

# Press

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Beautyworld Middle East  
15-17 April 2019  
Dubai International Convention and Exhibition Centre, UAE

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## **Glamorous highlights and packed exhibitor line-up lays foundation for largest ever Beautyworld Middle East in 2019**

## **Front Row headlines act of new event features at three-day beauty and wellbeing exhibition in Dubai**

## **Showpiece event nears full capacity with 1,750 exhibitors from 62 countries looking to grow in US\$32.4 billion MEA beauty market**

Dubai, UAE: An enticing programme of new and returning features combined with an impressive exhibitor line-up has underscored what promises to be the largest and most all-encompassing edition yet for the region's foremost beauty products and wellbeing exhibition in Dubai.

Beautyworld Middle East 2019 is set to welcome more than 1,750 exhibitors from 62 countries when doors open from 15-17 April at the Dubai International Convention and Exhibition Centre.

With 25 country pavilions, six product groups, and a packed programme of special features, the 24<sup>th</sup> edition of the annual showcase will again present an unrivalled platform of business networking and inspirational ideas for an expected audience of 35,000-plus trade buyers and beauty professionals.

Headlining the act of new highlights in 2019 is Front Row, a three-day programme of live makeup, hair, and nail demonstrations delivered by the region's premier beauty artists, influencers, and creative talents. Here, interactive talks will be interspersed with bold, theatrical runway shows presenting the latest trends in the regional and global beauty market.

Ready to Beauty is another new feature this year, a dedicated showcase of hand-picked brands from across the globe that answer the needs and wants of a multicultural Middle East and African audience. From established brands with an existing international footprint to start-up niche labels eager to test new waters, Ready to Beauty will put the spotlight on the latest shades of beauty unique to the consumer with darker skin tones.

Messe Frankfurt Middle East  
P.O. Box 26761, Dubai  
United Arab Emirates

Beautyworld Middle East's organiser Messe Frankfurt Middle East also confirmed all the regular popular features will be back in 2019, including the 4<sup>th</sup> edition of Quintessence, an exclusive showcase of niche perfumes.

Battle of the Barbers, a live three-day competition organised by the British Barbers' Association (BBA) in partnership with Beautyworld Middle East, will also return for its 4<sup>th</sup> year, where the UAE's finest male grooming technicians will battle it out for two coveted titles: the UAE's Best Barber and UAE's Best Shave.

The Fragrance Station and Nail It! By OPI and Artistic – a nail art competition – are other retuning features, along with a series of informative workshops and seminars covering topics such as understanding different product regulations in various Gulf markets, and women entrepreneurship in the beauty business.

That's in addition to rich and diverse product launches and innovations from established beauty names, challenger brands, and niche players alike, all of whom are aiming to increase their share in a Middle East and African (MEA) beauty and personal care market that, according to analysts Euromonitor International (EMI), was worth US\$32.4 billion in 2018.

Elaine O'Connell, Beautyworld Middle East's Show Director, said exhibition space is already close to being fully booked, with final plans well underway to deliver the most comprehensive value-added edition in 24 years: "Every passing year has been an evolutionary milestone for Beautyworld Middle East, and 2019 will be no different, with Front Row being a prime example of how we're constantly looking to innovate and offer something new.

"Front Row as a name has been chosen as a nod to the fashion industry, and we're busy working alongside select industry professionals to bring together a three-day inspirational programme covering all things Beauty.

"Exhibitors are preparing their latest offerings that are shaping the future of not only the MEA beauty and personal care market, but far beyond," added O'Connell. "Beautyworld Middle East has been successful in creating an effective platform for international players to network, interact and engage with influential decision makers and buyers from across the world, which is one of the chief factors underpinning the show's growth over the years."

Beautyworld Middle East covers the six product groups of Hair, Nails, and Salon Suppliers; Cosmetics and Skincare; Personal Care and Hygiene; Machinery, Packaging, Raw Materials, and Contract Manufacturing; Fragrance Compounds and Finished Fragrances; and Natural and Organic.

Beautyworld Middle East  
8-10 May 2018, Dubai, UAE

The dedicated showpiece has enjoyed strong growth over the last four years, with both exhibitor and visitor numbers increasing at a compound annual growth rate (CAGR) of six percent between 2014 and 2018.

That trend will likely continue in 2019 and beyond, in line with a MEA market that itself is on track for solid growth over the next four years; according to EMI, the retail value of the MEA market for beauty and personal care (comprising fragrances, haircare, skincare, colour cosmetics, and men's grooming) will be worth US\$34.9 billion in 2019, and on to US\$43.4 billion in 2022, at a CAGR of 7.5 per cent.

In the UAE, consumers spent US\$2.1 billion in 2018 on items such as fragrances (US\$610 million), colour cosmetics (US\$297 million), skincare (US\$306 million) men's grooming (US\$298 million), haircare (US\$323 million), and bath and shower products (US\$167 million).

Exhibitors will have plenty of opportunity to grab their slice of the market across a 60,000sqm expanse at the Dubai venue, as has been the case for more than two decades at Beautyworld Middle East.

Its effectiveness as a business platform was demonstrated in 2018 by the experience of Brazilian participants, who saw a combined US\$3.4 million in deals during the event according to figures released by the Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry (ABIHPEC).

More than 40 Brazilian companies were part of the Brazilian Pavilion hosted by ABIHPEC and the Brazilian Trade and Investment Promotion Agency. Known for hair cosmetics, Brazilian companies established some 1,500 business contacts during the show last year, with these potentially leading to some US\$19 million worth of subsequent contracts.

The Brazilian Pavilion will return to Beautyworld Middle East 2019, along with 24 others from Argentina, China, Japan, France, Germany, Hong Kong, India, Italy, Korea, Morocco, Peru, Pakistan, Spain, Singapore, Taiwan, Thailand, Turkey, UK, the USA, Russia, and for the first time in 2019, Belgium, Romania and Lithuania.

Beautyworld Middle East is ideal for global players to launch their latest products and network with thousands of retailers, distributors, wholesalers, beauty professionals, importers and exporters from throughout the wider region and beyond.

More information is available at: [www.beautyworldme.com](http://www.beautyworldme.com).

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*Notes to editors:*

### **Beautyworld Worldwide**

Organised by Messe Frankfurt, the Beautyworld brand hosts trade shows at various locations around the world.

- **Beautyworld Japan Fukuoka**  
4 - 5 February 2019, Fukuoka, Japan
- **Beautyworld Middle East**  
15-17 April 2019, Dubai, UAE
- **Beautyworld Japan**  
13 - 15 May 2019, Tokyo, Japan
- **Beautyworld Japan West**  
7-9 October 2019, Osaka, Japan
- **Beautyworld Saudi Arabia**  
27-29 October 2019, Jeddah, KSA

Further information and photos in print quality can be found at the below sites:

[www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

### **Background information on Messe Frankfurt**

*Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*

*For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)*

*\*preliminary figures 2018*

### **About Messe Frankfurt Middle East GmbH**

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East, The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries. For more information, please visit our website at [www.messefrankfurtme.com](http://www.messefrankfurtme.com)

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