



BeautyEurasia Will Be the Rendezvous Point of the Cosmetics Sector!

Preparations for BeautyEurasia, the leading cosmetics and cooperation platform in Türkiye and Eurasia, which will bring together Turkish exhibitors and foreign buyers once again in 2025, are in full swing. The 20th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia will cover the hot topics and latest trends in the cosmetics industry in cooperation with the leading institutions and organizations in the industry at Istanbul Expo Center from June 18 to 20, 2025.

Known as the largest business platform for the cosmetics industry in Eurasia and one of the major gateways to the Eurasian market, BeautyEurasia is preparing to offer a highly productive exhibition experience and new business and partnership opportunities to Turkish and foreign industry professionals. In 2024, the exhibition hosted 467 exhibitors from 28 countries, showcasing 969 brands from 38 countries. A total of 16,683 visitors attended from 116 countries with 29.2% of them being international. This event played a crucial role in keeping the pulse of Türkiye's cosmetics industry with its diverse range of products and services.

Held by ICA Events, BeautyEurasia will bring together the products, services, and technologies of manufacturers and suppliers from around the world. Hundreds of exhibitors from the Middle East, the Commonwealth of Independent States (CIS), Europe and Latin America will participate in the exhibition, where cosmetics, beauty and hair products will be exhibited and booth events will be held. Italy, China, South Korea, Bulgaria, South Africa, Romania, Hungary, Russia, India and Egypt will be represented as pavilions at the exhibition, and BeautyEurasia will host 600 foreign exhibitors from 40 countries.

As in previous years, the VIP Hosted Buyer program will be implemented next year with the support of the Ministry of Trade. The exhibition, which contributes to creating new international business, procurement and partnership opportunities for the representatives of the cosmetics industry, will host industry leaders. The 2025 program will host over 700 VIP hosted buyers from 100 countries, primarily from Latin America, the Middle East, Central Asia, Africa, the Far East and Oceania.

BeautyEurasia Exhibition Director Filiz Mehmedova, who stated that the cosmetics industry could achieve significant growth in the coming year, expressed her views as follows: *"The*



slowdown in the global economy in 2023 and 2024 has limited our exports. However, there are optimistic expectations for growth and consumption expenditures in 2025, as the high interest rates that contributed to the global recession have ended and begun to decline. The cosmetics sector is also expected to benefit from this situation. Tourism activity around the world has returned to pre-pandemic levels and is expected to exceed those levels by 2025. Accordingly, the demand for related care products will continue to grow. Additionally, the increase in the number of beauty centers in Türkiye and the growing influx of tourists entering the country for medical tourism are driving demand for cosmetic products. Although high inflation and declining purchasing power have limited the demand for cosmetics in Türkiye, domestic cosmetics expenditures grew by 6 percent in real terms during the first eight months of 2024. Imports also rose by 13 percent in the first half of the year. In 2025, domestic spending is expected to grow more rapidly due to anticipated decreases in inflation and interest rates. Production in the cosmetics sector continues to rise. Notably, production in the industry grew by 7.6 percent in the first seven months of 2024. However, due to stagnation in key export markets, efforts to seek alternative markets are ongoing. Accordingly, the number of export destinations exceeded 180 in 2024. The contribution of trade exhibitions to this process is also significant. With the anticipated recovery in our main export markets, we expect cosmetics exports to grow once again in 2025.”

Emphasizing that BeautyEurasia will support the export of cosmetic products in 2025, **Filiz Mehmedova** continued her remarks: *“BeautyEurasia provides a productive platform for promoting new ideas and products by discussing and exchanging information on the global and regional development areas of the industry in Türkiye and the Eurasian region. BeautyEurasia, with a mission that extends beyond facilitating new cooperation and export opportunities, will successfully continue to chart the roadmap for the sector next year. We anticipate that BeautyEurasia will host 22,000 visitors and industry professionals from approximately 140 countries in 2025 with 30% of attendees expected to be international visitors. This event will showcase new export opportunities.”*

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