

A new era in beauty

Personalized, refined and minimalist trends take the stage at BeautyEurasia Exhibition

Personalized experiences and smart technologies are among the defining dynamics of the new era in the cosmetics, beauty and personal care sectors. While 71 percent of consumers expect personalized experiences from brands, interest in technology-driven skincare solutions is also rapidly increasing. BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients Hygiene and Private Label, one of the most important gatherings of the global beauty industry, which has reached a value of \$677 billion, is bringing this transformation shaping the industry together with commercial opportunities. Having generated a business volume of approximately €305 million with 302 exhibitors last year, the exhibition is preparing to bring industry professionals together around new business partnerships and export opportunities this year as well.

Competition in the cosmetics industry is being reshaped not only by product diversity but also by technology, innovation and changing consumer expectations. Bringing the trends shaping this transformation together with industry professionals, BeautyEurasia Exhibition contributes to the development of new business partnerships among brands, manufacturers, buyers and industry professionals. BeautyEurasia Exhibition, which will be held for the 21st time this year, will take place at Istanbul Expo Center on 2–4 September. Bringing global trends together with the local market, the exhibition will offer industry professionals an important meeting point where they can establish new business connections and discover innovative products and solutions.

"74 percent of consumers prioritize natural ingredients"

Pointing out that consumers are increasingly questioning the environmental impact of the products they use and turning towards more conscious choices in their purchasing decisions, BeautyEurasia Exhibition Director Filiz Mehmedova stated that the percentage of consumers who prioritize natural ingredients has reached 74 percent. Noting that this trend is encouraging brands to turn towards sustainable packaging solutions, Mehmedova said, "Turning towards recyclable materials has become an important value for brands that not only demonstrates environmental responsibility but also helps build a connection with consumers. In addition, personalization continues to be another factor accelerating the transformation of the industry. 71 percent of consumers expect personalized interactions from brands. AI-powered skin analysis and virtual try-on technologies increase conversion rates by 30 to 40 percent. This provides brands with both revenue and loyalty gains."

Smart devices offering personalized routines are redefining the consumer beauty experience

Pointing out that, according to research, the skincare devices market is expected to reach \$101.5 billion by 2033, with a compound annual growth rate of 15.6 percent between 2023 and 2033, BeautyEurasia Exhibition Director Filiz Mehmedova made the following statement: "Skincare technologies are showing significant development through AI-powered applications and personalized care routines. Smart devices that work in integration with mobile applications and are customized according to individual skin analysis offer consumers more effective and personalized experience. Along with the minimal and refined beauty approach that has gained strength after the pandemic, consumers are also turning towards more conscious, functional and long-lasting products. In this regard, at BeautyEurasia Exhibition, one of the most important gatherings of the beauty industry in

Türkiye, which has reached a global value of \$677 billion, we will bring all innovations shaping the industry, from technology-driven skincare solutions to changing consumer expectations, together with industry professionals.”

About ICA Events:

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