

beautyworld

MIDDLE EAST

POST SHOW REPORT 2021

The region's largest international trade fair for the beauty industry

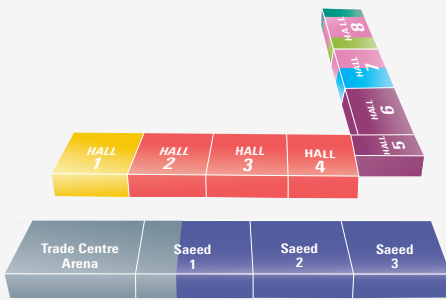


Show Profile

The 25th edition saw a resounding response from the international community, being the region's first in-person beauty and fragrance event of 2021. The fair showcased everything from olfactory experiences to live demonstrations, including barber showcases and expert talks. Featuring 17 national pavilions and players from over 53 countries, the show centered around three key themes – Rethink, Reinvent and Rediscover, highlighting fresh thinking and new business insights.

Edition : 25th
Date : 5 – 7 October, 2021
Venue : Dubai World Trade Centre
Organiser : Messe Frankfurt Middle East GmbH

Venue Map

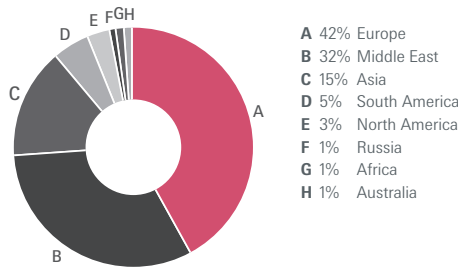


- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance Compounds & Finished Fragrance
- Cosmetics & Skincare
- Personal Care & Hygiene
- Hair, Nails & Salon Supplies
- Natural & Organic
- NEW: Beauty Tech
- International Pavilions

Exhibitor Overview

891 exhibitors
53 countries
17 country pavilions

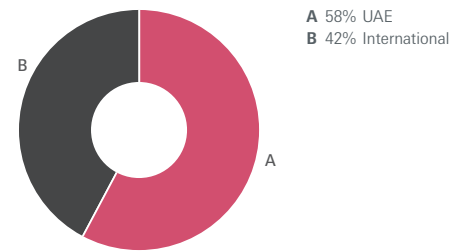
Regional breakdown of exhibitors



Visitor Overview

31,410 visitors
116 countries

UAE vs International



Top 10 exhibiting countries

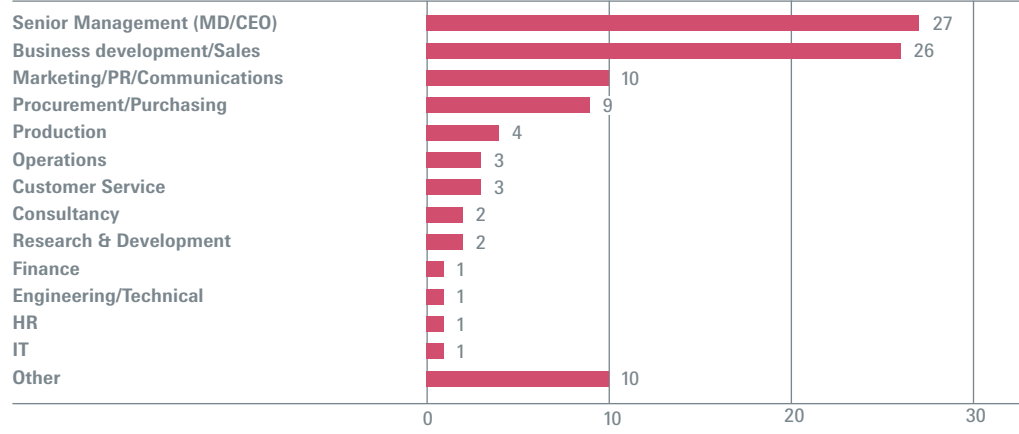
Countries	Count
1. United Arab Emirates	144
2. France	99
3. Turkey	88
4. Poland	74
5. Italy	64
6. Spain	45
7. Brazil	41
8. Republic of Korea	41
9. India	37
10. Thailand	34

Top 10 visiting countries

Countries	Count
1. United Arab Emirates	18,222
2. Iran	2,155
3. Saudi Arabia	1,774
4. India	1,016
5. Pakistan	717
6. Egypt	588
7. Iraq	511
8. Kuwait	459
9. Turkey	423
10. Jordan	399

Job function

(all figures in %)



2021 Show Highlights

Signature Scent **NEW**

Awards Gallery **NEW**

A World of Scents **NEW**

Next in Beauty Conference **NEW**

Quintessence –
the art of perfume

Front Row by
Nazih Group

Hybrid Event

Exhibitors and visitors can still network beyond geographical boundaries via our innovative virtual platform until October 19, 2021.



DOWNLOAD THE
BEAUTYWORLD
MIDDLE EAST
MOBILE APP

Beauty and Personal Care Market Information



MIDDLE EAST AND AFRICA

US\$ **32** Billion
in 2020

14%
CAGR

US\$ **36.6** Billion
in 2021



GCC

US\$ **11** Billion
in 2021

9%
CAGR

US\$ **12** Billion
in 2022



UNITED ARAB EMIRATES

US\$ **2.3** Billion
in 2021

4%

US\$ **2.4** Billion
in 2022



SAUDI ARABIA

US\$ **5.2** Billion
in 2021

4%

US\$ **5.8** Billion
in 2022

Retail value for the top 5 categories in 2021



Fragrances



Hair Care



Skin Care



Colour Cosmetics



Men's Grooming

MEA

5.4\$bn

7.3\$bn

5\$bn

4.4\$bn

3.5\$bn

GCC

2.8\$bn

1.6\$bn

1.7\$bn

1.2\$bn

335\$mn

UAE

668\$mn

376\$mn

341\$mn

341\$mn

335\$mn

KSA

1.8\$bn

888\$mn

732\$mn

535\$mn

685\$mn

**All values mentioned above are in U.S Dollars*

In 2021, KSA and the UAE together will comprise **22%** of the Middle East & Asia's beauty and personal care market

**Source: Euromonitor International*

See you next year! | 31 October – 2 November, 2022

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