



Press Release

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## **BeautyEurasia, the Largest Cosmetics Exhibition in Eurasia, Will Bring the Industry Together!**

**Preparations for BeautyEurasia, the leading cosmetics and cooperation platform in Türkiye and Eurasia, which will bring together Turkish exhibitors and foreign buyers once again in 2023, are in full swing. The 18<sup>th</sup> International Cosmetics, Beauty, and Hair Exhibition (BeautyEurasia) will cover the hot topics and latest trends in the cosmetics industry in cooperation with the leading institutions and organizations in the industry at Istanbul Expo Center from June 15 to 17, 2023.**

Known as the largest business platform for the cosmetics industry in Eurasia and one of the major gateways to the Eurasian market, BeautyEurasia is preparing to offer a highly productive exhibition experience and new business and partnership opportunities to Turkish and foreign industry professionals. The exhibition, which hosted nearly 350 exhibitors and approximately 18,000 visitors in 2022, feels the pulse of the Turkish cosmetics industry with the products and services it offers.

Held by ICA Events, BeautyEurasia will bring together the products, services, and technologies of manufacturers and suppliers from around the world. Hundreds of exhibitors from the Middle East, the Commonwealth of Independent States (CIS), Europe, and Latin America will participate in the exhibition, where cosmetics, beauty, and hair products will be exhibited and booth events will be held. BeautyEurasia will host more than 40 foreign exhibitors from many countries, including Bulgaria, France, India, Iran, Italy, South Korea, Malaysia, Poland, Russia, Serbia, Greece, Switzerland, and Thailand. In total, over 200 exhibitors will participate in the exhibition.

This year, as in previous years, the Hosted Buyers Program will be run at the exhibition with the support of the Ministry of Trade of the Republic of Türkiye. The exhibition, which contributes to creating new international business, procurement, and partnership opportunities for the representatives of the cosmetics industry, will host industry leaders. This year, the exhibition will host more than 70 VIP buyers from 35 countries, mainly Albania, Australia, Canada, Czech Republic, Hungary, Iraq, Kazakhstan, Nigeria, Qatar, Russia, and the United States, as part of the Hosted Buyers Program.

### **Türkiye's Cosmetic Exports Reached \$2.45 Billion in 2022**

Exports, which grew in 2020 due to the pandemic, started an upward trend while the markets were returning to normal in 2021 and 2022. Last year, consistently with the growth of exports of all product groups, Türkiye's cosmetic exports increased by 21.3 percent and reached \$2.45 billion. As the prices of exported and imported goods increased, the prices of goods increased significantly throughout the year due to high inflation both in Türkiye and in the world. In 2022, cosmetic spending in the domestic market



increased by 85 percent and reached 35.2 billion TRY, and the prices of cosmetics and personal care products increased by 70 percent.

**Filiz Mehmedova, Director of BeautyEurasia**, noted that the demand for skin care products made with natural ingredients will grow faster. She said, "The cosmetics industry will grow with the 'naturalness, authenticity, and sustainability trend' in 2023. The demand for cosmetics with less chemicals is growing. As the share of green products increases in world markets, organic cosmetics will grow faster. Consumer preferences are shifting to natural formulas in the cosmetics industry. Therefore, the demand for vegan and gluten-free raw materials is rising, and more natural formulas and sustainable and eco-friendly products are gaining power." Mehmedova added, "Multinational cosmetics companies started to choose Türkiye to set up their production and sales operations, which led to an increase in license agreements, contract manufacturing agreements, and joint ventures with such companies. Türkiye is now a hub not only for the domestic market, but also for the Eastern European, Middle Eastern, African, and Central Asian markets."

**Mehmedova** stated that they would bring together more than 22 thousand industry professionals. She said, "Last year, we carried out both online and offline promotional activities for BeautyEurasia in 65 countries. This year, we are accelerating our efforts to promote the exhibition and exhibitors."

**For details:**

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