

After welcoming 11,623 visitors in the last event held on 16-18 June 2021 at Istanbul Expo Center (IFM), BeautyEurasia, the leading sector and cooperation platform of Turkey and Eurasia, continue its preparations in full throttle to bring hundreds of exhibitors and buyers together in 2022.

## **BeautyEurasia's Great Success Has Led to Significant Boost in Demand for The Event To Be Held in 2022**

**The 17th International Cosmetics, Beauty & Hair Exhibition - BeautyEurasia, which will be held on 15-17 June 2022, started to receive registrations with high demand thanks to the commercial success of the exhibitors and visitors attending to the organization. BeautyEurasia will be organized by Hyve Group at Istanbul Expo Center and it will bring up the latest developments shaping the cosmetics industry to the agenda in 2022 again, in cooperation with important institutions and organizations in the industry.**

One of the most important meeting points of the cosmetics industry, BeautyEurasia opened on 16-18 June 2021. Following this, the industry's foreign trade growth data has created a positive atmosphere for the future. Particularly, the positive expectations for the rest of the year caused an explosion in the demand for 17th BeautyEurasia, which will be held on **15-17 June 2022**. Hundreds of brands have reserved their places for the next BeautyEurasia. Applications for participation are still ongoing, and **the capacity is 70% full already**. The exhibition was promoted in specific countries which are prominent in the cosmetics industry such as America, Italy, Ukraine, United Arab Emirates, Egypt, Mexico, and Spain, and an extensive promotional campaign in Russia, the Netherlands, Nigeria, France, Panama, Colombia, Bulgaria, Serbia, South Africa, and England is planned to attract foreign visitors. Thanks to the VIP Buyer Delegation Program, its meeting domestic participants with foreign buyers and creating a kind of foundation for new business and collaborations make BeautyEurasia more interesting, while also creating a significant added value for the industry.

### **56 Countries, Near 150 VIP Hoted Buyers, More than 2500 Business Meetings and 11.623 Visitors**

11,623 people visited the 16th International Cosmetics, Beauty & Hair Exhibition – BeautyEurasia, whose number of visitors increased by 58% compared to the previous exhibition. The exhibition offers new business and cooperation opportunities to local and foreign industry professionals, participating companies as part of the VIP Hosted Buyer Program. At both the fairground and online through the Hyve Connect Matchmaking System, participants had the opportunity to meet with nearly 150 VIP hosted buyers from 56 countries, including Iraq, Canada, Palestine, Spain, Ecuador, Ukraine, Cameroon, Tunisia, Egypt, Kazakhstan, Pakistan, Uganda, Uruguay, Georgia, Netherlands, Nigeria, Macedonia, Romania, Kosovo, Lebanon and Bosnia and Herzegovina. More than 2.500 business meetings were held

between the exhibitors and the buyers, making a direct contribution to the exports in the cosmetics industry.

### **Expenditures in the Domestic Market Continue to Increase**

While exports and imports of cosmetic products were affected by the COVID-19 pandemic in 2020, the foreign trade data of cosmetic products continued to be shaped by the after-effects of the pandemic in 2021. In the first nine months of 2021, exports decreased by 0.5 percent and amounted to \$1.49 billion, while imports increased by 4.3 percent in the same period of 2021, amounting to \$703.9 million.

The restrictions and lockdowns in the first quarter of 2021 continued to limit the expenditures in the domestic market. On the other hand, the re-openings as of the second quarter of the year and the re-opening of the tourism sector in the summer have also led to an increase in the expenditures. In September, the opening of schools and the return to work increased expenditure. For this reason, expenditures in the domestic market increased by 27.5 percent in the first nine months of 2021 and reached up to 13.0 billion TL. In the first nine months of the year, the prices of cosmetics and care products increased by 24.0 percent compared to the same period of the previous year. In this respect, since a significant part of the increase in expenditures in the first nine months stemmed from price increases, the real expenditure increase was 3.5 percent.

### **Cosmetic Products Export from Turkey to Italy Brings Nearly 10 Million Dollars Annually**

In the first nine months of 2019, exports from Turkey to Italy amounted to 6.44 million dollars, and in the first nine months of 2020 it was 6.95 million dollars. In the first nine months of 2021, it increased by 0.7 percent to \$ 7.0 million. The most exported products to Italy were cleaning and hygiene products, colored cosmetics, perfumes and deodorants, and personal care products.

Turkey imports more than 50 million dollars of cosmetic products from Italy annually. Imports amounted to 44.32 million dollars in the first nine months of 2019, and 38.88 million dollars in the first nine months of 2020. In the first nine months of 2021, imports decreased by 1.0 percent to 38.49 million dollars. The most imported products from Italy were hair care products, colored cosmetics, cleaning and hygiene products, personal care products, packaging and labeling machines, and perfumes and deodorants.

Emphasizing that the exhibition they organized this year was very productive, **Hyve Group Regional Director Kemal Ülgen** said, "The cosmetics industry, which has grown significantly in Turkey, continues to contribute to the country's economy despite the COVID-19 pandemic, which has affected the whole world in every aspect of life. We made a great contribution to the country's economy and the cosmetics industry at our 16th BeautyEurasia we held between 16-18 June 2021. We got to meet with nearly 150 invited buyers from 56 countries both at the fairground and online through the Hyve Connect Matchmaking System. More than 2500 business meetings were made between the participants and the buyers, and a direct contribution was made to the exports of the cosmetics industry. At the same time, the number of visitors in BeautyEurasia increased by 58% compared to 2019 and 11.623 people visited the fair this year. Our participants are very excited about next year. The places already reserved

and the interest shown in the exhibition clearly show this enthusiasm. In 2022, we aim to be the driving force for the sector by having even higher figures and to provide added value at a significant level.”

**About Hyve Group**

Hyve Group is an international exhibition company that organizes 75 events in 12 countries, with more than 800 experienced employees in 10 countries. Hyve Group is a new generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region. Hyve Group organizes Turkey's leading exhibitions in the fields of construction (Building Exhibition– Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), rail systems and logistics (Eurasia Rail).

**For detailed information:**

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