

BeautyEurasia, the Meeting Point of Beauty, Will Take Place in Istanbul Expo Center on September 2–4

Preparations Continue for the 21st Edition of BeautyEurasia, the Major Gathering of the €290 Billion Beauty Industry

One of the most comprehensive international beauty, cosmetics, and hair care events in the Eurasian region, 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. Organized by ICA Events at the Istanbul Expo Center, the exhibition will offer new business collaboration opportunities to domestic and international industry representatives while bringing together the latest industry trends under one roof. Having welcomed 13,314 professionals from 114 countries last year, the exhibition will once again facilitate the establishment of new partnerships thanks to its extensive scope.

Having organized more than 50 events covering numerous sectors of the global economy, ICA Events will host the **21st BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label** on September 2–4. In addition to its scale, the exhibition provides participants with qualified business networks, targeted B2B meetings, and high commercial efficiency. This year, it will once again deliver tangible business outcomes through the global diversity it creates at the Istanbul Expo Center.

The Beauty Industry in Türkiye Reached a Volume of TRY 217 Billion in 2025
Stating that the beauty industry continues to evolve with personalized technological solutions and growing awareness of healthy living, **Filiz Mehmedova, Exhibition Director of BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label**, said “The beauty industry, which encompasses brands, manufacturers, and consumers, continues to grow both locally and globally. Today, the global beauty industry has reached an approximate value of €290 billion, with a potential consumer base of around 4.2 billion people. Meanwhile, the Turkish market has recently emerged as one of the fastest-growing regions in the industry. As of 2025, the beauty market in Türkiye has reached a volume of TRY 217 billion, while the growing influence of digital platforms is playing an increasingly critical role in the industry's expansion. With more than 20 years of experience, BeautyEurasia stands out not only for its physical scale but also for the quality of business connections, strategic B2B meetings, and commercial efficiency it offers. Our organization's structure, which combines global reach with local market expertise, enables the establishment of impactful partnerships within the industry.”

An Exhibition Beyond Conventional Standards

Emphasizing that last year's edition of the exhibition once again demonstrated its global impact, Mehmedova shared the following figures "Despite global economic fluctuations, our exhibition maintained its successful performance last year. A total of 13,314 professionals from 114 countries visited our exhibition, including 3,406 international visitors. In addition, the event hosted 302 exhibitors, 180 of whom came from abroad. The exhibition generated a business volume of €305 million, creating an average trade volume of €1 million per exhibitor. Moreover, BeautyEurasia is much more than a simple product showcase; it is a platform that delivers measurable commercial success. Accordingly, 1,486 orders and preliminary agreements were signed during last year's exhibition, establishing direct commercial bridges between participating 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 professionals from around the world, we will continue to maintain our quality-focused vision and remain a strategic hub for professionals seeking to enter 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 its strong global exhibition network to create new business, partnership, and procurement opportunities through its exhibitions, contributing to the development of these industries.

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