

BeautyEurasia 2026 to Take Place in Istanbul on September 2–4

BeautyEurasia, the Major Gathering of the €290 Billion Beauty Industry, Prepares for Its 21st Edition

The Doors of the Beauty Industry Will Once Again Open with BeautyEurasia***

One of the Eurasian region's leading international exhibitions for beauty, cosmetics, and hair care products, **BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label**, will open its doors for the 21st time on September 2–4, 2026, under the organization of ICA Events. Held at the Istanbul Expo Center, the exhibition will serve as a platform creating new business and partnership opportunities for industry professionals from Türkiye and abroad, while also bringing together the latest trends in the sector. Having welcomed a total of 13,314 visitors from 114 countries, including 3,406 international visitors, at its latest edition, the exhibition will once again pave the way for new collaborations through its broad sphere of influence.

Having organized more than 50 exhibitions and conferences bringing together international companies, leading regional representatives, and all sectors of the economy, ICA Events will host the **21st BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label** on September 2–4. To be held at the Istanbul Expo Center, the exhibition stands out not only for its scale, but also for the qualified business connections, targeted B2B meetings, and high commercial efficiency it offers. With its global diversity, it will once again generate measurable commercial results this year.

The Beauty Industry Continues to Grow in Türkiye: Market Reached TRY 217 Billion in 2025

Stating that the beauty industry continues its growth trend thanks to personalized technological solutions and increasing awareness of well-being, **Filiz Mehmedova, Exhibition Director of BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label** said: The industry, consisting of brands, manufacturers, and consumers as an integrated whole, continues to grow both in Türkiye and around the world. Today, the global beauty industry has reached a value of approximately €290 billion, serving a potential consumer base of 4.2 billion people. Meanwhile, the Turkish market has emerged as one of the fastest-growing segments of the industry in recent years. As of 2025, the Turkish beauty market has reached a size of TRY 217 billion, while digital channels are becoming increasingly decisive in driving the sector's growth. With more than 20 years of industry experience, BeautyEurasia stands out not only for its scale, but also for the qualified business connections, targeted B2B meetings, and high commercial efficiency it offers. The international expertise of our exhibition, combined with

regional market expertise, provides the foundation for establishing impactful business partnerships within the industry.

BeautyEurasia Is More Than a Conventional Product Showcase; It Is a Platform That Delivers Measurable Commercial Results

Emphasizing that the 20th edition of BeautyEurasia, held in 2025, once again demonstrated the exhibition's international impact, Mehmedova shared the following details:

"Despite global economic fluctuations, our exhibition maintained its strong performance last year. A total of 13,314 professional visitors from 114 countries attended the exhibition, including 3,406 international visitors. In addition, the exhibition hosted 302 exhibitors, 180 of whom were international. The exhibition generated a business volume of €305 million, creating an average business volume of €1 million per exhibitor.

Furthermore, BeautyEurasia is more than a conventional product showcase; it is a platform that delivers measurable commercial results. In this context, 1,486 orders and preliminary agreements were signed last year, establishing direct business connections between exhibiting companies and international buyers. In addition, more than 5,000 B2B meetings were held throughout the exhibition. As a result, the event made a significant contribution to the establishment of long-term business partnerships.

This year, while bringing together leading industry players from different parts of the world, we will continue to preserve our quality-oriented approach and remain a strategic meeting point for industry professionals seeking to expand into the markets of Türkiye, Eurasia, the Middle East, the Balkans, and the CIS."

About ICA Events

Organizing Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, railway systems, and logistics sectors, ICA Events leverages Türkiye's strength and its strong global exhibition network to create new business, partnership, and procurement opportunities through its exhibitions, contributing to the development of these industries.

For further information

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