

# Post Show Report

ufi Approved  
Event

# BeautyEurasia

20<sup>th</sup> INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION

20<sup>th</sup> International Cosmetics,  
Beauty, Hair Exhibition

18 - 20 June 2025

*ifm* Istanbul Expo Center  
Istanbul / Türkiye

[beautyeurasia.com](http://beautyeurasia.com)

Organiser: [icaevents](http://icaevents)



# BeautyEurasia

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## 20<sup>th</sup> International Cosmetics, Beauty, Hair Exhibition

BeautyEurasia, the inspiring meeting point of the cosmetics industry, brings together Eurasia's dynamic trade networks and the diverse dimensions of the sector under one roof. Each year, it offers its exhibitors valuable connections, new business collaborations, and an effective exhibition experience. Decision-makers and visionary figures of the industry gather at BeautyEurasia, collectively shaping the future of the cosmetics and beauty sector.

Hosting hundreds of exhibitors and thousands of industry professionals and buyers from around the world every year, BeautyEurasia is the essential platform for those looking to expand their businesses into Türkiye and the surrounding region.

Total number of visitors	13,314
International visitors	3,406
Exhibitors	302
Number of visiting countries	114
B2B meetings	5,000+
VIP Hosted Buyer	500+



## EXHIBITORS

# Exhibitor Overview

### Product Groups

Packaging & Machinery  
Baby Care Products  
Dermocosmetics  
Associations / Agencies & Media  
Natural Cosmetics  
Pharmacy & Dietary Supplement Products  
Aesthetic Products & Equipment  
Beauty / Hair Salon Products & Equipment  
Raw Materials & Ingredients  
Personal Care Products  
Cosmetics Industry Services  
Private Label & Contract Manufacturing  
Perfumery  
Color Cosmetics  
Hair Care Products  
Cleaning & Hygiene Products  
Nail Care & Nail Decoration

**302**  
total number  
of exhibitors

**180**  
international  
exhibitors

**23**  
exhibiting  
countries

**547**  
brands

**27**  
countries

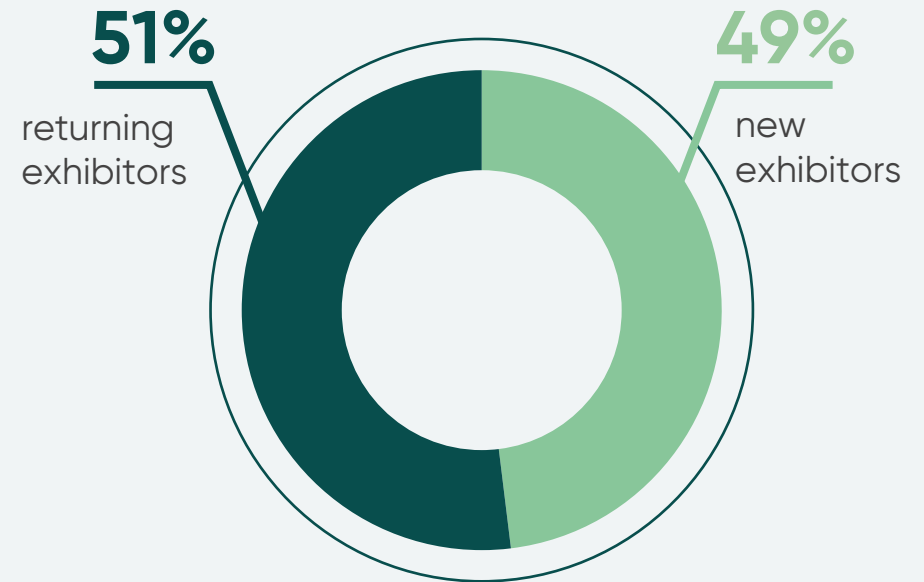
# 23 Exhibiting Countries

 Belgium	 India	 Sri Lanka
 Brunei	 Indonesia	 Taiwan
 Bulgaria	 Iran	 Türkiye
 China	 Italy	 Ukraine
 Czechia	 Korea	 U.A.E.
 Egypt	 Pakistan	 U.K.
 France	 Russia	 U.S.A.
 Hungary	 Spain	

**Exhibitors generated new business worth of €305 million.**

**This means €1 million worth of new business per exhibitor.**

# Exhibitors Distribution





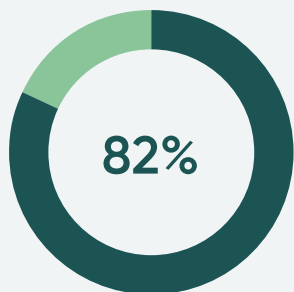
**87% of our exhibitors concluded their on-site meetings with orders or pre-agreements.**

**Total number of orders and pre-agreements**

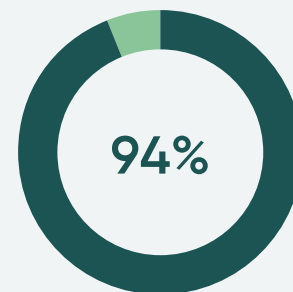
**1,486**

**Average number of business agreements per exhibitor**

**5**



**82%** of the exhibitors consider the show important for their businesses.



**94%** of first-time exhibitors concluded their meetings with either an order or a preliminary agreement.

# Exhibitor Testimonials



*One of our main goals in exhibiting in BeautyEurasia was to reach the entire world. We liked the B2B areas at the exhibition; by seeing where each customer was from and which ones were relatable for us, we were able to hold meetings with high-quality clients. We met with major buyers, retail chains etc. from countries such as Colombia, the United States, and Africa.*

*I highly believe that we will receive the return on our investments. When you look at BeautyEurasia from this point of view, the B2B section is truly strong. As Batçı Kozmetik, see you again at BeautyEurasia in 2026.*

Eren Emreci  
Export Manager  
**Batçı Domestic & Foreign Trade**



*We hosted a large number of guests from the VIP Hosted Buyers. Both those with whom we had scheduled appointments in advance through the app and those who stopped by our stand and, after receiving an initial introduction, proceeded to hold meetings at our table in the back.*

*We had individual meetings with especially distributors, different manufacturers, wholesale buyers, and supermarket chains. We already want to start preparing for next year. We believe we received a return on our investment and we want to be here again next year.*

Abdullah Ay  
BD Specialist  
**Gazeline Lefebre Cosmetics**



*BeautyEurasia was our preference because it is a well-established and one of the oldest exhibitions in the industry. On the very first day of BeautyEurasia 2025, we had 7–8 significantly serious meetings. We liaised with the Middle East, Saudi Arabia, Kazakhstan, Russia, Colombia, and Indonesia.*

*Regardless of the type of exhibition, any company that has not yet reached its full potential must be at BeautyEurasia. See you at BeautyEurasia 2026.*

Ömer Seyfeddin Şener  
Co-Founder & Managing Director  
**O2O Kozmetik**



# Exhibitor Testimonials



*The good point of this fair is that we can meet a lot of people from different countries in the part of the world, very far away from France. We met with some people from India, Saudi Arabia, and Türkiye.*

*We had 10 very nice contacts per day here. I recommend this show because this is a great opportunity to meet a lot of people. We will for sure be present at BeautyEurasia next year, and we will be happy to be here.*

**Cyril Thivin**  
Co-Founder  
**Laboratoire Cevrai**



*I can say that the first day of the exhibition was busy for us. We received a high volume of inquiries from African, European, and Asian countries. The customer profiles were highly professional and at a VIP level. We are quite content.*

*BeautyEurasia is an exhibition that delivers a solid return on our investment. We definitely plan to exhibit again next year.*

**Muhammed Albakkour**  
International Sales Manager  
**LeLas Company Kozmetik**



*We have participated in this exhibition twice before, and this is our third time. Our existing clients whom we've previously worked with came to visit, and we also met new clients. BeautyEurasia is truly a great meeting point. We held meetings with customers from South Africa, some of the North African countries, and the Gulf region.*

*Our products are already present in these markets, but there are also newly emerging ones such as Mauritania and Nigeria. We also had visitors from Morocco. I would definitely recommend other companies to exhibit here as well.*

**Ahmed Daboul**  
Board Member  
**Al Jazira Kimya**





## VISITORS

# Visitor Overview

### Visitor Profile

19%	Importer
18%	Distributor
15%	Beauty Salon / SPA
11%	Cosmetic Chain Store
10%	Online Store
9%	Private Label Product
6%	Wholesaler
5%	Retail Chain
4%	Hairdresser
2%	Pharmacy Chain
1%	Press

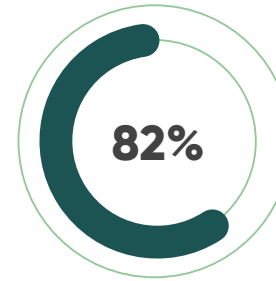
**13,314**  
total visitors

**3,406**  
international  
visitors

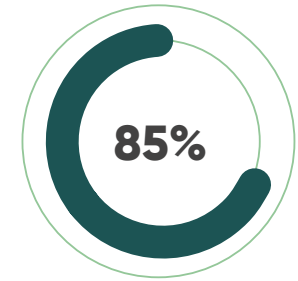
**114**  
countries

## Products of Interest

- Personal Care Products
- Hair Care Products
- Natural & Organic Cosmetics
- Professional Beauty & Hair Salon Equipments
- Colour Cosmetics
- Perfumery
- Dermocosmetics
- Pharmaceutical & OTC Products
- Aesthetic Products & Equipments
- Nail Care & Nail Art
- Raw Materials, Packaging & Machinery
- Private Label & Contract Manufacturing
- Cleaning & Hygiene Products
- Baby Cosmetics



**82% of the visitors stated they were fairly satisfied with the exhibition.**



**85% of the visitors stated they would attend the exhibition next year.**



## 114 Visiting Countries

Afghanistan, Albania, Algeria, American Samoa, Angola, Argentina, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Bolivia, Bosnia and Herzegovina, Bulgaria, Cameroon, Canada, Chile, China, Colombia, Croatia, Czech Republic, Cyprus (South), Democratic Republic of the Congo, Denmark, Djibouti, Ecuador, Egypt, Estonia, Ethiopia, France, Gambia, Guatemala, Germany, Greece, Hong Kong, India, Indonesia, Iran, Iraq, Ireland, Italy, Ivory Coast, Kazakhstan, Kenya, Kosovo, Kuwait, Kyrgyzstan, Lebanon, Liberia, Libya, Lithuania, North Macedonia, Madagascar, Maldives, Malaysia, Mali, Mauritius, Moldova, Montenegro, Morocco, Mozambique, Netherlands, Nigeria, South Korea, Northern Cyprus (TRNC), Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Senegal, Serbia, Sierra Leone, Singapore, Slovakia, Somalia, South Africa, South Georgia Islands, South Korea, Spain, Sri Lanka, Sudan, Syria, Sweden, Switzerland, Tajikistan, Tanzania, Togo, Tunisia, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States Virgin Islands, Vietnam, Yemen, Zimbabwe.

## Top 40 Visiting International Countries

	USA		Iraq		Pakistan
	Germany		Iran		Poland
	Azerbaijan		Kazakhstan		Romania
	U.A.E.		Kosovo		Russia
	U.K.		Kuwait		Syria
	Bulgaria		Korea		Saudi Arabia
	Algeria		Libya		Tunisia
	P.R.C.		Lithuania		Ukraine
	Indonesia		Lebanon		Oman
	Palestine		Hungary		Uganda
	France		Moldova		Jordan
	Georgia		Egypt		Greece
	India		Nigeria		
	Netherlands		Uzbekistan		



## International Visitor Breakdown by Region



<b>%37</b>	Middle East
<b>%18</b>	Europe
<b>%14</b>	Asia - Oceania
<b>%12</b>	CIS, Central Asia
<b>%8</b>	Africa
<b>%7</b>	Balkans
<b>%4</b>	America



# Enhance Your Exhibition Experience with ICA Connect



# ICA Connect in Our Exhibitors' Words



*I used the portal on ICA Connect very actively. I found all the uploaded names, sent meeting requests, and almost everyone I invited came. The fact that the buyers had their own comfortable lounge space where they felt at ease honestly made it easier for us to reach them.*

*A smart segmentation was implemented. It's a completely business-friendly tool. It's also the platform where I've received the highest response rate from visitors so far.*

**Ömer Seyfeddin Şener**  
Co-Founder & Managing Director  
O2O Kozmetik



*We used the ICA Connect app. We had the opportunity to meet various companies. In fact, we scheduled our meeting times even before the exhibition. Being able to confirm the times and get to know the companies in advance gave us a chance to do our research. Since we came prepared by researching the companies beforehand, my team members were able to conduct much more productive and efficient meetings. We had highly fruitful and positive meetings with companies from Iraq, Russia, Kazakhstan, and Azerbaijan. And because we had done our research in advance and arrived well-prepared, our meetings were more focused and achieved results in a shorter time.*

**Abdullah Karataş**  
Founder  
KRT Kozmetik



*You may use ICA Connect if you'd like to make initial preparation to find your objectives pre-show. I can say that it gives kind of a teaser of who you'll be engaging with, how you'll be engaging with them, and how you should be engaging with them once you arrive.*

*Here, we requested meetings with clients that matched our business profile, and most of them accepted. As a result of the meetings that we had, we liaised with customers that we can settle. In terms of holding meetings and showcasing your products, it serves as an excellent preliminary stage*

**Eren Emreci**  
Export Manager  
Batçı Domestic & Foreign Trade



# VIP HOSTED BUYERS PROGRAM

## VIP HOSTED BUYER PROGRAM HOSTED MORE THAN 500 VIP BUYERS FROM 69 COUNTRIES.

Just like in the previous years, a VIP Hosted Buyer Program was organized at BeautyEurasia. With over **5,000** meetings between our **500+** VIP buyers from **69** countries and exhibitors, the program was once again a huge success.

### VIP HOSTED BUYERS COUNTRIES

ALBANIA  
ALGERIA  
ANGOLA  
AUSTRALIA  
AUSTRIA  
AZERBAIJAN  
BAHRAIN  
BANGLADESH  
BELGIUM  
BULGARIA  
CANADA  
COLOMBIA  
DENMARK  
ECUADOR  
EGYPT  
ETHIOPIA  
FRANCE  
GEORGIA

GERMANY  
GREECE  
GUATEMALA  
HUNGARY  
INDIA  
INDONESIA  
IRAQ  
JORDAN  
KAZAKHSTAN  
KOSOVO  
KUWAIT  
KYRGYZSTAN  
LEBANON  
LIBYA  
LITHUANIA  
MALAYSIA  
MALDIVES  
MOLDOVA

MONTENEGRO  
MOROCCO  
NETHERLANDS  
NIGERIA  
NORTH MACEDONIA  
NORTHERN CYPRUS  
OMAN  
PAKISTAN  
PALESTINE  
PERU  
POLAND  
QATAR  
ROMANIA  
RUSSIA  
SAUDI ARABIA  
SCOTLAND  
SERBIA  
SINGAPORE

SLOVAKIA  
SOUTH AFRICA  
SPAIN  
TAJIKISTAN  
TANZANIA  
TUNISIA  
TÜRKİYE  
UAE  
UGANDA  
UKRAINE  
UNITED KINGDOM  
USA  
UZBEKISTAN  
VIETNAM  
ZIMBABWE

### VIP Hosted Buyers Breakdown by Region



**49%** Middle East  
**21%** CIS  
**15%** Europe  
**8%** Africa  
**4%** Asia  
**1%** North America  
**2%** South America



# VIP Hosted Buyers Testimonials



*I chose to attend this trade exhibition because it is one of the largest and most significant events in the beauty and cosmetics industry. There are many potential partners here with whom we could collaborate, and I truly hope this experience will turn into a success story. From the very first day, everything has been excellent, and I'm optimistic that the rest of the event will be just as impressive.*

Evgenii Binitski  
Head Of Department  
**PODRUZHKA - Russia**



*I saw many prominent names attending this fair, and it proved to be a fantastic platform to explore new business opportunities and discover innovative products. Everything was truly exceptional from the organization to the atmosphere. The entire team behind the fair has been incredibly friendly and welcoming. So far, I've had numerous meetings and come across outstanding opportunities and remarkable products that I'm eager to introduce to the Colombian market. You're doing an amazing job. I hope you continue this great work, and I'm already looking forward to returning in the coming years.*

Ali Waked  
Manager  
**MAKRO SUPERMARKET**



*I had the opportunity to meet many new suppliers we hadn't connected with before. It was fascinating to discover new products and gain insights into emerging trends. So far, our experience has been quite successful. We were invited to the exhibition as VIP buyers, and the hospitality extended to us was truly exceptional. Everything was perfectly organized, and the team was always quick and helpful whenever we had any questions. We felt genuinely welcomed throughout the event a gesture that gave us extra motivation to attend.*

Anton Van Daalwijk  
Director  
**ALLANDA BV**





## EVENTS

# CHINA-TÜRKİYE BEAUTY, PACKAGING & MACHINERY B2B MATCHMAKING EVENT

### BeautyEurasia 2025 Strengthens China-Türkiye Trade Cooperation

BeautyEurasia 2025 hosted a landmark gathering this year, aimed at reinforcing the growing trade relations between Türkiye and China. The “**China-Türkiye Beauty, Packaging & Business Matchmaking Event**” was launched to deepen sectoral cooperation between the two countries.

Organized with the support of the **Ministry of Commerce of China**, the event brought together **60 Turkish** and **20 Chinese companies** operating in the beauty and packaging sectors, connecting manufacturers with buyers. Discussions focused on a wide range of categories, **including skincare, haircare, cosmetics, and promotional solutions.**

More than **120 companies from China’s** key trade regions such as **Guangdong, Shanghai, and Jiangsu** leveraged the international atmosphere of the exhibition to establish new business connections, creating valuable trade opportunities for both nations. This strategic business development initiative contributed to making sectoral cooperation between **Türkiye** and **China** both tangible and sustainable.

Running in parallel, the **International Hosted Buyer Programme** served as another key pillar in enhancing BeautyEurasia 2025’s commercial impact. Over **500 qualified buyers** from **69 countries** engaged in more than **5,000 B2B** meetings with participating exhibitors. As a result, participants gained access to new markets and expanded their global business networks.



# Radio and TV

News and interviews were broadcast in TV and radio channels which are followed closely by the business world.

## Media Plan



16-second spot broadcast on the following channels – A Haber, NTV, HaberTürk, TRT Haber, CNN Türk, BHT Radyo, TGRT Haber, Endüstri Radyo, and TV Net Radyo.



8-second lower-third banner broadcast on the following channels – A Para, A Haber, BHT, HaberTürk, TRT Haber, CNN Türk, NTV, TGRT Haber, Halk TV, and Sözcü TV.

16-second lower-third banner broadcast on TV8 and Star TV channels.



# Outdoor Promotional Campaigns

100 posters in central points of Istanbul

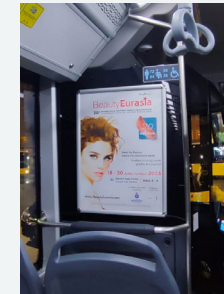
1 overpass ad in central point of Istanbul



Optimum Shopping Mall



City's Shopping Mall



Poster



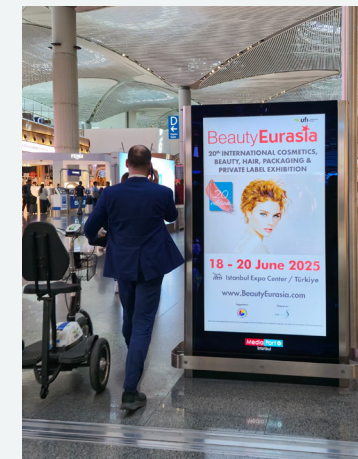
Overpass Ad



Billboard

# Outdoor Promotional Campaigns

## ISTANBUL AIRPORT

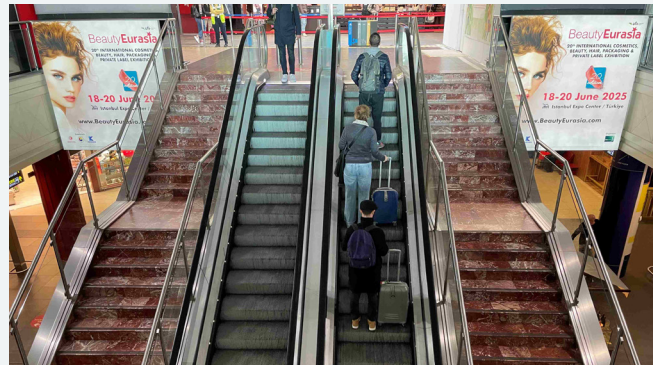
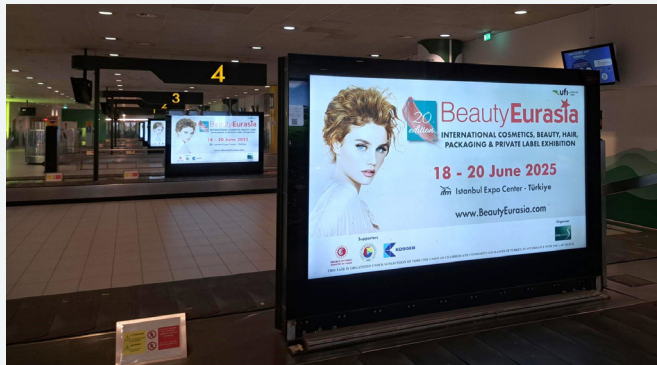


# International Outdoor Promotional Campaigns

## DUBAI METRO STATION



## BOLOGNA AIRPORT



## BOLOGNA TRAIN STATIONS



# Social Media Activities


## Media Channels

 Instagram

 Facebook

 X

 LinkedIn

 Youtube

 Tiktok

## Content of posts

- Why Should You Visit?
- Get Your Invitation Online
- Sectoral News
- Market News
- Co-marketing
- Countdown
- Exhibitor List
- Exhibitor Interviews
- Round-up Videos
- Influencer Marketing



# BeautyEurasia 2025 Sponsors



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**Book your stand**

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