

## UBM India, BolognaFiere to launch Cosmoprof India preview in Mumbai

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**Currently the market share for the Indian Cosmetics Industry stands at \$ 4.6 billion out of the global \$274 billion. With a 60% rise in consumption over the last 5 years and an overall value constantly increasing, the market in India is expected to reach the targeted 20 billion dollars by 2025.**



With successful, signature trade shows in Bologna, Las Vegas and Hong Kong, which cumulatively involve over 370,000 professionals and 7,000 companies from across the world, the Cosmoprof platform is all set now to enter India, a dynamic, growing market for the beauty sector with Cosmoprof India. The show, which will be in the form of a Preview show in September 10 & 11 at the Sahara Star Hotel, Mumbai, will be a sourcing event not only for the entire Indian beauty business community, but also for the international beauty industry as well.

Continuing its longstanding commitment to supporting and enhancing the beauty business industry, Cosmoprof India is the cutting-edge event for the International beauty community by UBM India and BolognaFiere. The Indian sub-continent is keen to discover finished world-class beauty products that are now in demand among a broader base of consumers. Further, networking with leading international brands and suppliers providing new industrial, service and packaging solutions is sure to help enhance local production, introducing to India innovative technologies and superior quality standards that are a requirement at the international level.

Speaking at the announcement of Cosmoprof India, Mr. Yogesh Mudras, Managing Director, UBM India, said, "We are thrilled to bring Cosmoprof to India, backed by the immense knowledge and expertise of a coveted international brand like Cosmoprof Worldwide, that so far showcases exclusively in Las Vegas, Bologna (Italy) and Hong Kong -- Mumbai is slated to be the fourth city. With an aim to analyse and forecast trends and developments in the Beauty and Cosmetics industry along with helping businesses prosper, The Cosmoprof India Preview promises not only constructive but also an informative and engaging two days. It seeks to bring immense value to beauty and cosmetics professionals in India to reap the benefits of the advantageous market in a structured manner. The response for the preview has been sky rocketing just in its maiden edition in India."

"More than 370,000 professionals and 7,000 companies are involved in the shows of Bologna, Las Vegas with Cosmoprof

North America and Hong Kong with Cosmoprof Asia" says Cinzia Barbieri, Board Member of BolognaFiere Cosmoprof and BolognaFiere Group. He further added, "And now, we really expect Cosmoprof India to become the reference B2B beauty event in South-East Asia. The show represents a new opportunity both for brands of finished products, especially for Cosmetics & Toiletries, Beauty Salon, Hair, Nail and Accessories, and for the supply chain, with the leaders in raw materials and ingredients, contract manufacturing and private labels, applicators, primary and secondary packaging. Besides, attendees will have the chance to be updated on what's new in the beauty universe with seminars and workshops at Cosmotalks that will see the participation of key international experts and opinion leaders."

All strata of the cosmetic industry will be represented: make up, skincare and body care, hair care, perfumery and cosmetics, beauty salon and spa, nail, accessories, furniture and supplies for salons. 97 companies - both local and international - will showcase, presenting their products to buyers and distributors in Mumbai. To increase business opportunities during the event, the preview will include an International Buyer Program by Cosmoprof Worldwide Bologna that will aid B2B meetings between companies, distributors, buyers, importers and suppliers from India, United Arab Emirates and South East Asia.

The Cosmoprof India Preview will be studded with a number of captivating presentations and features. For instance, the in-depth sessions and seminars of Cosmotalks, scheduled to take place at the Cosmoprof India Preview, will leverage the collaborations of internationally renowned partners. Beautystreams, specializing in consulting projects and development of market lines, will present 'Spring/Summer 2019 beauty trend forecast': colors, textures and look inspirations for the beauty industry for the next season. Euromonitor, a highly referenced market research organization, will organize the session under the title 'New consumer values and novel concepts in beauty', highlighting how consumers are turning to meaningful consumption, rewarding values such as quality, transparency, simplicity and customized experience. The seminar on 'The top 10 most important things you need to know to do business in India', organized by ICMAD - Independent Cosmetic Manufacturers and Distributors, the association of American manufacturing industries, will be dedicated to industry experts interested in the Indian market. Centdegrés, a design agency boasting of collaborations with the largest global corporations, will analyze the potential influence of Indian brands on global markets during a session called 'Designing the next generation of Indian beauty brands'. Kline & Company, consulting agency for the most important industrial groups, will present 'The challenges and opportunities of the Indian salon hair care market', focusing on the professional world, in particular the hair sector, which is one of the most important segments for the development of industry in the country.

A much awaited feature, Cosmoprof OnStage will host the best of innovation and creativity for the cosmetics industry. Live demonstrations, hair shows, spectacular nail art, make-up techniques, cutting-edge beauty treatments and new products presented by exhibiting companies will take centre stage. Besides, Cosmoprof India will also partner with global design agency centdegrés to create #VibrantIndia, an exclusive experience wall to explore the opportunities of Indian beauty culture. Rich in colors and textures, Indian culture is an endless source of inspiration for beauty professionals. Furthermore, Beautystreams will be on the show floor, looking for trends among the products of the exhibiting companies.

After the conclusion of the show, the report Cosmoprof India Trends will be delivered and will present the most influential items of Cosmoprof India.