



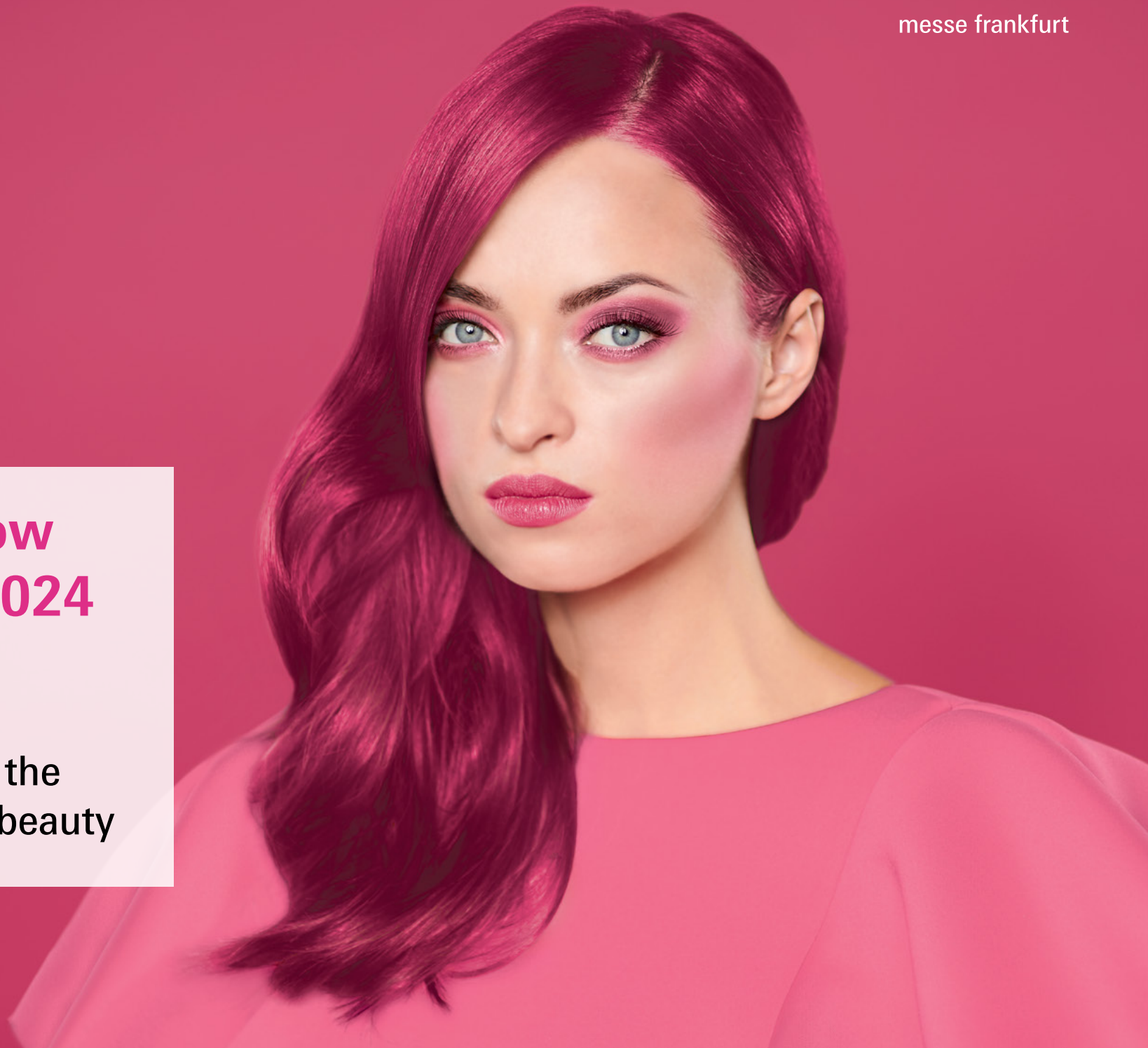
beautyworld

MIDDLE EAST

28 – 30 October 2024
Dubai World Trade Centre

Post-Show Report 2024

illuminating the
business of beauty



LARGEST EDITION YET

Where beauty means business

A testament to the Middle East's booming beauty, hair and wellness markets, Beautyworld Middle East 2024 has drawn a record-breaking number of visitors, making this edition the largest and most impactful yet.

With an outstanding line-up of 2,000+ global and regional exhibitors and an unprecedented 70,000+ visitors from across 164 countries, Beautyworld Middle East 2024 delivered an energetic platform for connection, knowledge-sharing, and international trade. This year's event has solidified its reputation as one of the world's foremost trade shows, driving innovation and growth within the beauty industry.

3 Days **11** Product Segments **17** Halls **43,000** Sqm



Hair, Nails
& Salon Supplies



Cosmetics
& Skincare



Fragrance Compounds
& Finished Fragrance



International Country
Pavilions



Personal Care
& Hygiene



Beauty Tech



Clean+Conscious



Beauty Beginnings ^{New}



Prestigepack



Supply Chain
& Services



quintessence
the art of perfume

Key Figures of Beautyworld Middle East 2024:



71,000+
Visitors



2,000+
Exhibitors



400+
New Exhibitors



240+
Media Attendance



164
Visiting Countries



65+
Speakers



30+
Influencers Attendance



20+
Sessions



New Exhibitors Debuted This Year From:

-  Belgium
-  Canada
-  Czech Republic
-  Denmark
-  Lithuania
-  Libya
-  Madagascar
-  Mexico
-  Norway
-  Oman
-  Sudan
-  Sweden
-  Tunisia



EXHIBITOR OVERVIEW



2,000+
Exhibitors



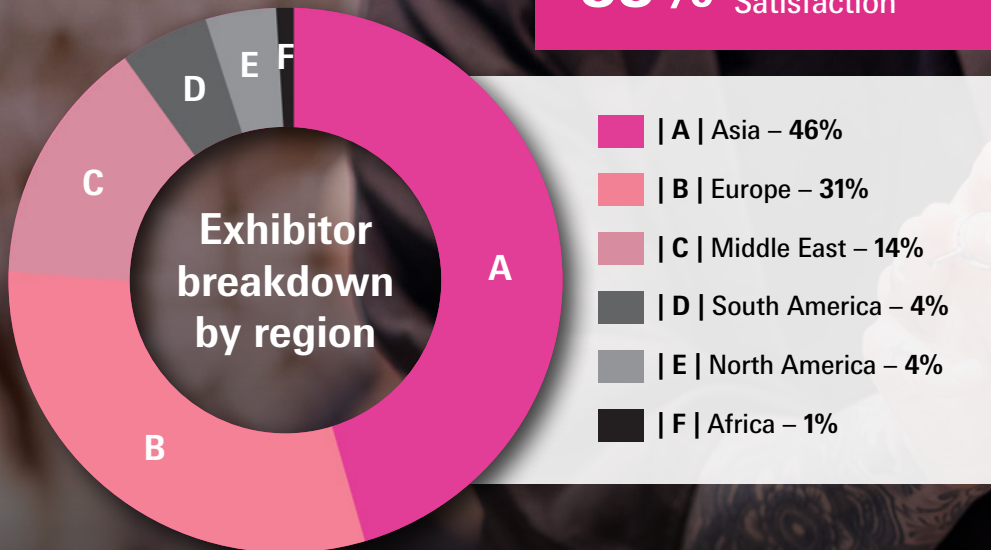
68
Countries



27
Country Pavilions

91% Likelihood to Exhibit in 2025

83% Exhibitor Satisfaction



VISITOR OVERVIEW

The world of beauty unites in Dubai

71,439

Visitors

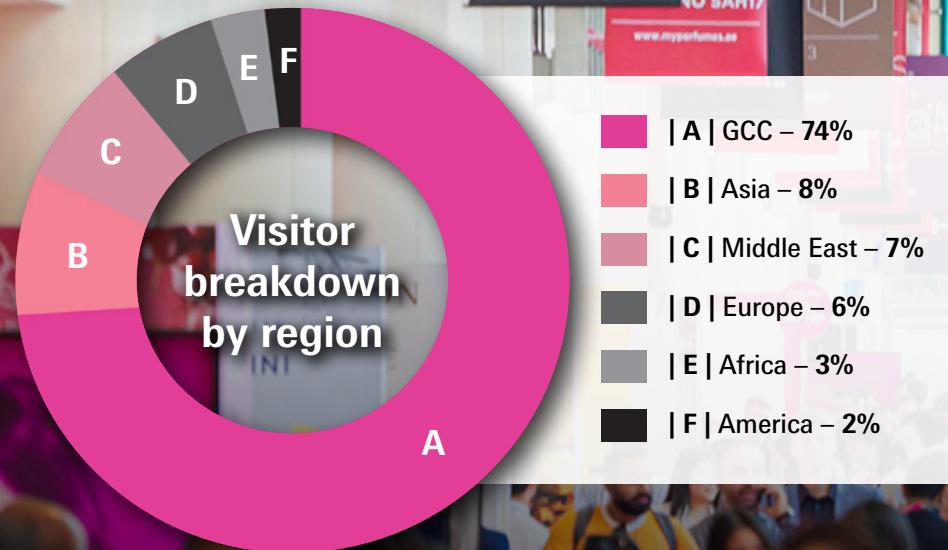
164

Countries

97% Visitor Satisfaction

96% Likelihood to Visit in 2025

73% of visitors with purchasing power placed orders at the show or will after the event

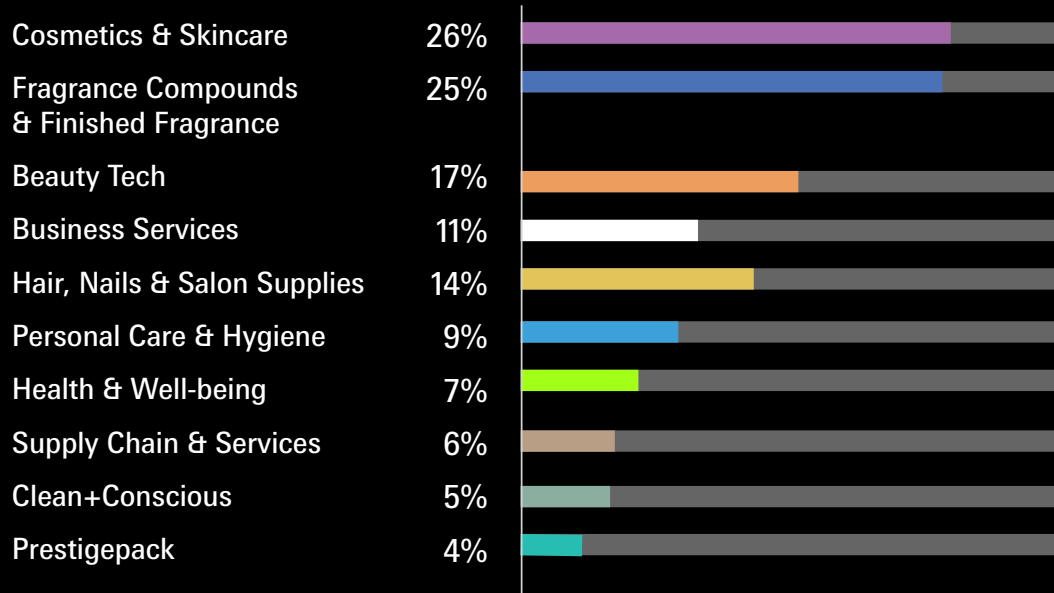


Top 10

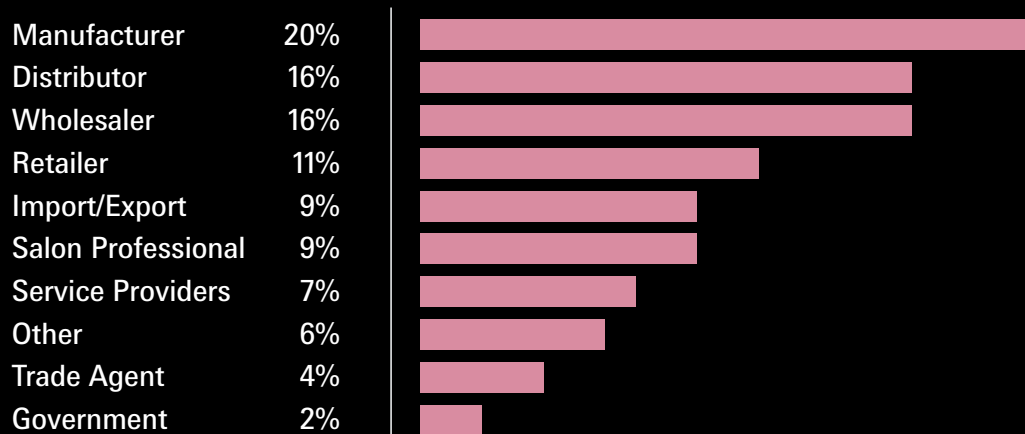
Visiting Countries

-  **1** UAE
-  **2** Iran
-  **3** Saudi Arabia
-  **4** India
-  **5** Pakistan
-  **6** China
-  **7** Kuwait
-  **8** Oman
-  **9** United Kingdom
-  **10** United States

Visitor Interest by Product Segment



Visitor Nature of Business



FEATURES OVERVIEW

7 STUNNING FEATURES

BEAUTY LIVE ^{New}



This year marked the debut of beautyLIVE. A dedicated stage that featured an incredible blend of live hair and make-up demonstrations. It also featured the largest hair competition in the GCC, Arabian Color Fiesta, powered by Goldwell.

NEXT inbeauty



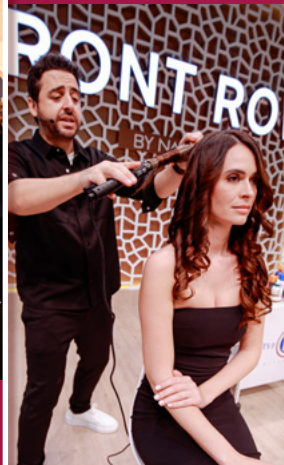
With over 60 international speakers, the conference featured industry experts from KIKO MILANO, L'Oréal Middle East, Arabian Oud, NOON, and many more. Together, they shared fresh perspectives, groundbreaking insights, and advanced business strategies.

beautyworld MIDDLE EAST AWARDS 2024



From innovative products and cutting-edge technologies to exceptional brands and talented individuals, the Beautyworld Middle East Awards recognised and honoured the creativity, innovation, and hard work of beauty professionals and brands that made a significant impact in the region.

FRONT ROW BY NAZIH



The Front Row stage offered a high-energy line-up of dynamic demonstrations and educational sessions from international industry talent. Visitors discovered the latest trends and techniques in a fun and engaging format.

SIGNATURE SCENT BY BEAUTYWORLD MIDDLE EAST



15 international fragrance houses competed to create a signature scent for the show. Using Airparfum® technology, attendees sampled multiple fragrances in a "dry" olfactive experience.

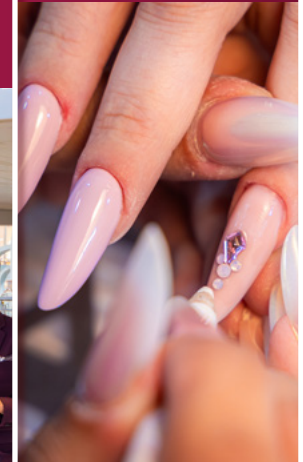
The winning scent, Zenith Echos by Anne Louise and Elodie Bernard, was crowned the official scent of Beautyworld Middle East 2024.

quintessence the art of perfume

EMOVATION LAB



This cutting-edge fragrance experience, created by Anfasic Dokhoun and Khaltat, Mohamed Hilal Group, offered fragrance enthusiasts the unique opportunity to create their own personalised scents inspired by their emotions.



The Nail It! Competition by Nazih Group returned, showcasing the extraordinary talents of nail artists who redefined the art of nail care through creativity and skill.

Other brands such as Artistic Nail Design, Bandi and Credo participated this year.

THE PREMIUM CLUB







The Premium Club was an exclusive programme designed to unite key stakeholders, investors, and senior buyers within the beauty and fragrance industry from around the world, fostering lucrative business prospects in the Middle East market

For the 2024 edition, the programme brought together over 1,100+ direct purchasing decision-makers and influencers onto a single, exclusive platform. There, they engaged in discussions and explored potential business opportunities for their ongoing and forthcoming projects.



Top 5 Countries

- | | | | |
|---|-------------------------|---|-----------------|
|  | 1 United Kingdom |  | 4 Kuwait |
|  | 2 United States |  | 5 Italy |
|  | 3 Saudi Arabia | | |



beautyworld

MIDDLE EAST

27 – 29 October 2025
Dubai World Trade Centre

See you
in 2025!

Contact us today to find global customers at the region's largest beauty, hair and wellness exhibition.

Exhibitor Enquiries

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