

# Istanbul: A Beauty and a Legend

Istanbul, the demographic and economic heart of Türkiye, has established itself as the industrial, financial, cultural, logistic, touristic, shopping, business and exhibition center between Europe, Asia, Middle East, Africa and East European countries.

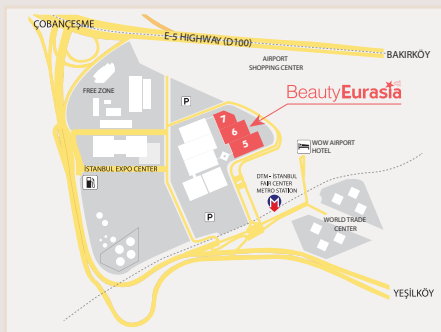


Adorned with some of the finest architectural and artistic wonders in the World, and with an extraordinary historic legacy on every street corner, Istanbul remains Türkiye's real social, artistic and commercial hub, brimming with vitality and activity.

## Venue: IFM, Istanbul Expo Center

Halls: 5, 6, 7

BeautyEurasia 2025 will be held in Istanbul Expo Center - IFM strategically positioned next to IDTM and close to the city center, easily accessible by metro, bus, car and metrobus.



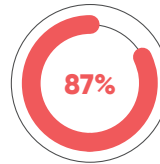
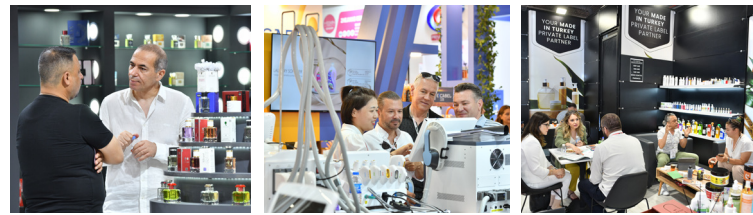
## Organizer



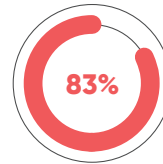
## Follow us



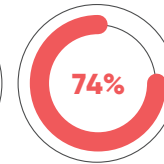
THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174



**87%** of the exhibitors consider the show important for their businesses.



**83%** of the exhibitors stated they were fairly satisfied with the exhibition.



**74%** of the visitors stated they were fairly satisfied with the exhibition.



**84%** of the visitors stated they would attend the exhibition next year.

## Exhibitors' opinions:

We've had meetings with Rossmann Azerbaijan, Makro Uzbekistan. Among the countries we've met are; Iran, Saudi Arabia, Lebanon, Palestine, Brazil, Mexico and the UK. All meetings were intense and serious. To see our products speak to countries like Brazil, Saudi Arabia shows how extensive the market range of the exhibition is in terms of exhibitors and visitors. You will be able to see us at BeautyEurasia again next year.

Canan Kaynakçı  
Dr. White, Product Line Sales Manager

BeautyEurasia attracts people from the Middle East, Asia, and Europe, making it an ideal place to find distributors for our products worldwide. We met many positive buyers and distributors from the Middle East and discussed partnerships. The potential to find distributors here is significant. The ICA Connect app helped us schedule meetings and discuss partnerships. We look forward to returning to BeautyEurasia in Türkiye.

Shadi Atkek  
TNL Professional, Lead Sales Manager

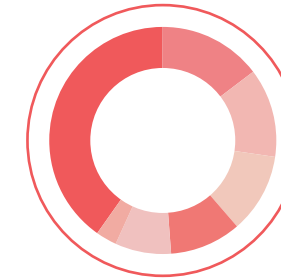


VIP Buyers Program hosted more than 500 VIP Buyers from 66 countries.

Just like in the previous years, a VIP Buyers Program was organized at BeautyEurasia. With over 5,000 meetings between our 500+ VIP buyers from 66 countries and exhibitors, the program was once again a huge success.



## VIP Hosted Buyer Breakdown by Region



**%38** Middle East  
**%17** Europe  
**%17** Central Asia, CIS  
**%15** Africa  
**%7** Asia Pasific  
**%4** North America  
**%2** South America

## ICA CONNECT MATCHMAKING SYSTEM

The app is a free service for all exhibitors, visitors and buyers attending BeautyEurasia. Available as a smartphone and a web client, the tool is the perfect way for attendees to network quickly & efficiently, connect with the right customers or suppliers, and expand their network at the exhibition. Whatever the attendees' networking goals are, the artificial intelligence within the platform provides users with tailored recommendations of the most relevant & valuable industry contacts to meet during their time at the event - all based on the attendees' networking needs, areas of specialism and reasons for attending the exhibition.



# BeautyEurasia

ufi  
Approved  
Event



MEET THE  
**BEAUTY**  
WHERE THE  
CONTINENTS  
**MEET!**

**20<sup>th</sup>** INTERNATIONAL COSMETICS,  
BEAUTY, HAIR EXHIBITON

**18 - 20 June 2025**

ifm Istanbul Expo Center, Istanbul / Türkiye

www.beautyeurasia.com



# BeautyEurasia 2025: World's booming business hub!

BeautyEurasia: The must attend beauty platform where Europe meets Asia and people of all nationalities come together to be inspired and to do business. Growing year by year BeautyEurasia links international beauty brands with new markets. Located in the vibrant city of Istanbul the business hub for Türkiye, as well as Eurasia and Africa.



## Product range:

- Aesthetic Products & Equipments
- Baby Care Products
- Cleaning & Hygiene Products
- Colour Cosmetics
- Dermocosmetics
- Halal Cosmetics
- Hair Care Products
- Nail Care & Nail Art
- Natural & Organic Cosmetics
- Perfumery
- Personal Care Products
- Pharmaceutical & OTC Products
- Private Label & Contract Manufacturing
- Professional Beauty / Hair Salon Products & Equipments
- Raw Materials, Packaging & Machinery
- Associations & Media

## Exhibitors' Profile 2024 Edition

**Number of Exhibitors:** 467 exhibitors from 28 countries  
**224** international exhibitors  
**969** brands from 38 countries

**National & Group Pavilions:** China, Egypt, Hungary, Italy, South Korea, Russia, Romania, Taiwan

**New Business Exhibitors**  
**%52** New Exhibitors  
**%48** Returning Exhibitors



## 28 Exhibiting Countries



- |                      |             |
|----------------------|-------------|
| Azerbaijan           | Japan       |
| Bosnia & Herzegovina | Jordan      |
| Bulgaria             | Pakistan    |
| China                | Poland      |
| Cuba                 | Portugal    |
| Egypt                | Russia      |
| France               | South Korea |
| Germany              | Taiwan      |
| Greece               | Thailand    |
| Hungary              | U.A.E.      |
| India                | U.S.A.      |
| Indonesia            | Ukraine     |
| Iran                 | Uzbekistan  |
| Italy                | Türkiye     |



## Visitors' Profile 2024 Edition

**16,683** visitors  
**4,877** international visitors from 116 countries  
**VIP Buyers:** 500 buyers from 66 countries



## Visitors profile

- Beauty Salon - SPA
- Brand Owner / Manufacturer
- Cosmetics Chain Store
- Dermatologist
- Distributors
- Hair Salon & Hairdressers
- Importer
- Online Store
- Pharmacy Chain - Pharmacy
- Private Label Buyers
- Retailer
- Supermarkets
- Wholesaler

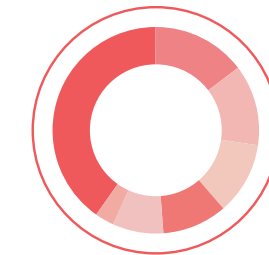
## Top 25 visiting countries:

- |  |              |  |           |  |         |
|--|--------------|--|-----------|--|---------|
|  | Iran         |  | Germany   |  | USA     |
|  | Iraq         |  | Algeria   |  | UK      |
|  | Russia       |  | Palestine |  | France  |
|  | Azerbaijan   |  | Tunisia   |  | Libya   |
|  | Saudi Arabia |  | China     |  | India   |
|  | Bulgaria     |  | Kosovo    |  | Kuwait  |
|  | Jordan       |  | U.A.E.    |  | Albania |
|  | Romania      |  | Egypt     |  |         |
|  | Lebanon      |  | Ukraine   |  |         |

## Products of Interest

- |  |   |
|--|---|
| <b>68%</b> Personal Care Products                      | <b>22%</b> Aesthetic Products & Equipments        |
| <b>40%</b> Hair Care Products                          | <b>22%</b> Nail Care & Nail Art                   |
| <b>36%</b> Natural & Organic Cosmetics                 | <b>21%</b> Raw Materials, Packaging & Machinery   |
| <b>35%</b> Professional Beauty & Hair Salon Equipments | <b>20%</b> Private Label & Contract Manufacturing |
| <b>33%</b> Colour Cosmetics                            | <b>17%</b> Cleaning & Hygiene Products            |
| <b>32,5%</b> Perfumery                                 | <b>11%</b> Baby Cosmetics                         |
| <b>22%</b> Dermocosmetics                              |   |
| <b>22%</b> Pharmaceutical & OTC Products               |   |

## International Visitor Breakdown by Region



- %38** Middle East, Gulf
- %15** CIS, Central Asia
- %13** Balkans
- %11** Europe
- %11** Africa
- %8** Asia - Oceania
- %4** America



**CIS & Central Asia:** Russia, Ukraine, Belarus, Moldova, Uzbekistan, Kazakhstan, the Kyrgyz Republic, Tajikistan, Turkmenistan, Azerbaijan, Georgia, Mongolia

**Balkans:** Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Greece, Kosova, Macedonia, Montenegro, Romania, Serbia

**Middle East:** Iran, Iraq, Jordan, Lebanon, Yemen

**Gulf:** Bahrein, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

**North Africa:** Egypt, Libya, Tunisia, Algeria, Morocco, Sudan

**Central Africa:** Cameroon, Ghana, Nigeria, Senegal, Kenya, Tanzania

**Latin America:** Chile, Peru, Ecuador, Colombia, Panama, Uruguay, Paraguay, Guatemala, Nicaragua, Honduras, El Salvador, Costa Rica, Suriname, Puerto Rico

**North America:** USA, Canada, Mexico, Dominica, Republic of Cuba

**Europe:** Germany, Belgium, France, Italy, Spain, The Netherlands, Poland, Estonia, Lithuania, Latvia, UK

**Ocenia:** Australia, Indonesia, New Zealand