

EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL



HALL 1-2a-6-7-8-9-10-11

COSMETICS

- Personal Care
- Skin Care
- Make Up
- Perfume
- Cleaning
- Baby Care
- OTC Products

HALL 2b-3

HAIR & NAIL & PROF. BEAUTY

- Hair Care
- Professional Hair Care
- Salon Equipment & Furniture
- Beauty Accessories
- Nail Care
- Professional Beauty
- Beauty Devices

HALL 4-5-10-11

COSMAKING

- Supply Chain
- Ingredients
- Raw Materials
- Packaging
- Machinery
- Contract Manufacturing
- Business Services

Tuyap Fair Center

TUYAP Fair Center is the meeting point for international trade fairs since 30 years in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.

SCAN QR for Google Maps Location

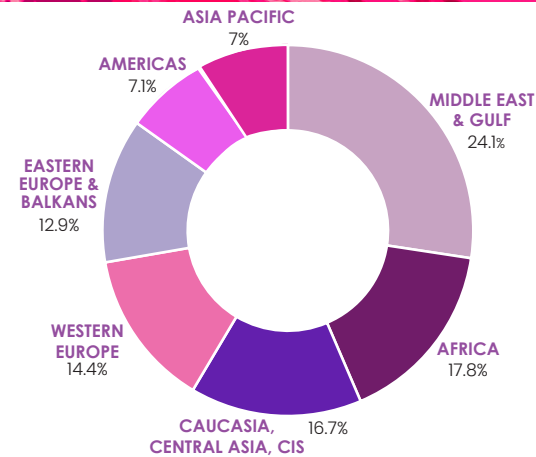


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THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174

INTERNATIONAL VISITOR BREAKDOWN BY REGION



TOP INTERNATIONAL VISITING COUNTRIES

IRAQ	4,4%	LIBYA	2,1%
RUSSIA	4,3%	ROMANIA	2,1%
SAUDI ARABIA	4,0%	ALGERIA	2,0%
BULGARIA	3,0%	JORDAN	1,9%
IRAN	2,7%	SYRIA	1,9%
UNITED KINGDOM	2,5%	EGYPT	1,8%
AZERBAIJAN	2,5%	UNITED STATES	1,7%
GERMANY	2,5%	PAKISTAN	1,6%
UAE	2,5%	TUNISIA	1,6%
UKRAINE	2,4%	FRANCE	1,5%
PALESTINE	2,2%	MOROCCO	1,5%

BEAUTYISTANBUL ONLINE BUSINESS PLATFORM & MOBILE APP



Scan QR Download App



BEAUTYISTANBUL Online Platform and Mobile App present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access **70,000+** buyers from **195 countries**, visitors can browse **1,400 exhibitors** and **20,000+ products** and directly contact each other or set-up meetings for the exhibition.

*Online Platform use is at the discretion of the organizer and the organizer reserves the right to not provide access.

Check it out at online.beauty-istanbul.com

VISITOR PROFILE

- Importers
- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains & Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies and Pharmacy Chains
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Brands



VISITOR COMMENTS

MARK and SAVE – QATAR

A highly well-organized and impactful exhibition with strong global cosmetics industry participation. Huge thanks to the team for their professionalism and all the effort behind the scenes.

TABER TRADE LLC / PODRUZHKA – RUSSIA

The exhibition was excellent — I made more than 50 contacts, and we have already started negotiations with some of them. The organization was also outstanding. We are planning to attend again next year.

EL PARADIS COSMETICS – IVORY COAST

We are used to visiting major worldwide exhibitions, and I think Beauty Istanbul is one of the most important global exhibitions for connecting suppliers with distributors from all regions. It is very well located geographically, and it is always good to be in Istanbul.

COTRADING GROUP – ECUADOR

For our companies in Ecuador and Miami, this visit to the trade show was very rewarding, as we observed many changes and improvements in the event's organization. We continue to strengthen our business relationships with cosmetics companies and are now developing new business opportunities in the fragrance sector. We are definitely going to attend next year.



beautyistanbul

8th International Exhibition for Cosmetics, Beauty, Hair, Cleaning Private Label, Packaging, Ingredients

3 - 5 June 2027

Tuyap Fair Center
Istanbul - Türkiye

1400 Exhibitors
from **60 Countries**

www.beauty-istanbul.com

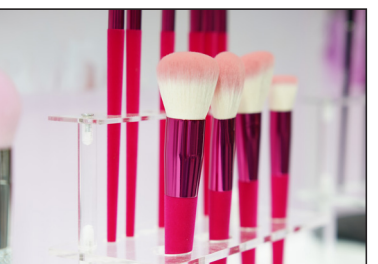


LAST EDITION

The 7th edition of the BEAUTYISTANBUL Exhibition was held on 7-9 May 2026, at Tuyap Fair Center, spanning 11 halls. The categorization of halls by product category provided exhibitors and visitors with an enhanced experience

PRODUCT RANGE

- Baby Care
- Beauty Accessories
- Beauty Salon Equipment & Furniture
- Dermocosmetics
- Hair Care
- Hair Salon Equipment & Furniture
- Halal Cosmetics
- Home Care & Cleaning Products
- Ingredients & Raw Materials
- Make-Up & Color Cosmetics
- Nail Care
- Natural & Organic
- Packaging & Machinery
- Perfumery
- Personal Care
- Pharmaceuticals & OTC Products
- Private Label & Contract Manufacturing
- Professional Beauty Products
- Professional Hair Products
- Skin Care
- Spa & Wellness
- Institutions, Press



LAST EDITION FACTS AND FIGURES

Edition: 7th **Date:** 7 - 9 May 2026

Venue: Tuyap Fair Center, Istanbul - Türkiye

Organizer: Ipekyolu International Exhibitions

Exhibitors: 1,374 from 61 countries
830 International, 544 Local (60% International)
(10% more net exhibit space and 6% more exhibitors vs. the 6th edition)

25 Country Pavilions: Brazil, China, France, Gambia, Germany, Ghana, Hungary, India, Indonesia, Italy, Malaysia, Mauritius, Pakistan, Palestine, Poland, Romania, Russia, South Africa, South Korea, Spain, Syria, Togo, TRNC, UAE, Ukraine

Visitors: 26,596 Total Visitors from 167 countries
13,009 International and 13,587 Local Visitors
(49% International)

Hosted Buyer Program: 655 Buyers from 123 countries



TOP 20 EXHIBITING COUNTRIES

	TÜRKİYE	544		SOUTH AFRICA	15
	CHINA	207		FRANCE	14
	ITALY	145		GHANA	14
	SOUTH KOREA	52		GAMBIA	12
	POLAND	41		GERMANY	12
	UAE	40		EGYPT	10
	RUSSIA	35		INDONESIA	10
	INDIA	25		ROMANIA	10
	PAKISTAN	18		HUNGARY	9
	SPAIN	18		PALESTINE	9



EXHIBITOR COMMENTS

ABC INTERNATIONAL – UNITED ARAB EMIRATES
This is our 7th participation in Beauty Istanbul, and as always, it has been a great experience. The event is very well organized, with strong visitor traffic and consistent year-over-year growth. This year, we welcomed visitors from Germany, Poland, Panama, Colombia, and across Africa.

PKB – FRANCE
We are very interested in the growing Turkish market and have met several large and promising companies at Beauty Istanbul. Our audience was very diverse, including buyers from North Africa (Algeria, Egypt), South Africa, France, and Latin America.

BARGELLO – TÜRKİYE
The fair is going great; it's very crowded. It hasn't been limited to just a few countries like Kuwait or Qatar; we've seen visitors from across Europe, Asia, and Africa. already signed. We had visitors from Senegal, Nigeria, Tanzania, Zambia, and Ethiopia. From Asia, they came from Mongolia and Malaysia. We also had visitors from Germany, to whom we even granted a franchise. There was interest from France and the UK as well.



HOSTED BUYER PROGRAM

The 2026 edition featured the **largest Hosted Buyer Program** worldwide in the cosmetics industry by sponsoring **655 quality buyers**, including the biggest importers, distributors and retail chains from **123 countries**, with a special focus on **Sub-Saharan Africa, Latin America and the Far East** to provide special business opportunities for the exhibitors.



HOSTED BUYER BREAKDOWN BY REGION

