

# beautyworld

MIDDLE EAST

## POST SHOW REPORT 2017

*The Largest International Trade Fair  
for Beauty Products, Hair, Fragrances  
and Wellbeing in the Middle East*

### SHOW PROFILE

A truly unprecedented and record-breaking success, the 22<sup>nd</sup> edition of Beautyworld Middle East delivered attractive opportunities, incredible insights, and a fascinating glimpse into the future of the beauty and wellness industry.

**Edition** : 22<sup>nd</sup>

**Date** : 14 – 16 May, 2017

**Venue** : Dubai International Convention and Exhibition Centre

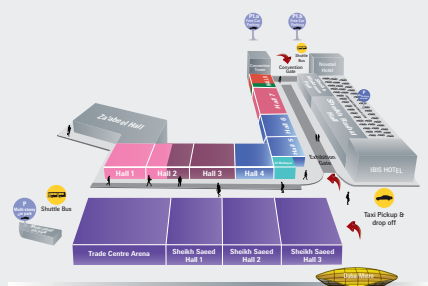
**Organiser** : Messe Frankfurt Middle East GmbH

**Total Gross Sqm.** : 54,906 sqm.

**2017 Exhibitors** : 1,580

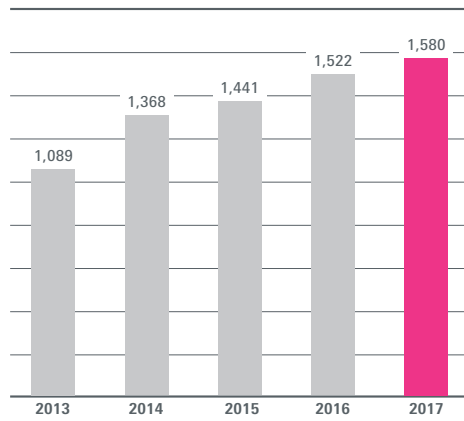
**2017 Visitors** : 42,012\*

### 2017 VENUE MAP

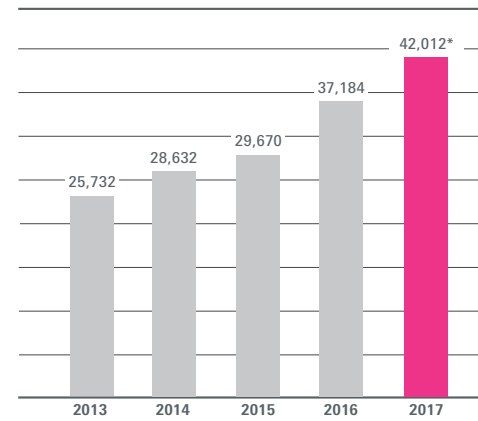


- Hair, Nails and Salon Supplies
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance
- Professional Equipment, Spa & Wellness
- Cosmetics and Skincare
- Natural & Organic
- Personal Care & Hygiene
- International Pavilions

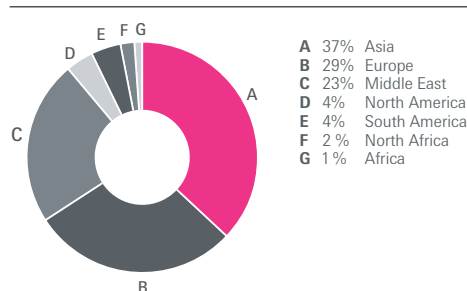
### Exhibitor growth over 5 years



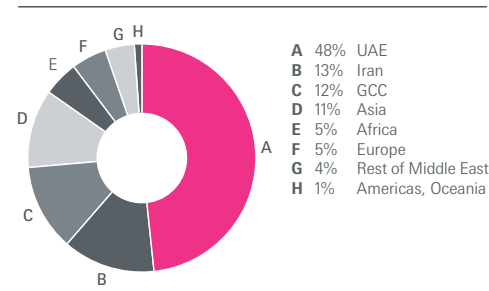
### Visitor growth over 5 years



### Regional breakdown of exhibitors



### Regional breakdown of visitors\*



1,580 exhibitors from 59 countries

42,012 visitors from 135 countries\*

### Top 10 Countries by Exhibitors

Top 10 Countries	Exhibitors	Count
1	China	305
2	United Arab Emirates	186
3	France	115
4	Turkey	102
5	Italy	97
6	India	75
7	Spain	60
8	United States	53
9	Korea, Republic of	52
10	Brazil	51

### Top 10 Countries by Visitors\*

Top 10 Countries	Visitors	Count
1	United Arab Emirates	20,449
2	Iran	5,660
3	Saudi Arabia	2,504
4	India	1,651
5	Pakistan	1,522
6	Kuwait	1,144
7	Oman	501
8	Iraq	489
9	Egypt	484
10	Bahrain	476

\*2017 pre-audited results.

Organised by:  messe frankfurt

## Market Information

# MEA

## OVERVIEW

### RETAIL VALUE

**\$30** billion in 2016

**6%** GROWTH OVER 2015

**\$34.5** billion ESTIMATED TO GROW BY 2021

# GCC

## OVERVIEW

### RETAIL VALUE

**\$9.3** billion in 2016

**10%** GROWTH OVER 2015

**\$13.6** billion ESTIMATED TO GROW BY 2020

# KSA

## OVERVIEW

### RETAIL VALUE

**\$5.3** billion in 2016

**\$9.5** billion ESTIMATED TO GROW BY 2020

# UAE

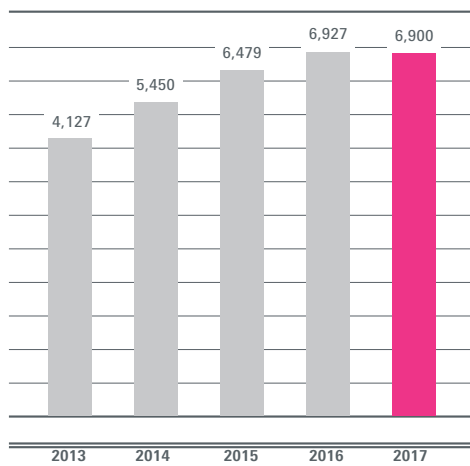
## OVERVIEW

### RETAIL VALUE

**\$2.1** billion in 2016

**\$2.7** billion ESTIMATED TO GROW BY 2020

## Total SQM growth of UAE companies



# 2017 SHOW HIGHLIGHTS

Battle of the Barbers

Business in Beauty Summit

Centre Stage by Nazih Group

Face It! by Mehron & MADI International

Fragrance Station

Hair Education by ghd

**NEW** Hollywood Hair Artist: Guy Tang

Nail It! by Artistic Nail Design & OPI

Quintessence - the art of perfume

**NEW** Sensorial Journey by Carita & centdegrees

**NEW** Economics of Wellness & Happiness Forum

## Top 10 product launches at the show

### EIDEAL (UAE)

EIDEAL launched davines, an Italian eco haircare brand with its roots founded on sustainable beauty.

### Esthechoc (UK)

A guilt-free pleasure that improves health rather than hinders it, Esthechoc is the world's first anti-aging beauty chocolate.

### EVY Professional (Australia)

The entire EVY Professional range, including hair dryers, curling irons, brushes, and the 2017 AHFAs Most Innovative New Styling Tool WINNER – the EVY iQ-ONEGLIDE, were launched for the first time in the region.

### VitaJuwel (Germany)

VitaJuwel launched its gemstone infused water bottles, vials, decanters, and dispensers.

### Quintessence – the art of Perfume (USA, France)

Fragrance creators, Thomas Kosmala, Esteban, Ulrich Lang, Nishane, Simone Cosac, and Le Galion, launched their latest lines

### LAKMÉ Cosmetics (Spain)

LAKMÉ Cosmetics launched i.plex, an innovative anti-aging plex system with a keratin complex.

### Neoderma (Cyprus)

It was Neoderma's biggest relaunch since it was first created in 1991. Neoderma also launched Neo-White – a whitening product line with HALAL certification.

### Hyunjin C&T (Korea)

Hyunjin C&T, a new player in the regional beauty market, introduced its entire range of innovative products that involve the use of gold leaf, magnetic therapy, and oxygen therapy.






### Pennelli Faro (Italy)

Among Pennelli Faro's long list of product launches this year was Ecosophy, a vegan-friendly make-up brush collection.

### Hanalei (USA)

Hanalei launched a complete range of personal care products such as lip treatments, scrubs, facial masks, lotions, and other body care items.

## Retail value for top 5 categories (2016)

	 FRAGRANCE	 HAIRCARE	 SKINCARE	 COLOUR COSMETICS	 MALE GROOMING
MEA	\$5.6 BILLION	\$5.6 BILLION	\$4 BILLION	\$3.8 BILLION	\$3.3 BILLION
GCC	\$3.4 BILLION	\$1.2 BILLION	\$1.2 BILLION	\$1.1 BILLION	\$1.1 BILLION
KSA	\$2.6 BILLION	\$796 MILLION	\$732 MILLION	\$584 MILLION	\$670 MILLION
UAE	\$642 MILLION	\$283 MILLION	\$300 MILLION	\$400 MILLION	\$300 MILLION

\*All values mentioned above are in U.S dollars  
Source : Euromonitor International except Spa & Wellness