

beautyworld

SAUDI ARABIA

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POST SHOW REPORT 2019

Saudi Arabia's regional trade fair for Beauty Products, Hair, Fragrance and Wellbeing

SHOW PROFILE

The second edition of Beautyworld Saudi Arabia reinforced the show's position as the foremost trade platform for local businesses to meet with leading global brands and pioneers in the beauty and wellness industries. Visitors explored a broad variety of market trends and innovations that are creating exciting opportunities in the region's largest beauty market.

Edition	: 2 nd
Date	: 27 – 29 October, 2019
Venue	: Jeddah Centre for Forums & Events, Saudi Arabia
Organised by	: ACE Exhibitions
Licensed by	: Messe Frankfurt Exhibition GmbH
Total Gross Sqm.	: 6,400 sqm.
Exhibitors	: 195
Visitors	: 5,102

5 PRODUCT GROUPS

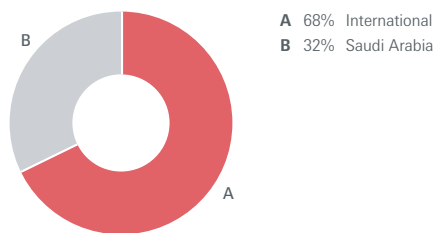
- Fragrance Compounds & Finished Fragrances
- Cosmetics & Skincare
- Personal Care & Hygiene
- Hair, Nails & Salon Supplies
- Machinery, Packaging, Raw Materials & Contract Manufacturing

EXHIBITOR OVERVIEW

 **195**
exhibitors

 **23**
countries

Regional breakdown of exhibitors

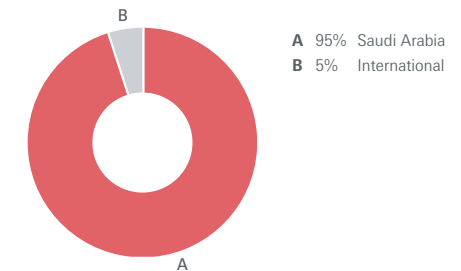


VISITOR OVERVIEW

 **5,102**
visitors

 **37**
countries

Regional breakdown of visitors



Top 5 Countries by Exhibitor Numbers

No.	Countries	Exhibitors
1	Saudi Arabia	62
2	China	31
3	United Arab Emirates	29
4	South Africa	18
5	France	11

Top 5 Countries by Visitor Numbers

No.	Countries	Visitors
1	Saudi Arabia	4,836
2	United Arab Emirates	23
3	China	23
4	India	21
5	Egypt	13

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Market Information

In 2018, Saudi Arabia's consumers spent **US\$5.1 billion** on beauty and personal care with this set to rise to **US\$5.2 billion** by the end of 2019 and expected to reach **US\$5.8 billion** by 2022. The Kingdom already comprises **16%** of the total Middle East and Africa beauty and personal care market.

Retail value of top 5 categories

Fragrances



Skincare



Men's grooming



Haircare



Colour cosmetics



Quick Links:

- [Click here](#) to view the **Show video**
- [Click here](#) to view the **Press release**
- [Click here](#) to **Save the date for 2020**

Visitor Profile

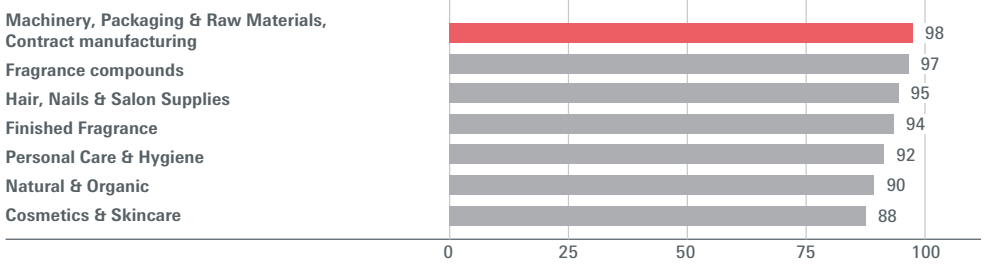
Visitors' reasons for attending the show

(all figures in %)



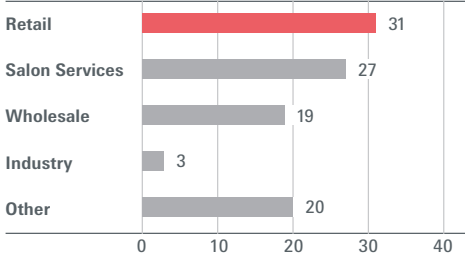
Visitors' level of satisfaction of product range

(all figures in %)



Visitors' nature of business

(all figures in %)



96%

of attendees were satisfied with their visit to the show

Beauty Academy



The Beauty Academy returned for the second year at Beautyworld Saudi Arabia, offering a unique opportunity to current and aspiring **hair and makeup professionals**, and those in the field of **salon management** to advance their skills.

With exclusive sessions on in-demand skills such as salon techniques, hair styling as well as professional makeup, the three-day program gave salons and professionals valuable insight into the trending styles that are in-demand in the region.

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See you next year!

29 September – 1 October, 2020