



beautyistanbul

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Approved
International
Event

2022 POST SHOW REPORT

OCTOBER 13-15, 2022

ISTANBUL CONGRESS CENTER - LUTFI KIRDAR CONGRESS CENTER / TAKSIM - ISTANBUL - TURKEY

BEAUTYISTANBUL 2022 FACTS AND FIGURES

Edition: 3rd **Date:** 13-15 October 2022

Venue: Istanbul Congress Center & Lutfi Kirdar Congress Center

Organizer: Ipekyolu International Exhibitions

Exhibitors: 680 - 363 International, 317 Local from 59 countries (54 % International)
2 New Halls and 320 more exhibitors vs. 2021 edition with 86 % growth in 1 year. Joining Top 5 biggest cosmetics exhibitions worldwide in just 3rd edition.

Country Pavilions: Italy, Brazil, Korea, Poland South Africa, Pakistan, Ukraine, Morocco, Russia, China

Visitors: 14,107 Unique - 6,709 International - 7,398 Local from 157 countries (48 % International)
51 % increase vs. 2nd edition

VIP Hosted Buyers: 606 Hosted Buyers from 113 countries



BEAUTYISTANBUL IN NUMBERS

EXHIBITORS
680

EXHIBITORS FROM
59 COUNTRIES

VISITORS
14,107

INTERNATIONAL VISITORS
6,709

VISITORS FROM
157 COUNTRIES



EXHIBITOR COMMENTS:

ASTRA MAKE-UP – ITALY

We had an excellent experience in 2021 and as soon as we went back to office we decided to attend again. This year, as we understand from the show's first day, it is a great fair once again. We are very satisfied with the visitors, both in terms of quantity and quality. We will look for the next year as well. Thanks to BEAUTYISTANBUL team for this excellent organization.

VERONA PRODUCTS PROFESSIONAL – POLAND

During the exhibition we really had good visitors. We have big hopes from our nice dialogues and talkings that we will get a lot of good customers. We are also looking to cooperate with Turkey to expand our products here. So hopefully we will be here next year, we are satisfied with the visitors.

PROHALL – BRAZIL

It is an excellent exhibition, full of interested people from different countries looking for our products. We are delighted with the visitors and the organizational structure of the fair is fantastic. It was a pleasure to be part of this well-organized exhibition. For sure, we will be here again next year.

STX CORPORATION – SOUTH KOREA

We came here to identify potential clients in Turkey and surrounding countries. We are very surprised that this exhibition gathered so many clients from all over the world. It was amazing to meet with clients from North America, Australia, Saudi Arabia and Eastern European countries on the same day. Quite a pleasant surprise! We met various potential clients, some of them were big companies and some small ones but all the visitors who came to our booth seemed very enthusiastic. You guys did an excellent job!

THE SHAVE FACTORY – TÜRKİYE

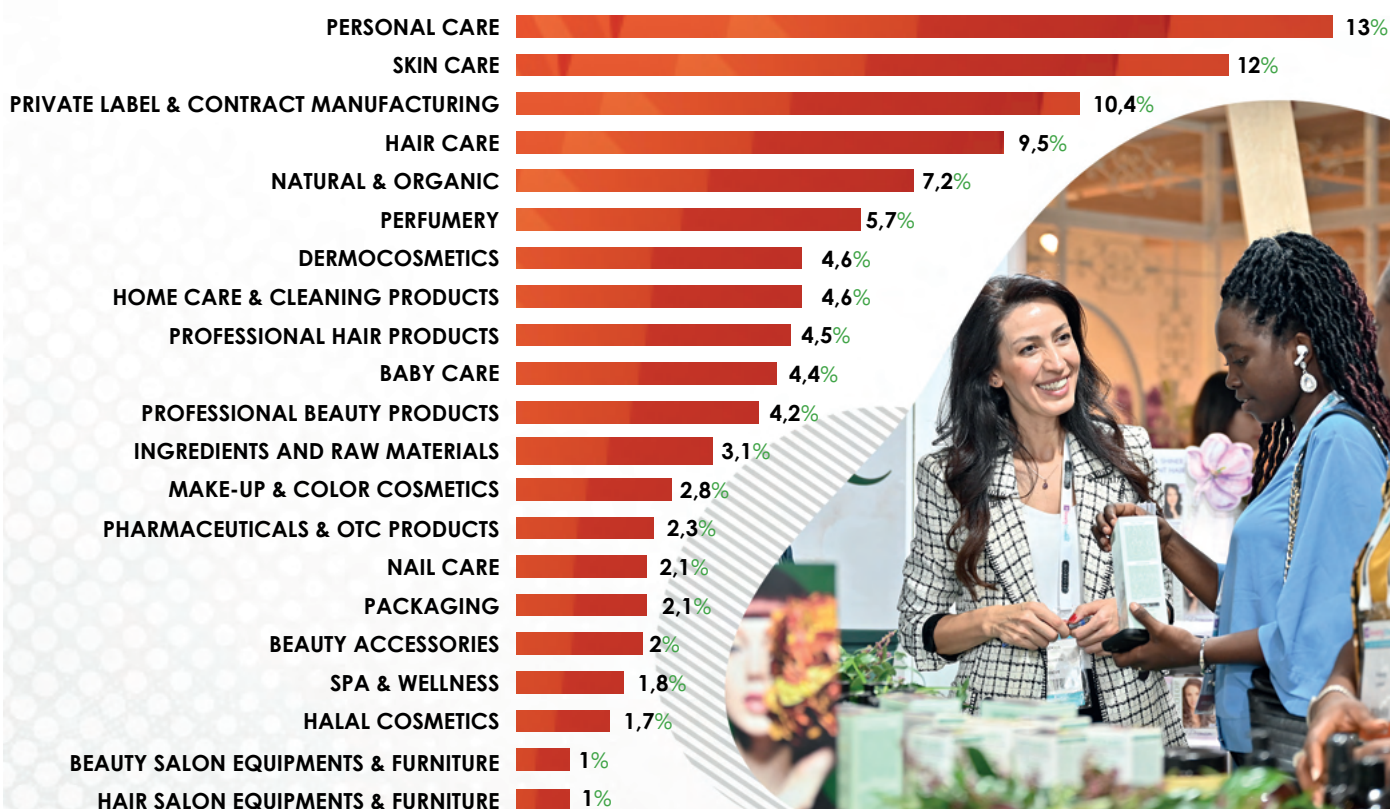
As someone who participates in fairs in different parts of the world, I would like to express that it was the most productive fair ever. Because the quality of the visitors was high, we met with professional visitors from different parts of the world and far countries who were directly interested in the subject. The fair was very productive for us in reaching the right customers in our target markets. We had visitors from Panama, Bosnia and Herzegovina, Croatia, and Serbia were important to us; potential customers also came from there. We also met important visitors from Australia. We provided business connections from Algeria. It is clear that it's a well-prepared organization.



EXHIBITOR BREAKDOWN BY COUNTRY

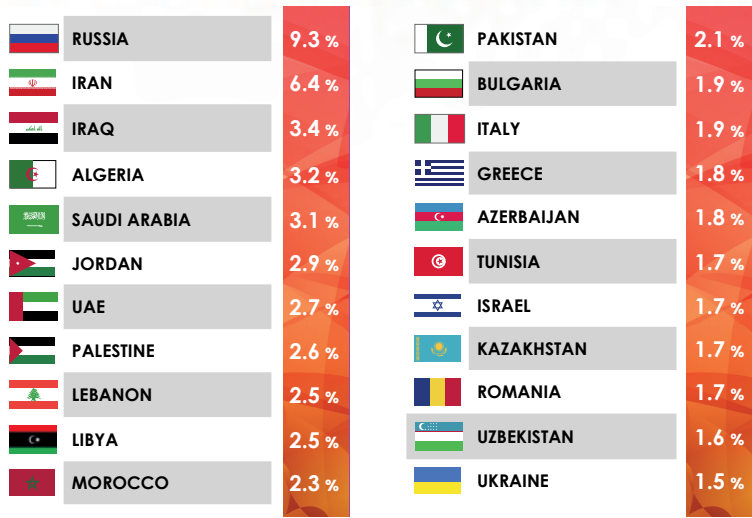
TÜRKİYE	317	POLAND	7	SERBIA	3	AUSTRALIA	1	HONG KONG	1
ITALY	103	GERMANY	6	UNITED STATES	3	AUSTRIA	1	IRAQ	1
RUSSIA	41	INDIA	6	AZERBAIJAN	2	BELARUS	1	KAZAKHSTAN	1
PAKISTAN	22	BULGARIA	5	CAMEROON	2	BELGIUM	1	LATVIA	1
SOUTH AFRICA	18	MALAYSIA	5	CANADA	2	COTE D'IVOIRE	1	LIBYA	1
SOUTH KOREA	16	SENEGAL	5	N. MACEDONIA	2	SOUTHERN CYPRUS	1	LITHUANIA	1
IRAN	13	UAE	5	PORTUGAL	2	CZECH REPUBLIC	1	MALTA	1
MOROCCO	11	SPAIN	4	SAN MARINO	2	DOMINICAN REPUBLIC	1	NIGERIA	1
UKRAINE	11	BURKINA FASO	3	TUNISIA	2	EGYPT	1	SWITZERLAND	1
BRAZIL	10	CROATIA	3	UZBEKISTAN	2	GEORGIA	1	UK	1
CHINA	8	GHANA	3	ALBANIA	1	GREECE	1	VIETNAM	1
FRANCE	8	JORDAN	3	ALGERIA	1	GUADELOUPE	1		

EXHIBITORS BY PRODUCT CATEGORY





TOP INTERNATIONAL VISITING COUNTRIES



VISITOR COMMENTS

COIFF DISCOUNT DISTRIBUTION – MARTINIQUE

This is the first time I have visited your exhibition and I am really satisfied, it is better than I expected. I was able to get in touch thanks to you with several quality suppliers, I will be there among you next year and I will talk about your show to my partners in Martinique. See you next year!

ALEXANDAR COSMETICS – SERBIA

BEAUTYISTANBUL is the biggest exhibition in this region and the fair also helped me achieve my new business goals. It was the most crowded and excellent fair of recent times and we look forward to being here next year too.

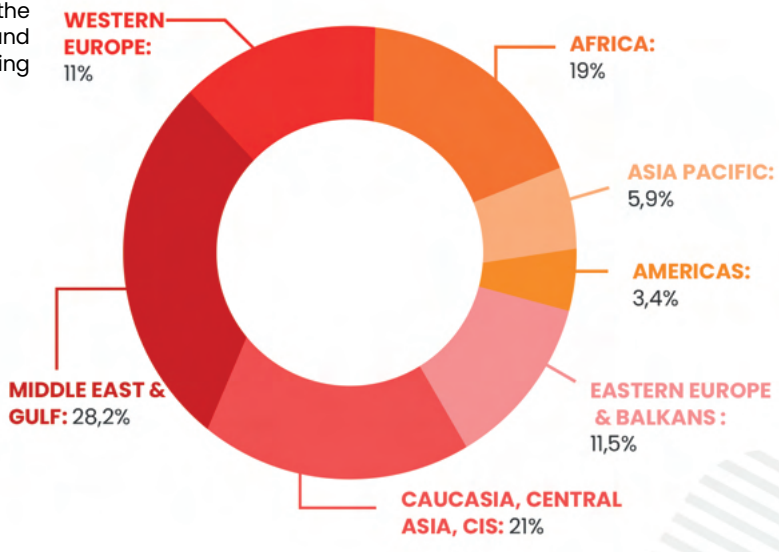
DISTRIBUIDORA TEJADA RODRIGUEZ SRL – DOMINICAN REPUBLIC

I am very impressed with the exhibition. I missed the second edition and am very surprised in terms of product range, quality, diversity and size of the BEAUTYISTANBUL exhibition. It is a perfect place to find new products and business opportunities, which is why it is very crowded with visitors from different countries. I started several businesses with Turkish and many international companies here and I do not plan to miss a single edition in the future.

ST. JOHN THE BELOVED – AUSTRALIA

This year I have already visited all the cosmetics exhibitions worldwide and I can definitely say that the BEAUTYISTANBUL Exhibition was the best one. In fact, you have completely surprised me as I did not expect the scope of the exhibition to be this big. I have just called some Australian companies and told them that you should participate in BEAUTYISTANBUL for the upcoming editions.

INTERNATIONAL VISITOR BREAKDOWN BY REGION



VISITOR BUSINESS TYPES

Distributor	15.17 %	Beauty Salon	3.69 %
Importer	10.27 %	Perfumery	3.61 %
Brand	10.25 %	Dermatologist/ Esthetician	3.40 %
Cosmetics Chain Store	9.85 %	Hair Salon & Hairdresser	3.12 %
Retailer	9.81 %	Private Label Buyer	2.59 %
Agent	8.12 %	Pharmacy	2.11 %
Manufacturer	6.97 %		
Wholesaler	5.89 %		
Online Store	5.15 %		

VISITOR INTERESTS BY PRODUCT GROUPS

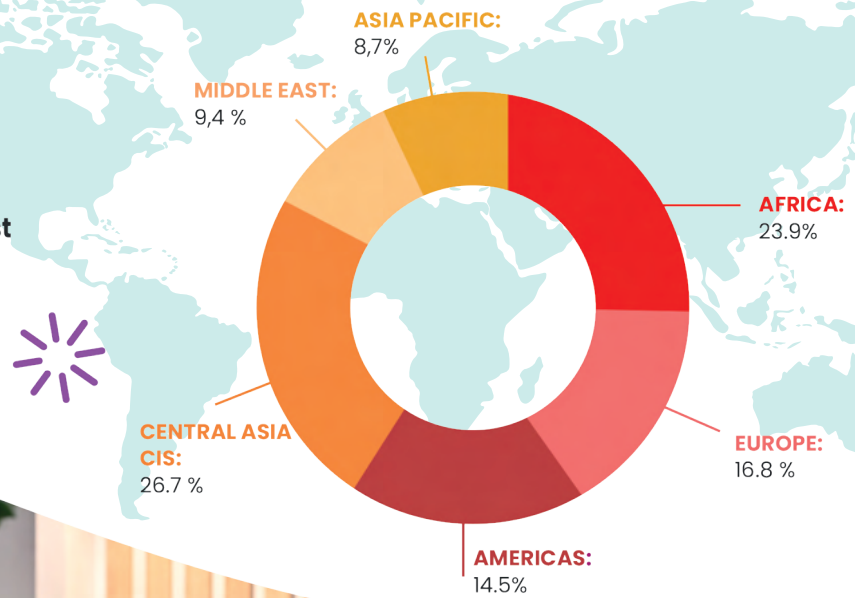
HAIR CARE	8.55 %	NATURAL & ORGANIC	4.43 %	INGREDIENTS & RAW MATERIALS	3.28 %
SKIN CARE	7.15 %	PROFESSIONAL BEAUTY PRODUCTS	4.39 %	HAIR SALON EQUIPMENTS & FURNITURE	3.19 %
BEAUTY ACCESSORIES	6.76 %	PRIVATE LABEL & CONTRACT MANUFACTURING	3.98 %	PHARMACEUTICALS & OTC PRODUCTS	2.94 %
PERSONAL CARE	6.08 %	NAIL CARE	3.92 %	BUSINESS SERVICES	2.90 %
DERMOCOSMETICS	5.66 %	PACKAGING	3.87 %	MACHINERY	2.29%
MAKE-UP & COLOR COSMETICS	5.48 %	HOME CARE & CLEANING PRODUCTS	3.75 %		
PERFUMERY	5.14 %	HALAL COSMETICS	3.75 %		
BEAUTY SALON EQUIPMENTS & FURNITURE	4.68 %	PROFESSIONAL HAIR PRODUCTS	3.32 %		
BABY CARE	4.51 %				



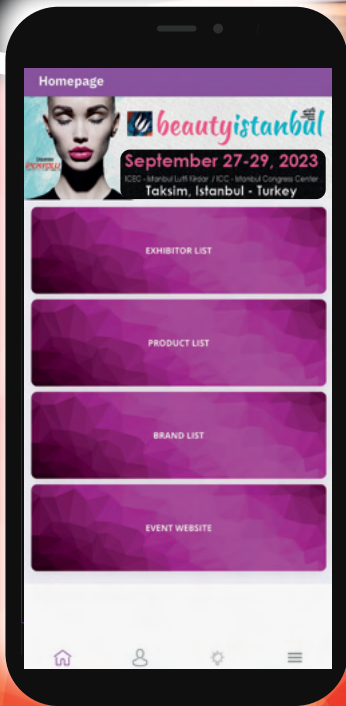
VIP HOSTED BUYER PROGRAM

2022 edition featured **the biggest Hosted Buyer Program worldwide** in cosmetics industry by sponsoring **606 quality buyers** including the biggest importers, distributors and retail chains from **113 countries** with a special focus on **Sub-Saharan Africa, Latin America and Far East** to provide special business opportunities for the exhibitors.

VIP HOSTED BUYER BREAKDOWN BY REGION:



NEW BEAUTYISTANBUL ONLINE BUSINESS PLATFORM and MOBILE APP



VISITORS

29,384

FROM

189
COUNTRIES

BEAUTYISTANBUL Online Platform is renewed with state-of-the-art software and a Mobile App to present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access 29,384 buyers from 189 countries and showcase products, access the complete list of buyers and contact visitors directly with messaging and live video meetings or set up meetings for the exhibition.

Visitors can browse 600+ exhibitor profiles and check 6000+ products to contact exhibitors or set up meetings for the show!

Supported by an Interactive Floorplan, visitors can find their way around the venue with the mobile app navigation and pre-plan their whole visit just from the app!



Scan QR

Download App

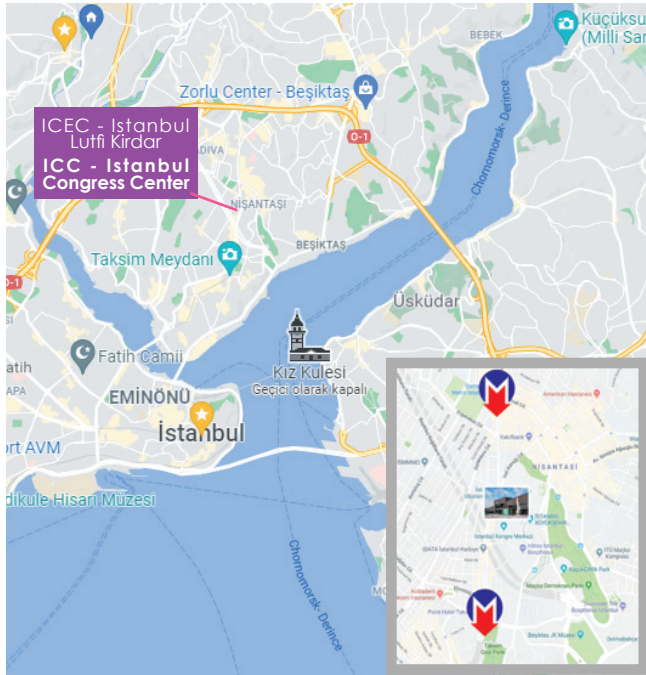


Check it out at online.beauty-istanbul.com

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

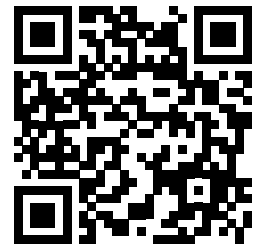


Residing between Europe and Asia, Istanbul not only connects continents but intertwines business and culture. Its mesmerizing architecture, modern lifestyle and natural landscape highlighted with the beautiful Bosphorus are unparalleled. Istanbul invites you to explore business opportunities, follow economic developments, witness thousands of years of history while utilizing various facilities for any kind of lifestyle such as restaurants, cafes, luxury hotels and high-end shops.



Venue: ICC - Istanbul Congress Center & ICEC - Lutfi Kirdar Congress Center

The venue is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul. Istanbul Congress Center & Istanbul Lutfi Kirdar is close to most of the commercial, cultural and shopping spots of the city, making ICC & ICEC a privileged and unique place for its guests.



SCAN
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for Google Maps Location

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