

# *beautyworld*

MIDDLE EAST

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

May 28 – 30, 2013

Dubai International Convention  
and Exhibition Centre, UAE

[www.beautyworldME.com](http://www.beautyworldME.com)



# Beautyworld Middle East – a reflection of a market that has never looked better

On the world stage, few trade events can match the impact and influence of Beautyworld Middle East on the beauty industry, where thousands of forward-thinking business visitors come together to look for products and services that you and companies like yours have to offer.

Over the 16 long and fruitful years since its inception, the exhibition has evolved steadily – but surely – into a one-stop representation of

the global beauty, hair, fragrance and wellness industries for the wider Middle East region, and has played a pivotal role in their growth and development.

The show is of notable pedigree, organised by the Messe Frankfurt Group, one of the leading trade fair organisers in the world with a presence in more than 150 countries around the globe.

*"We are very happy this year with Beautyworld Middle East. The visitor quality has been very good – B2B visitors with genuine interest. We have met very good contacts from Africa and almost all Middle East countries. For the past 10 years we have been participating and we see there is a growth every year. Next year we are going to double our space because we feel that it's really very important – for the people who want to do business in the beauty industry, this is the door to the MENA markets."*

**Nazih Hamad, CEO, Nazih Group**

## 2013 Show Profile

Date	: May 28 – 30, 2013
Venue	: Dubai International Convention and Exhibition Centre
Organiser	: Epoc Messe Frankfurt GmbH
Total Sqm	: 23,120 (2012 results)
Exhibitors	: 827 (2012 results)
Visitors	: 22,243 (2012 results)
Special Highlights	: Walk of Beauty by Madi International Fragrance Station Nail It! Hair Education by MyHairDressers.com Face It! The Spa and Salon Management Summit

*"This is our 6<sup>th</sup> year here. It's a great show to be in, I highly recommend it – we find it good every year and its just getting better and bigger. The great thing is you get to meet all the people in and around the region who may not know about our brands, so it's about brand knowledge, brand awareness."*

**Maria Dowling, Creative Director, House of Maria Dowling**



# Beauty and personal care – an overview of a big, beautiful market

Traditionally, beauty and personal care has been deeply embedded in Middle Eastern and African culture. The first archaeological evidence of the application of cosmetics is found in Ancient Egypt. The use of kohl and henna has its roots in North Africa and fragrances have been an integral part of Arab life since the 9<sup>th</sup> Century.

Beauty and personal care is a massive market in the Middle East, particularly for international cosmetics and toiletries manufacturers, with the UAE and Saudi Arabia in the Gulf leading the way in terms of market size. In fact, Saudi Arabia has one of the largest beauty and personal care industries in the world, and its demand was untouched by the effects of the global economic downturn which has been slowing down growth in many industries in Western countries.

## Market Facts and Figures

The global beauty and personal care market grew by 4% in 2009 while the UAE market continued to show strong dynamism with its sales up by nearly 10% during the same period. The most significant categories in value terms in the industry are Colour Cosmetics, Hair Care, Fragrances, Skin Care and Spa.

1) The market for Colour Cosmetics in the Middle East and Africa is expected to reach US\$ 2.3 bn by 2014, a 35% increase since 2009. In the GCC region, Saudi Arabia and the UAE are the top countries in terms of Colour Cosmetics consumption while Algeria, Egypt and Morocco in North Africa are also expected to register high growth levels. Within the GCC the Colour Cosmetics market came to an approximate US\$ 0.5 bn market value, largely driven by Saudi Arabia which accounted for US\$ 295.4 mn and the UAE following closely at US\$ 116.5 mn. The Colour Cosmetics sector in the region is set to increase at an approximate CAGR of 5% until 2014.

2) The Saudi Arabian Hair Care market is estimated to surpass the half billion dollar mark in 2015 – a 27% increase from 2010. Similarly, in the UAE, the Hair Care market registered at US\$ 112.2 mn in 2010 and is expected to see a 25% increase by 2015 highlighting the huge potential these markets hold in this category.

3) The market value for Fragrances in the GCC in 2010 reached an approximate US\$ 1.1 mn, a whopping 66% increase since

2005. In 2011, the Saudi Arabian market for Fragrances reached close to a billion dollars, with the official figure registering US\$ 981.6 mn. In the UAE the Fragrance market registered an estimated US\$ 225.7 mn, or roughly a quarter of a billion dollars' worth. Data reveals that the market for perfumes in the UAE will continue to grow at a CAGR of 5% until 2014.

4) Worldwide, consumers spent US\$ 2 billion a week on skin and sun care products in 2011 in a market that is categorised by innovation, segmentation and personalisation.

Between 2005 and 2010, skin care values in the Middle East and Africa rose from an estimated US\$ 1.4 bn to US\$ 2.4 bn, equating to a CAGR of 12%. During the same period global growth only reached a CAGR of 7%.

Skin Care in the GCC is estimated to have more than doubled between 2005 and 2010 when it was worth an approximate US\$ 650.9 mn. This positive growth trend is expected to continue with Body Care representing the largest market segment except in the UAE where Facial Care takes priority.

Anti-ageing is experiencing one of the biggest growth sectors within Skin Care having enjoyed a 74% growth spurt between 2005 and 2010 across the GCC. This is no surprise as there is an increasingly beauty conscious over-50's population on one end of the spectrum and young people seeking to stave off the visible signs of ageing on the other.

5) There is growing consumer demand for spas the world over: Spa facilities are becoming the norm in many hotels and resorts, and tourists are beginning to expect that it will form part of the overall holiday experience. Meanwhile, taking a break in a residential spa is becoming a popular holiday choice for stressed consumers wishing to unwind, and those seeking experiences over material possessions.

In 2011, the market value for Spas in Saudi Arabia was estimated to be worth US\$ 541.5 mn. Also a rapidly growing market in the UAE, the market value was estimated at US\$ 305.4 mn, reflecting a 31% growth since 2006.

Natural products will prevail in the Spa segment: As in the salon sector, the trend towards natural ingredients and fewer chemicals in skin and hair care products will become more pronounced.

Source of information, unless mentioned otherwise, is Euromonitor International, official knowledge partner for Beautyworld Middle East. Projected figures for 2014 are forecasted from 2009 actual figures.

*"Beautyworld Middle East is a very important exhibition in our industry in the region as it's the only exhibition for trade. The show has been very good – we have been receiving lots of clients from the GCC and the other Middle East countries. We have a very long commitment with Messe Frankfurt and next year we are going to have a bigger booth and a bigger Walk of Beauty as well."*

**Mohamed Madi, President, Madi International**



# A renewed focus on key areas

## Four core product groups are represented at the show

- Hair, Nails and Accessories
- Cosmetics, Skincare and Fragrance
- Machinery, Packaging and Raw Materials
- Professional Equipment and Spa

*"We have been participating here the past three years. It's a great opportunity to have this exhibition located in Dubai to get in touch with the Middle East audience: Saudi Arabia, Lebanon, Kuwait, Qatar and even Iran. It is really the place to be and for sure we will be participating again in the future."*

Ludovic Loffreda, CEO, LPG systems



## Why Exhibit?

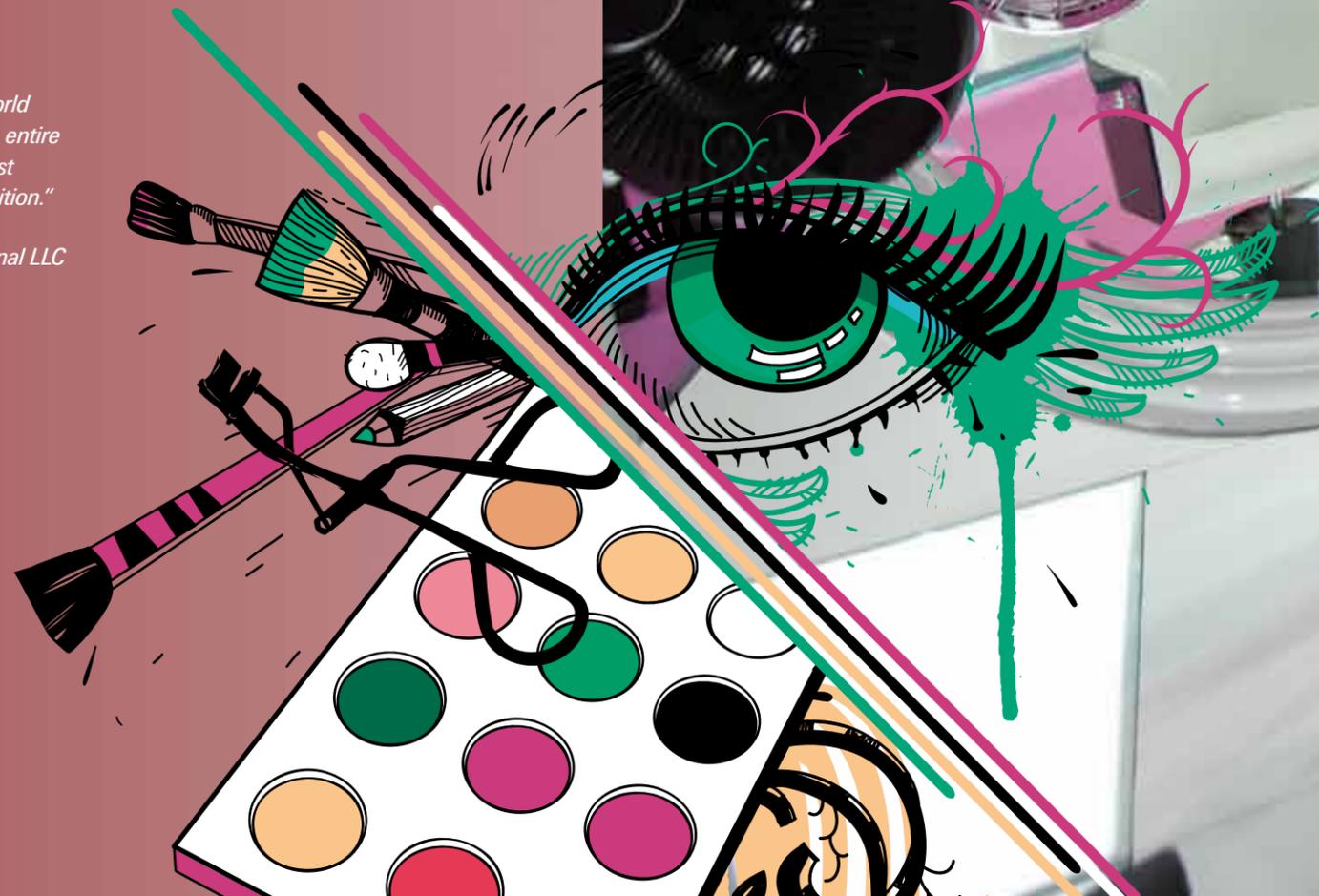
- Meet new business partners, find new markets
- Boost brand recognition
- Enhance your sales cycle
- Improve your industry knowledge
- Increase your market share, monitor your competitors

*"We have been exhibiting at Beautyworld Middle East for 6 years as it covers the entire Middle East and we are finding our best co-distributors and clients at this exhibition."*

Fadi Sawaya, CEO, Sawaya International LLC

*"The show gets us together with all of our customers from the Middle East and it also introduces us to new customers; we meet a lot of new people as well as people that we have worked with for a very long time. We've been very successfully participating every year for the past 8 years and we'll definitely be coming back next year."*

Monica Richards, Palladio



# Exhibitor Profile – more diverse, with an organic growth in numbers

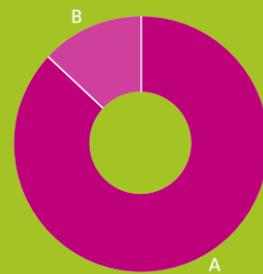
828 exhibitors from 51 countries occupied 23,120 sqm at Beautyworld Middle East 2012, an impressive 10% increase on the previous year's exhibitor numbers

*"This is our eighth year at Beautyworld Middle East. We come back time and time again because this is one of the most important strategic events in the year for the beauty and personal care industry. As an organisation it's very important for us to be seen at key strategic events so we can showcase our organisational capabilities, new products with clients and this is the one platform that really provides that."*

Dev Makh, Group Marketing and Communications Director, Sterling Parfums



## Meeting objectives for exhibiting



- A 88% Extremely satisfied/Satisfied
- B 12% Less satisfied/Dissatisfied

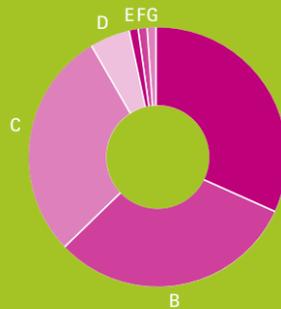
*"We have been participating here for the last 10 years and every year we come back because we meet a lot of customers here; existing and new."*

Gerrie Buis, Area Sales Manger, Sollas

88% of exhibitors felt that their exhibiting objectives were met in 2012, compared to 85% in the previous year.



## Regional breakdown of exhibitors



- A 32% Asia
- B 31% Europe
- C 29% Middle East
- D 5% North America
- E 1% South America
- F 1% Africa
- G 1% Australia

95% of exhibitors expressed an interest to exhibit again in 2013!



# Visitor Profile – increased interest accompanied by a staggering growth spurt

Beautyworld Middle East 2012 welcomed 22,243 visitors from 122 countries, a staggering 22% increase on 2011's already impressive numbers.

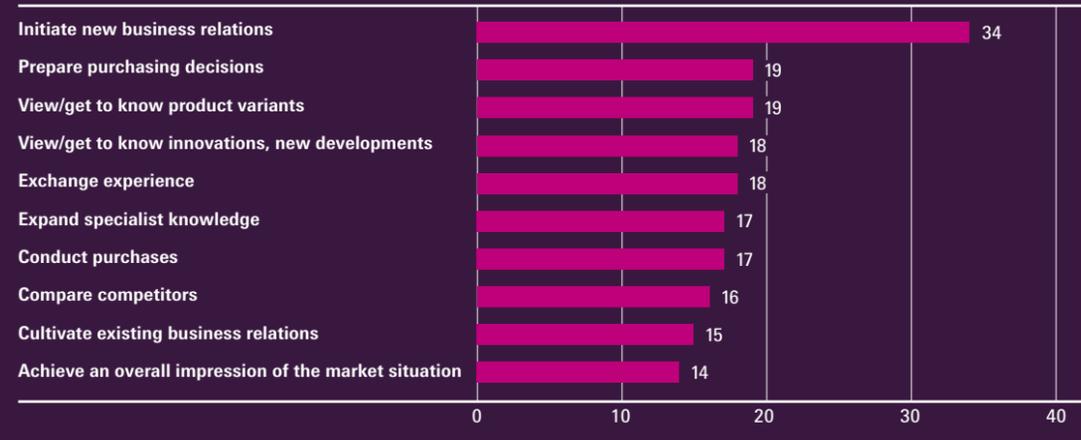
If you want to meet the following groups of people from across the region, this is where they come to do business.

## Beautyworld Middle East gathers:

- Buyers / Dealers
- Manufacturers
- Retailers / Wholesalers
- Importers / Exporters
- Distributors
- Hotel / Spa Developers
- Consultants / Trainers
- Cosmetologists
- Trade Associations, Government Agencies and Media

## Visitors' reasons for attending the show

(all figures in %)



*"Dubai today is a very essential regional hub between Asia, Europe and the Gulf. Beautyworld Middle East allows us to be able to present and to show our products on a regional and global level. We had a lot of people that came from the Gulf region; Saudi, Qatar, Bahrain, Oman, a lot from Asian countries and some from Europe."*

**Elias Chabtini**, Managing Partner,  
Medical Trading / MEDICA

## Regional breakdown of visitors



- A 62% UAE
- B 16% Asia
- C 10% GCC
- D 4% Rest of Middle East
- E 4% Europe
- F 4% Africa, Australia, North America, South America



# Quality Visitors – beauty with substance

It's no secret that at an industry-defining show such as Beautyworld Middle East, you can expect to connect with decision makers and key influencers in the decision making process. What is a less known fact is that 64% of these at the 2012 edition of the show held top management positions. And this number is likely to increase in the 2013 edition.

This just proves one thing – a quality show, bolstered by continual innovation in marketing to this esteemed audience always attracts the people you want to meet.

Add to this visitor satisfaction levels that were at an all-time high, with 93% stating that they found exhibitors and products that were of genuine interest to them, and you have the formula for continued success.

*"Being part of Beautyworld Middle East has really added a lot of value for us. After our participation here last year, people have started to recognize us, to know us. This year people are talking about us; we noticed that there are a lot of people who came to us because of Beautyworld Middle East. We will be here next year and the year after – as long as Beautyworld Middle East is there, we will be part of it because every year there is something new in it."*

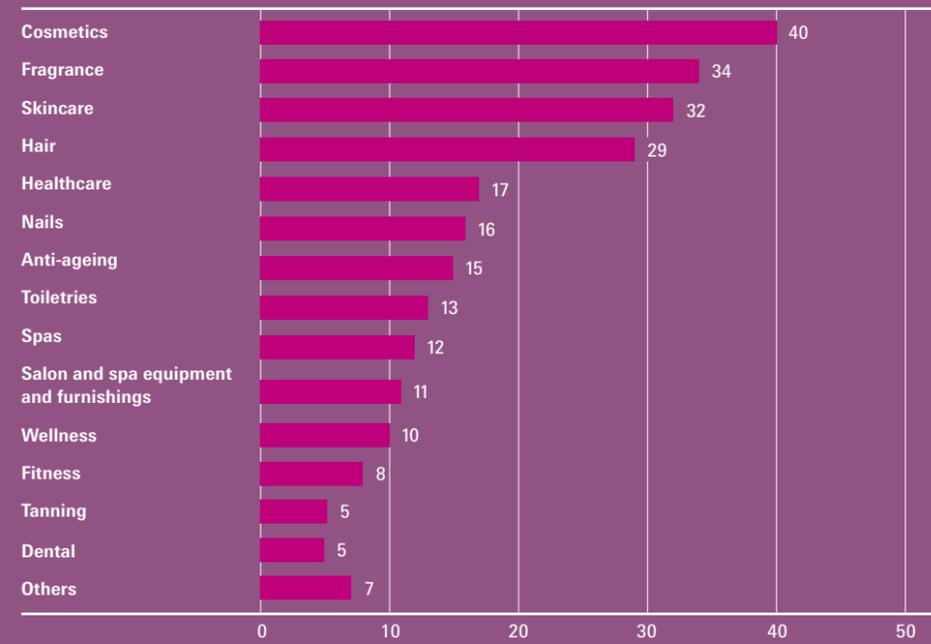
**Ghanim Al Ghanim, Owner, Glory Horizon**

*"Beautyworld Middle East is the best trade show that there is in the Middle East. We get clients coming here from Saudi Arabia, UAE, Egypt, Kuwait; it's an amazing show. This year we already have most of our main clients already coming back and they are loving the trade show itself as well as the set up that we have put together for the show."*

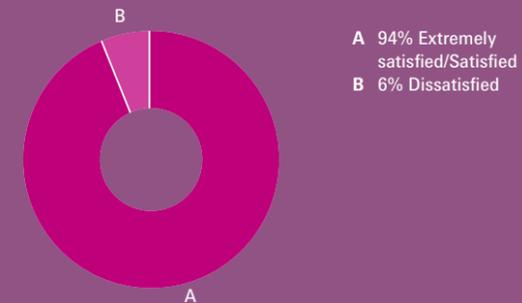
**Van Tibolli, Founder/CEO, Tibolli and GK Hair**

## Visitors' main areas of interest at Beautyworld Middle East

(all figures in %)



## Overall assessment of the show by visitors



Visitor satisfaction levels were at an all-time high with 91% stating that they found exhibitors and products that were of genuine interest to them.

## Key Findings

**83%** of the visitors were happy with the presence of relevant brands/companies.

**85%** of the visitors were satisfied with the presence of innovations and new developments.

**88%** of the visitors were pleased with the size and variety of goods on offer.



# 2013 Show Highlights – beauty with purpose



## Walk of Beauty

The Walk of Beauty is always one of the most eagerly anticipated features at Beautyworld Middle East. Organised in conjunction with Madi International, and powered by Wella Professionals, the 2012 edition featured the most talented professional hairdressers and make-up artists from the GCC region performing live on stage in an interactive and electrifying environment. The annual show continues to grow every year and the 2013 version will no doubt surpass expectations once more!



## Nail It! Nail Competition

Nail It! the definitive nail competition offers nail technicians from across the region the opportunity to put their salon on the map by showcasing their talent and abilities in a competitive environment. In 2012, Nail It! was brought to you by OPI. From beginner to professional levels and with categories ranging from the most basic of manicures to the most elaborate nail art, the competition is animated and challenging with lots of great prizes to be won.



## Face It! Make-up Competition

Face It! is an international make-up competition recognising and awarding leading make-up artists from around the globe. In 2012, Face It! was brought to you by Eva Garden. Roberto Bizzochi, Founder and President of Eva Garden headed the judging panel which also included Francesco Bizzochi and Vera Osminina.



## Hair Education

The Salon Educators Artistic Team headed by Steve Turner of MyHairDressers.com held three amazing days of FREE Education at a dedicated stage at the heart of the exhibition. Joining Steve Turner on stage was Stacey Broughton, who presented some amazing sessions on advanced creative techniques and cuts. The duo held shows at the event and are looking forward to bringing more education and trends to the 2013 edition.

## Fragrance Station

The Fragrance Station is a simple concept that was launched at the 2010 event, with the objective being to encourage drop-in visits to exhibitors specialising in fragrance and oils. The idea is simple: At the station, visitors are invited to spray a range of different perfumes and for those they specifically like, they can easily locate the stand number on the bottom of the perfume bottle.

## The Spa and Salon Management Summit

Launched at the 2011 exhibition and the first event of its kind to be held alongside Beautyworld Middle East, the summit exceeded all expectations and was entirely sold out in 2012.

Addressing key aspects of spa operations ranging from product licensing rules and regulations to legislation governing business operations and common legislation violations, the 2012 summit was a tremendous success.



Mark our next show dates in your calendar: **May 28 – 30, 2013**

Log on to [www.beautyworldME.com](http://www.beautyworldME.com) to keep up to date on new and exciting show developments.

### 2012 Sponsors and Supporters

Platinum Sponsor: Gold Sponsors: Silver Sponsors:



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# About the Organiser

Epoc Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's largest trade fair organiser, with 457 million euros in sales and 1,769 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at **[www.beautyworldME.com](http://www.beautyworldME.com)** or contact us directly at **[beautyworld@uae.messefrankfurt.com](mailto:beautyworld@uae.messefrankfurt.com)**

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