

Shaping the beauty industry with more than 20 years of experience

The countdown has begun for the glamorous world of BeautyEurasia

Providing a productive platform for the discussion of global and regional development areas of the beauty industry in Türkiye and the Eurasia region, enabling the exchange of knowledge and the introduction of new ideas and products, **BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label** will welcome its visitors for the 21st time on **2–4 September 2026**. Organized by ICA Events at the Istanbul Expo Center, the exhibition will host hundreds of buyers from all over the world, not only laying the groundwork for new collaborations and export opportunities but also shaping the roadmap of the industry.

Organized by ICA Events, which arranges exhibitions for the locomotive sectors of the Turkish economy, the **21st BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label** will be held on **2–4 September**. In addition to its current scale, the exhibition offers its exhibitors qualified business networks, targeted B2B meetings, and high commercial efficiency. This year's gathering at the Istanbul Expo Center will host hundreds of buyers and thousands of visitors from different parts of the world.

BeautyEurasia strengthens the international position of Türkiye's beauty industry

Stating that Türkiye stands out as an important manufacturing country in the beauty industry and has a strong growth potential, **Filiz Mehmedova, Exhibition Director of BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label**, said: "The beauty industry, which has a vast ecosystem ranging from brands and manufacturers to consumers, also holds significant potential. Today, the global beauty industry has reached a size of approximately EUR 290 billion, with around 4.2 billion potential users worldwide. Meanwhile, the Turkish market has recently emerged as one of the fastest-growing regions in the industry. As of 2025, the size of the beauty market in Türkiye has reached TRY 217 billion, while the influence of digital platforms is playing an increasingly critical role in the expansion of the sector. As BeautyEurasia, with more than 20 years of experience, we are delighted to contribute to strengthening Türkiye's position in the international beauty arena. To achieve this, we do not focus solely on physical scale; we also place great importance on quality business connections, strategic B2B meetings, and commercial efficiency. The structure of our exhibition, which combines global reach with local market knowledge, enables the establishment of impactful partnerships across the industry."

An exhibition that delivers measurable commercial success

Stating that the previous edition of the exhibition once again proved its global impact, Mehmedova shared the following information: "Creating new export opportunities every year, our exhibition welcomed 13,314 professionals from 114 countries last year. In addition, the event hosted a total of 302 exhibitors, including 180 international exhibitors, generating a business volume of EUR 305 million, with an average trade volume of EUR 1 million per exhibitor. BeautyEurasia, where exhibitors have the opportunity to closely observe companies' strategies and innovations, stands out as a platform that delivers measurable commercial success. Accordingly, 1,486 orders and preliminary agreements were signed last year, establishing direct commercial bridges between exhibiting companies and international buyers. Furthermore, more than 5,000 B2B meetings were held throughout the exhibition. This made a highly valuable contribution to the establishment of long-term business

partnerships. This year, while bringing together leading names of the industry from all around the world, we will continue to maintain our quality-oriented vision and remain a strategic hub for professionals seeking to enter the markets of Türkiye, Eurasia, the Middle East, the Balkans, and the CIS countries."

About ICA Events

Organizing Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, rail systems, and logistics sectors, ICA Events leverages the strength of ICA Türkiye and its extensive global network in the exhibition industry to create new business, partnership, and purchasing opportunities through the exhibitions it organizes, while contributing to the development of these sectors.

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