchasing power**

**Build lasting relationships with current
and future partners**



DET
CHEM
AFRICA

8th
EDITION



**The Largest Exhibition For Detergents, Chemicals
and Raw Materials in Egypt and Africa**

24-25-26 APRIL 2027

EGYPT INTERNATIONAL EXHIBITIONS CENTER



DET-CHEM AFRICA: EXPLORE A WORLD OF OPPORTUNITIES

Det-Chem Africa is the leading trade platform connecting manufacturers, suppliers, distributors, and industry professionals across the chemicals, detergents, and raw materials sectors. The exhibition brings together global and regional market leaders to showcase innovations, advanced technologies, and sustainable solutions shaping the future of the industry.

As one of the region's most specialized industry events, Det-Chem Africa creates a powerful environment for business growth, strategic partnerships, and market expansion. Participants gain direct access to key decision-makers, buyers, investors, and procurement professionals seeking new products, technologies, and supply chain solutions.

The exhibition serves as a gateway to Egypt and the wider MENA market, offering exceptional opportunities to explore emerging trends, identify new business prospects, and strengthen regional and international trade relations.

Through a comprehensive exhibition and networking platform, Det-Chem Africa fosters collaboration, innovation, and knowledge exchange among industry stakeholders. The event is designed to accelerate commercial success by connecting suppliers with qualified buyers and facilitating high-value business meetings.

Whether your goal is to launch new products, expand market reach, build partnerships, or strengthen brand visibility, Det-Chem Africa provides the ideal platform to unlock growth opportunities in one of the world's most dynamic and rapidly evolving industrial markets.



EXHIBITORS PROFILE



- General Cleaning Chemicals
- Hand Wash Products
- Detergents
- Dishwashing Detergents
- Disinfectants
- Hand & Body Soaps
- Bactericides
- Flexible Packaging Material
- Hand Lotions
- Disinfectant Hand Driers
- Toilet Paper & Toilet Paper Dispensers
- Paper Towels
- Toilet Hygiene & Accessories
- Laundry Detergent
- Descales and Degreasers
- Insect and Pest Control Chemicals
- Solvents and Strippers
- Industrial, Metal & Stainless Steel Cleaners
- Pest Control Products
- Stain Removers/Spotting Agents
- Towel Dispensers
- Sanitizers & Wipes
- Kitchen, Toilet & Swimming Pool Cleaners
- Floor Cleaning

VISITORS PROFILE



- Cleaning Products Suppliers
- Distributors
- Agents
- Retail Chains
- Detergents
- Laundry Professionals
- Personal Hygiene Product Suppliers
- Corporate Buyers
- Industrial Cleaning Chemicals Sector
- Pest Control Industry
- Packaging Materials Industry

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ADVANTAGES OF EXHIBITING AT DET CHEM AFRICA

Engage high-quality buyers with serious purchasing power.

Connect with current and future strategic partners.

Showcase and demonstrate new products/technologies.

Target hard-to-reach customers Offer special face-to-face promotions.

Explore various business expansion opportunities in 18 Markets

Monitor and observe competitors.

Boost sales & export activities.

Sign mega business deals.

Meet top buyers from Egypt and the MENA region.

Enhance brand presence.



DET CHEM CONFERENCE 2026

ACTIVITY PERFORMANCE OVERVIEW:

Conference Goal:

- Introducing New Educational Insights.
- Presenting Scientific Innovations.
- Discussing Latest Industry Innovations.
- Creating Networking Opportunities.

Audience:

- Detergents & Chemicals Manufacturers
- Chemists & Laboratory Specialists
- Raw Materials Suppliers
- Factory Owners & Production Managers
- Quality Control Specialists
- Perfume & Fragrance Oils Exporters and Importers
- Chemical Industry Exporters and Importers

Attendance:

- 2,752 Audience have attend the conference

Speakers:

- 24 Industry Leadrs, Perfumes experts, Brand Owners,



B2B BUSINESS AREA

ACTIVITY PERFORMANCE OVERVIEW:



**+2,200
PRE-SCHEDULED
MEETINGS.**



**+\$450
MILLION DOLLAR
DEALS GENERATED**



**+250
HOSTED BUYER.**



**17
HOSTED BUYERS
COUNTRIES.**



The Venue

Egy Beauty Africa will take place at the luxurious venue Egypt International Exhibition Center.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities.

Venue Facilities:-

- Car Parking Capacity 5000+.
- Unlimited Floor Loads.
- Central Air-Conditioning.
- Prayer Areas.
- Catering Areas.

Venue Highlights:-

- 20,000 sq.m Exhibition Space.
- 2 Exhibition Halls.
- Near to several 5-star hotels.
- Minutes away from Cairo International Airport.

Hall Distribution:-

Hall 1

- Cosmetics & Skin Care Products
- Professional Hair Care.
- Cosmeceutical Products.
- Packaging
- International Countries Pavilion.

Hall 2

- Fine Fragrances.
- Perfumes.
- Detergents.
- Chemicals & Raw Materials.
- International Countries Pavilion.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; the Fifth Settlement.

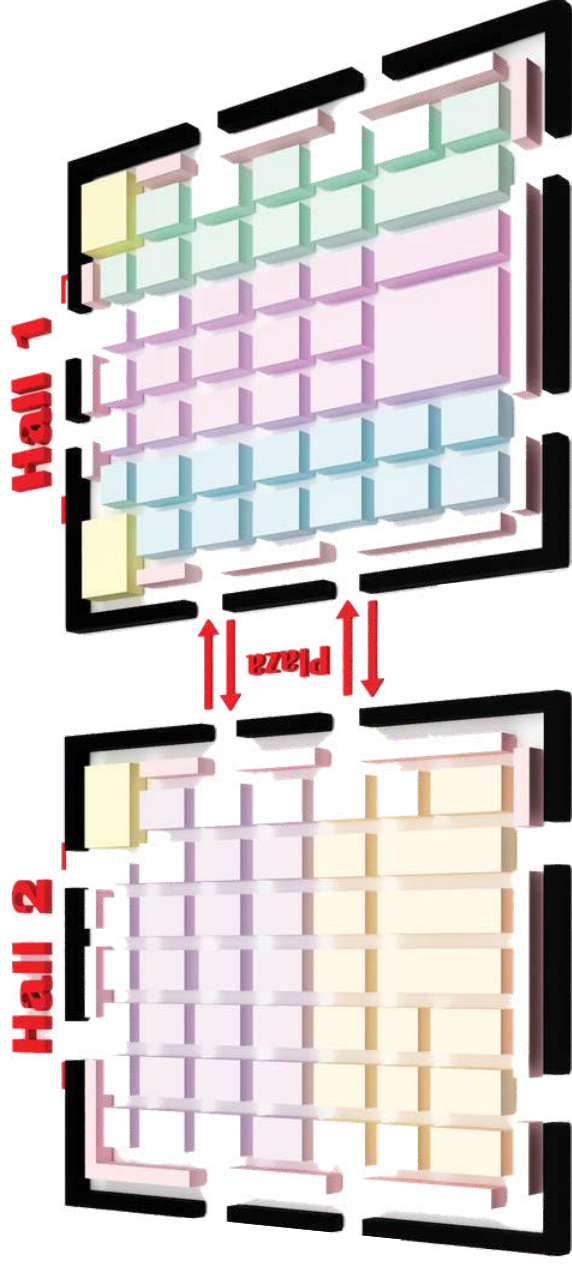




24 - 25 - 26 APRIL 2027

EGYPT INTERNATIONAL EXHIBITIONS CENTER

مركز مصر للمعارض الدولية



Venue Map

Fine Fragrances.



Perfumes.



Detergents.



Chemicals & Raw Materials.



Cosmetics & Skin Care Products



Professional Hair Care .



Cosmeceutical Products.



International Countries Pavilion.



See You In Next



From 24 - 26 APRIL 2027

The largest Exhibition for Cosmetics, Beauty Industries,
Perfumes, Fragrances, Chemicals, Detergents and Raw
Materials in Egypt and Africa

Most Important Exhibiting Countries



Most Important Visiting Countries



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✉ int@egybeautyafrika.com

☎ +20 106 362 3167

✉ Info@egybeautyafrika.com

✉ Info@detchemafrica.com

🌐 www.egybeautyafrika.com

🌐 www.detchemafrica.com