

beautyworld
MIDDLE EAST

27 – 29 October 2025
Dubai World Trade Centre

The beauty event of the year

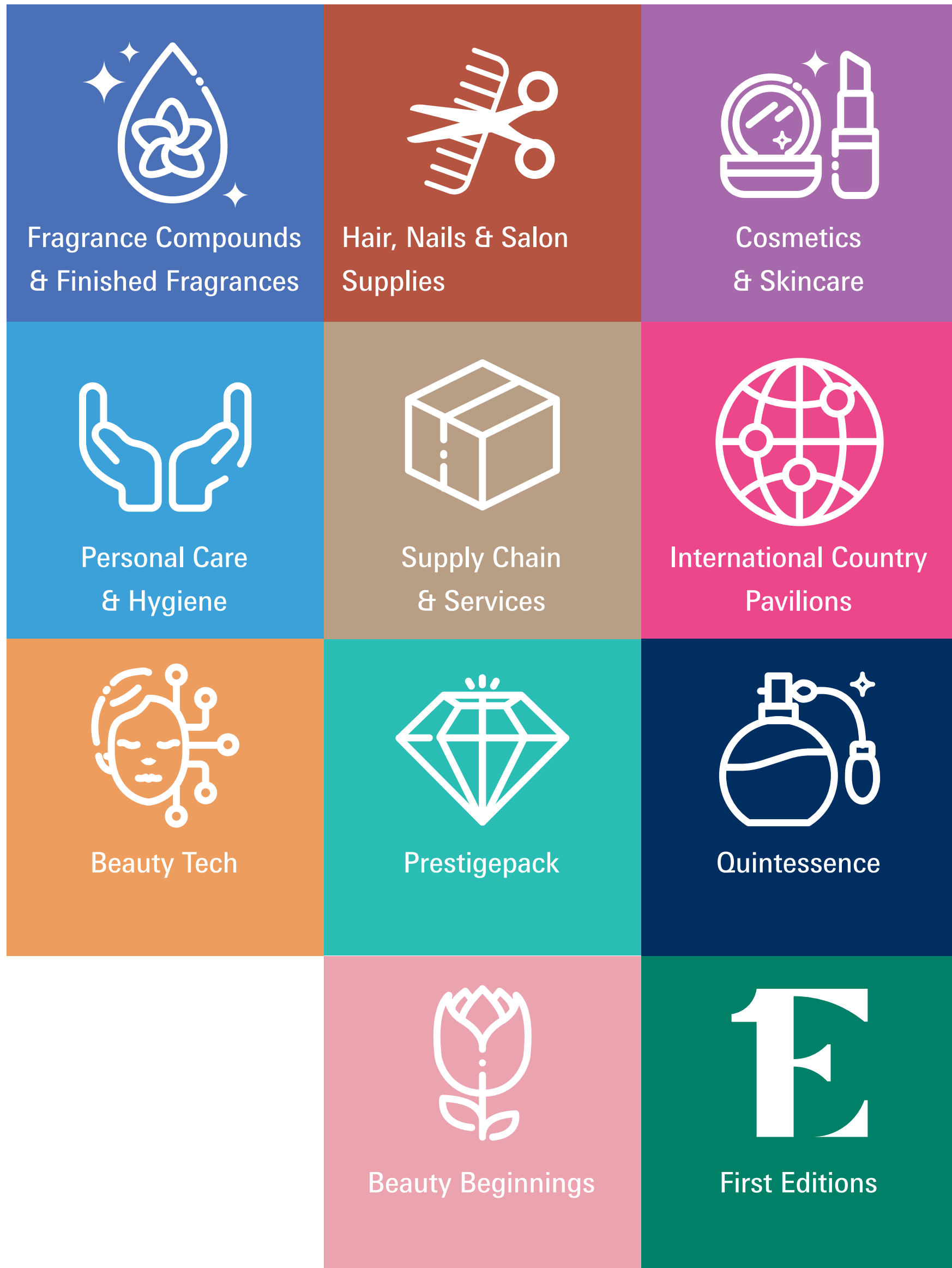
Post Show Report

THE GLOBAL BEAUTY EVENT OF THE YEAR

The landmark 29th edition of Beautyworld Middle East brought together the world's leading beauty, fragrance, hair, and wellbeing professionals in a powerful showcase of innovation, artistry, and business opportunity.

Recognised as the international meeting point for the industry, the 2025 edition fostered transformative collaborations, unveiled next-generation trends, and unlocked multi-billion-dollar growth potential across global markets.





THE ULTIMATE SHOWCASE OF GLOBAL BEAUTY

Beautyworld Middle East brings together every sector of the global beauty supply chain — from fragrance, skincare, and salon essentials to packaging, technology, and services.





REDEFINING BEAUTY ON A GLOBAL STAGE

2,500+
Exhibitors



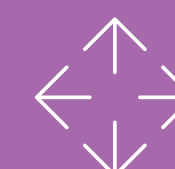
68
Exhibiting countries



85,000+
Visits from 178 countries
(19% YoY – 31% increase
in international visitor attendance)



53,000 sqm
22 Halls



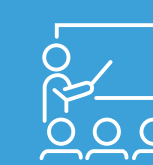
175
Speakers



29
International
Country Pavilions



122
Sessions across
7 live stages



NEW MOMENTS ON THE SHOW FLOOR

With a diverse showcase of products and solutions spanning every aspect of the beauty industry—from ingredients and manufacturing to finished products and retail—Beautyworld Middle East offered an extraordinary journey through the entire value chain. The show featured an exceptional breadth of products and innovations, highlighting the creativity, craftsmanship, and global expertise driving the future of the beauty industry.



Natural Notes



beauty beginnings



First Editions showcased a curated selection of international beauty brands making their first appearance at the show.



Natural Notes brought together nine natural ingredient producers from around the world for the first time in the Middle East.



Next in Fragrance Conference made its debut at Beautyworld Middle East as more than just a stage — it was a dedicated space where fragrance came alive through thought, dialogue, and discovery.



Exclusively designed to introduce beauty brands to the MENA region, this curated space offered the ideal platform to explore the new, the niche, and the noteworthy.

INDUSTRY GLOBAL ICONS REDEFINED THE STAGE

This year's edition welcomed some of the industry's most celebrated artists and visionaries. From Hung Vanngo and Nikki Makeup to Roja Dove and Bassam Fattouh, these global icons captivated audiences with their creativity, expertise, and trend-defining artistry.



Hung Vanngo



Roja Dove



Nikki Makeup



Bassam Fattouh

STEP INTO BEAUTYWORLD MIDDLE EAST'S MOST EXCITING SPACES

7 LIVE STAGES

Beautyworld Middle East featured seven live stages that brought the show floor to life with creativity, innovation, and expertise. From celebrity-led masterclasses at The Makeup Studio and inspiring discussions at Next in Beauty and Next in Fragrance, to dynamic showcases at beautyLIVE by Fresha, Front Row by Nazih Group, and Nail It!, each stage delivered unforgettable moments. The show concluded with the Beautyworld Middle East Awards, honouring the industry's finest achievements.



STEP INTO BEAUTYWORLD MIDDLE EAST'S MOST EXCITING SPACES

7 LIVE STAGES

NEXT
inbeauty

FRONT ROW
BY NAZIH



AWARDS
2025



WE UNITED THE WORLD'S BEAUTY INDUSTRY FOR THREE DAYS IN DUBAI



Exhibitor Testimonials

Our experience at Beautyworld Middle East has been fantastic. The number of visitors we saw at this edition was impressive. This is by far one of the most premium exhibitions we have ever attended. We have participated in many exhibitions across the globe, in multiple continents, but especially in Dubai, this experience has been exceptional.

Chris Halteh
Global Head of Operations
and Training, Justice Haircare

This has been the best edition we have attended so far. It provided an incredible opportunity to connect with and meet all our key buyers, sellers, and distributors in one place. Beyond networking, it has been an inspiring and valuable learning platform for us, offering insights that we can take forward in our business.

Bhaveen Shani
Global Diaspora Head,
Unilever Asia Private Limited

This marks our 15th year participating in Beautyworld Middle East, and we are committed to showcasing here for many more years to come. It has been an incredible journey, and we continue to value the opportunities and connections this exhibition provides.

Christopher Smith
Events Coordinator, Nouvelle
Parfumerie Gandour

THE LARGEST SHOWCASE TAKING OVER THE WHOLE VENUE

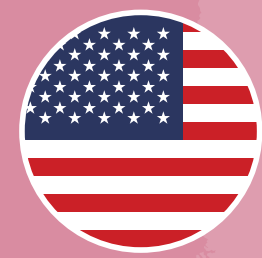
TOP 10 INTERNATIONAL EXHIBITING COUNTRIES



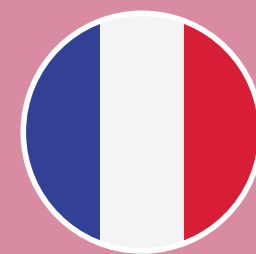
KEY COUNTRY PAVILIONS



Germany



USA



France



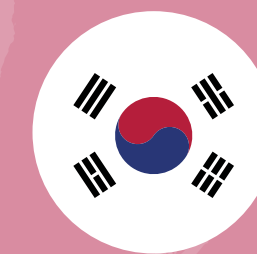
Australia



United Kingdom



Spain



Republic of Korea



Italy

GLOBAL VOICES, SHARED EXPERIENCES



Visitor Testimonials

Beautyworld Middle East is becoming more interesting for the German companies we are distributing here in Dubai, so we would like to see what kind of market we are facing here. I was surprised by the quality because I visited 10 years ago, and I'm impressed that many international brands are exhibiting, so I really like to see it. It's good to have a high-quality exhibition like this, and I hope you will continue and grow. I am planning to come back next year as an exhibitor.

Mag Cica Spiller
Director Digital Marketing, Dr. Spiller GmbH

I'm absolutely blown away by the amount of everything — it's huge, it's fantastic, it's amazing. The choice of products is incredible; I never knew there were so many, and the innovation here is amazing as well. It has completely opened my eyes to the beauty industry. Beautyworld Middle East brings together the best — the established, the small, and the growing — all in one place, making it easy for the many visitors here to see all these products in one location.

Samantha Brettel
Managing Director, PreVent Consultancy

TOP 10 COUNTRIES AND DEMOGRAPHICS

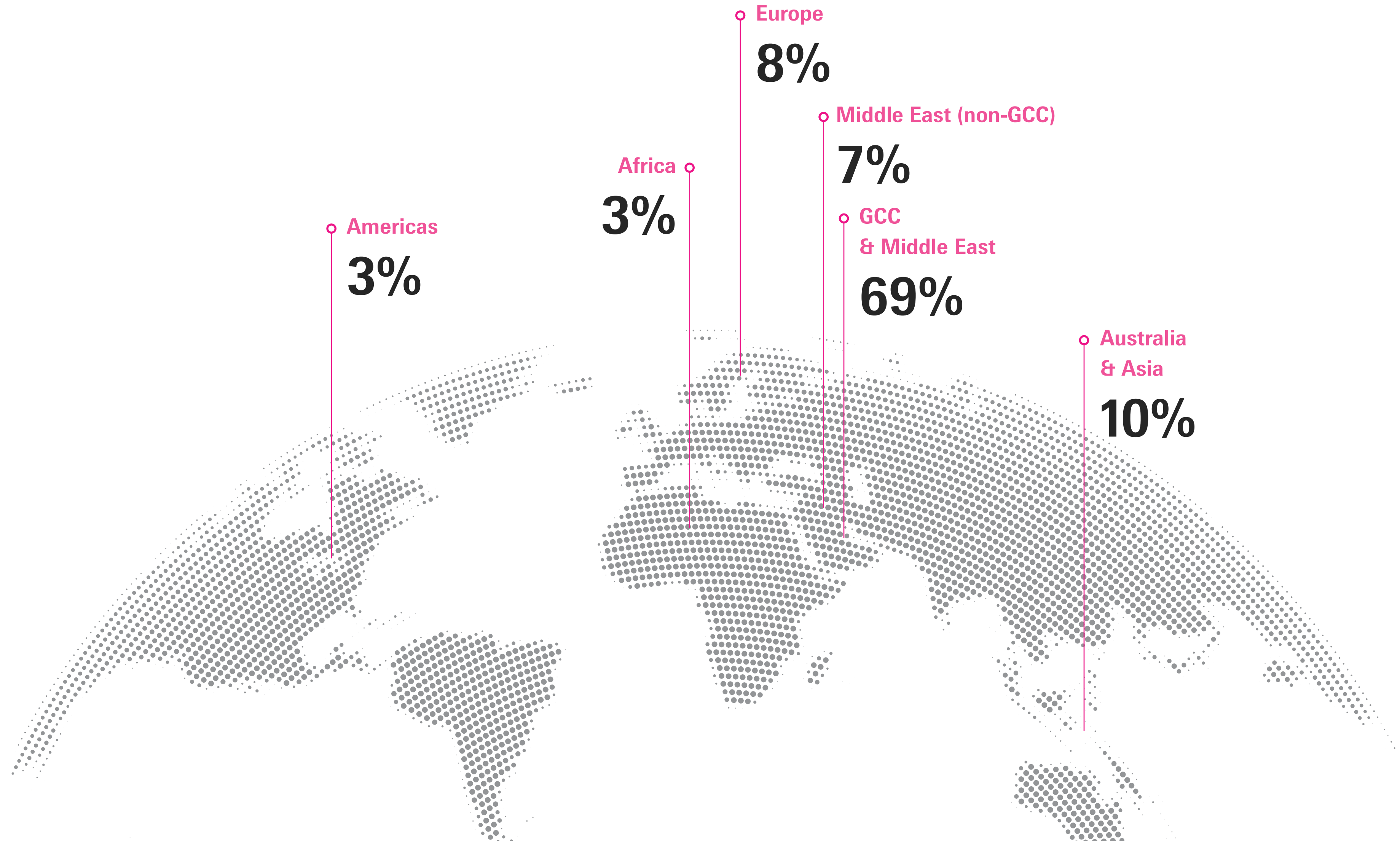
Total number of visiting countries - 178

Top 10 countries

1. United Arab Emirates
2. India
3. Iran
4. Saudi Arabia
5. China
6. United States
7. Egypt
8. Iraq
9. United Kingdom
10. Pakistan

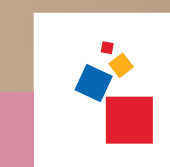
Top 10 new visiting countries

1. Venezuela
2. Ecuador
3. Cambodia
4. Moldova
5. Costa Rica
6. Argentina
7. Mexico
8. Finland
9. Slovenia
10. Sweden



BEAUTYWORLD ME WILL RETURN FOR ITS 30TH EDITION

For 30 years, Beautyworld Middle East has proudly served the beauty industry—growing stronger with every edition. What began as a regional gathering has transformed into a global stage for creativity, commerce, and collaboration, empowering the industry and inspiring progress across generations.



beautyworld

MIDDLE EAST

6 – 8 October 2026

Dubai World Trade Centre

Contact us today to find global customers at the global beauty event of the year

Exhibitor Enquiries

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